

Start of Block: demographics_1

demo_1_intro Please help us to learn a little about yourself.

age How old are you?

- Under 18 (1)
 - 18-24 years old (2)
 - 25-34 years old (3)
 - 35-44 years old (4)
 - 45-54 years old (5)
 - 55-64 years old (6)
 - 65+ years old (7)
-



female What is your sex?

- Male (0)
 - Female (1)
-

state In which state do you currently reside?

▼ Alabama (1) ... I do not reside in the United States (53)

Start of Block: license

age_full How long ago did you get your first full driving license? (best guess)

- Less than a year ago (1)
 - 1 - 5 years ago (2)
 - 6 - 10 years ago (3)
 - 11 - 15 years ago (4)
 - More than 15 years ago (5)
-

riding_years How many years have you been riding motorcycles? (best guess)

- Less than a year ago (1)
 - 1 - 5 years ago (2)
 - 6 - 10 years ago (3)
 - 11 - 15 years ago (4)
 - More than 15 years ago (5)
-

mc_license Do you have a Motorcycle License Endorsement?

- No (1)
- Yes (2)

age_mc How long ago did you get your Motorcycle License Endorsement? (best guess)

- Less than a year ago (1)
 - 1 - 5 years ago (2)
 - 6 - 10 years ago (3)
 - 11 - 15 years ago (4)
 - More than 15 years ago (5)
-

training What kind of motorcycle training have you had?

- Classes required by state for license (1)
- Safety class from motorcycle dealer (4)
- Community college motorcycle course (5)
- Informal training from friends/family (6)
- High-performance training (7)
- other (8) _____

End of Block: license

Start of Block: riding behavior

miles_year About how many miles do you ride on your motorcycle in a typical year?

- Less than 1000 miles (1)
 - 1000 to 4,999 miles (4)
 - 5000 to 9,999 miles (5)
 - 10,000 to 15,000 miles (6)
 - Greater than 15,000 miles (7)
-



work_mc Is your motorcycle your primary mode of travel *to work*?

- No (0)
- Yes (1)
- Not applicable (don't work/retired) (2)

Skip To: rec_mc If Is your motorcycle your primary mode of travel to work? = Yes

Skip To: rec_non_mc If Is your motorcycle your primary mode of travel to work? = Not applicable (don't work/retired)

work_non_mc What is your primary mode of transportation *to work*?

- Passenger car or van (1)
 - Passenger truck (2)
 - Public transit (3)
 - Walking/cycling (4)
 - Other (5) _____
-



rec_mc Is your motorcycle your primary mode of travel *for recreation or leisure* (not work)?

- No (0)
- Yes (1)

Skip To: safety_gear If Is your motorcycle your primary mode of travel for recreation or leisure (not work)? = Yes

rec_non_mc What is your primary mode of transportation *for recreation or leisure* (not work)?

- Passenger car or van (1)
 - Passenger truck (2)
 - Public transit (3)
 - Walking/cycling (4)
 - Other (5) _____
-

safety_gear What motorcycle-grade gear do you use regularly? (check all that apply)

Helmet (1)

Gloves (2)

Jacket (3)

Boots (4)

Pants (5)

All of the above (6)

None (7)

End of Block: riding behavior

Start of Block: bikes owned



owned What types of motorcycles do you own? (select all that you've both owned and ridden at least 6 times in the past year)

- Sport ("crotch rocket") (1)
- Custom (2)
- Standard (naked) (3)
- Touring or sport touring (4)
- Scooter (5)
- Trike (reverse) (6)
- Off-Road/Dual sport (Enduro) (7)
- SuperMoto (8)

owned_other Do you own any that weren't listed? Please list any below.

End of Block: bikes owned

Start of Block: engine size loop



engine_size In CCs, what size engine is the engine of this motorcycle you own? [\\${m://Field/1}](#)

End of Block: engine size loop

Start of Block: personal use of mc tech

tech_intro This next section is about specific motorcycle safety technologies you may or may not have heard of.

Page Break

tech_heard_of Which, if any, these systems have you heard are *available for motorcycles*?
(check all that apply)

- Anti-lock brake system (ABS) (1)
- Motorcycle stability control (MSC) (10)
- Combined braking system (CBS) (2)
- Lane departure warning (LDW) (4)
- Forward collision warning (FCW) (7)
- Blind spot indicator (BSI) (5)
- None of the above (11)

*Skip To: pros_cons_open If Which, if any, these systems have you heard are available for motorcycles?
(check all that apply) = None of the above*

Page Break

tech_on_bike Which, if any, those systems have you experienced or used on your motorcycle(s)? (check all that apply)

Display this choice:

If Which, if any, these systems have you heard are available for motorcycles? (check all that apply) = Anti-lock brake system (ABS)

Anti-lock brake system (ABS) (1)

Display this choice:

If Which, if any, these systems have you heard are available for motorcycles? (check all that apply) = Motorcycle stability control (MSC)

Motorcycle stability control (MSC) (2)

Display this choice:

If Which, if any, these systems have you heard are available for motorcycles? (check all that apply) = Combined braking system (CBS)

Combined braking system (CBS) (3)

Display this choice:

If Which, if any, these systems have you heard are available for motorcycles? (check all that apply) = Lane departure warning (LDW)

Lane departure warning (LDW) (5)

Display this choice:

If Which, if any, these systems have you heard are available for motorcycles? (check all that apply) = Forward collision warning (FCW)

Forward collision warning (FCW) (8)

Display this choice:

If Which, if any, these systems have you heard are available for motorcycles? (check all that apply) = Blind spot indicator (BSI)

Blind spot indicator (BSI) (6)

None of the above (11)

pros_cons_open People may have positive and/or negative thoughts about any of these technologies. What do you think are some pros and cons of using any of these systems?

buy_used_tech If you were looking to purchase another motorcycle, how important would having the newest motorcycle safety technology on it be?

- Not at all important (9)
- Slightly important (10)
- Moderately important (11)
- Very important (12)
- Extremely important (13)

buy_used Would you ever buy a used motorcycle instead of a new one because you didn't want the new technologies on it?

- Definitely not (1)
- Probably not (2)
- Might or might not (3)
- Probably yes (4)
- Definitely yes (5)

End of Block: personal use of mc tech

Start of Block: ABS

use_redux_intro We are interested in your willingness to use and buy these systems.

Page Break

abs_def **Anti-lock brake system (ABS)** Prevents wheels from locking up under severe braking

abs_willing What is your willingness to use an **anti-lock brake system** on your motorcycle(s)?

- Extremely unlikely (1)
- Somewhat unlikely (2)
- Neither likely nor unlikely (3)
- Somewhat likely (4)
- Extremely likely (5)

abs_disabled If **anti-lock brake system** could be temporarily disabled during a ride or disabled while in a particular riding mode, would you be more willing to buy or accept it on your motorcycle?

- Definitely not (9)
 - Probably not (10)
 - Might or might not (11)
 - Probably yes (12)
 - Definitely yes (13)
-

abs_open What would make you more willing to use or pay for **anti-lock brake system** on a motorcycle?

End of Block: ABS

Start of Block: MSC

msc_def **Motorcycle stability control (MSC)** Prevents excessive rear wheel spin when accelerating

msc_use What is your willingness to use a **motorcycle stability control** system on your motorcycle(s)?

- Extremely unlikely (1)
 - Somewhat unlikely (2)
 - Neither likely nor unlikely (3)
 - Somewhat likely (4)
 - Extremely likely (5)
-

msc_disabled If **motorcycle stability control** could be temporarily disabled during a ride or disabled while in a particular riding mode, would you be more willing to buy or accept it on your motorcycle?

- Definitely not (9)
 - Probably not (10)
 - Might or might not (11)
 - Probably yes (12)
 - Definitely yes (13)
-

msc_open What would make you more willing to use or pay for **motorcycle stability control** on a motorcycle?

End of Block: MSC

Start of Block: combined braking

combined_def **Combined braking system (CBS)** Applies front and rear braking when either the foot pedal or hand lever are used

combined_use What is your willingness to use a **combined braking system** on your motorcycle(s)?

- Extremely unlikely (1)
 - Somewhat unlikely (2)
 - Neither likely nor unlikely (3)
 - Somewhat likely (4)
 - Extremely likely (5)
-

combined_disabled If the **combined braking system** could be temporarily disabled during a ride or disabled while in a particular riding mode, would you be more willing to buy or accept it on your motorcycle?

- Definitely not (9)
 - Probably not (10)
 - Might or might not (11)
 - Probably yes (12)
 - Definitely yes (13)
-

combined_open What would make you more willing to use or pay for **combined braking system** on a motorcycle?

End of Block: combined braking

Start of Block: lane departure

lane_def **Lane departure warning (LDW)** Alerts rider when the motorcycle crosses lane markings

lane_use What is your willingness to use a **lane departure warning system** on your motorcycle(s)?

- Extremely unlikely (1)
 - Somewhat unlikely (2)
 - Neither likely nor unlikely (3)
 - Somewhat likely (4)
 - Extremely likely (5)
-

lane_disabled If the **lane departure warning** system could be temporarily disabled during a ride or disabled while in a particular riding mode, would you be more willing to buy or accept it on your motorcycle?

- Definitely not (9)
 - Probably not (10)
 - Might or might not (11)
 - Probably yes (12)
 - Definitely yes (13)
-

lane_open What would make you more willing to use or pay for **lane departure warning** system on a motorcycle?

End of Block: lane departure

Start of Block: forward collision

fcw_def **Forward collision warning (FCW)** Alerts rider of an impending collision with slower or stopped forward vehicle

fcw_use What is your willingness to use a **forward collision warning** system on your motorcycle(s)?

- Extremely unlikely (1)
 - Somewhat unlikely (2)
 - Neither likely nor unlikely (3)
 - Somewhat likely (4)
 - Extremely likely (5)
-

fcw_disabled If the **forward collision warning** system could be temporarily disabled during a ride or disabled while in a particular riding mode, would you be more willing to buy or accept it on your motorcycle?

- Definitely not (9)
 - Probably not (10)
 - Might or might not (11)
 - Probably yes (12)
 - Definitely yes (13)
-

fcw_open What would make you more willing to use or pay for **forward collision warning** system on a motorcycle?

End of Block: forward collision

Start of Block: blind spot

blind_def **Blind spot indicator (BSI)** Alerts rider if a vehicle is in their blind spot

blind_use What is your willingness to use a **blind spot indicator** system on your motorcycle(s)?

- Extremely unlikely (1)
 - Somewhat unlikely (2)
 - Neither likely nor unlikely (3)
 - Somewhat likely (4)
 - Extremely likely (5)
-

blind_disabled If the **blind spot indicator** system could be temporarily disabled during a ride or disabled while in a particular riding mode, would you be more willing to buy or accept it on your motorcycle?

- Definitely not (9)
 - Probably not (10)
 - Might or might not (11)
 - Probably yes (12)
 - Definitely yes (13)
-

blind_open What would make you more willing to use or pay for **blind spot indicator** system on a motorcycle?

End of Block: blind spot

Start of Block: safety and pay

safety_benefits Do you think these technologies provides strong safety benefits?

- Definitely not (4)
 - Probably not (5)
 - Might or might not (6)
 - Probably yes (7)
 - Definitely yes (8)
-

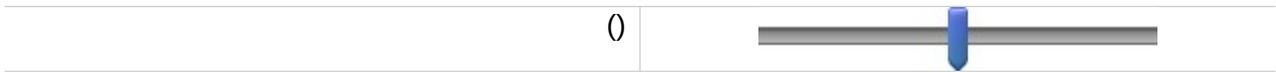
safety_willing_pay Would you be willing to pay extra money to have these safety technologies installed on your motorcycle?

- Definitely not (9)
 - Probably not (10)
 - Might or might not (11)
 - Probably yes (12)
 - Definitely yes (13)
-

safety_pay_tot Use the slider to tell us - How much would you be willing to pay to have these safety technologies installed on your motorcycle?

Cost in US dollars

0 1 2 3 4 5 6 7 8 9 10
0 0 0 0 0 0 0 0 0 0 00
0 0 0 0 0 0 0 0 0 0



imu_interest Would you be more interested in safety technologies that include an IMU (inertial measurement unit) that could improve performance when the motorcycle is not upright?

- Definitely not (9)
- Probably not (10)
- Might or might not (11)
- Probably yes (12)
- Definitely yes (13)

End of Block: safety and pay

Start of Block: marketing and policy awareness

Page Break

aware_adverts Have you seen any advertisements about these systems?

No (10)

Maybe (11)

Yes (12)

aware_word_of_mouth Have you been told about these systems by a local manufacturer or seller?

No (10)

Maybe (11)

Yes (12)

Page Break

mandates_open What do you know about mandates for including these systems in motorcycle manufacturing?

mandates_closed Do you think there should be mandates for including these technologies on motorcycles?

- Definitely not (1)
- Probably not (2)
- Might or might not (3)
- Probably yes (4)
- Definitely yes (5)

Display this question:

If Do you think there should be mandates for including these technologies on motorcycles? = Probably yes

Or Do you think there should be mandates for including these technologies on motorcycles? = Definitely yes

mandates_yes_open Why do you think there should be mandates for these technologies on motorcycles?

Display this question:
If Do you think there should be mandates for including these technologies on motorcycles? = Definitely not
Or Do you think there should be mandates for including these technologies on motorcycles? = Probably not

mandates_no_open Why do you think there should not be mandates for these technologies on motorcycles?

Display this question:
If Do you think there should be mandates for including these technologies on motorcycles? = Might or might not

mandates_open_maybe Why do you think there maybe should or should not be mandates for these technologies on motorcycles?

End of Block: marketing and policy awareness

repair Do you repair/modify your motorcycle(s)?

No (1)

Yes (2)

repair_interest Does the idea of "right to repair" affect your interest in advanced safety technologies?

Definitely not (4)

Probably not (5)

Might or might not (6)

Probably yes (7)

Definitely yes (8)

repair_open How does the idea of "right to repair" affect your interest in advanced safety technologies?

repair_prevent Do you think advanced safety technologies would prevent you from modifying your motorcycle(s)?

- Definitely not (1)
- Probably not (2)
- Might or might not (3)
- Probably yes (4)
- Definitely yes (5)

End of Block: right to repair issues

Start of Block: crash and tech



crash Have you ever laid down your motorcycle or gotten into a crash with your motorcycle?

- No (0)
- Yes (1)

Display this question:

If Have you ever laid down your motorcycle or gotten into a crash with your motorcycle? = Yes

crash_open How do you think any of the technologies we have asked about in this survey (ABS, MSC, CBS, LDW, FCW, and BSI) would have helped you avoid laying down your motorcycle or getting in a crash? ABS=anti-lock brake system , MSC=motorcycle stability control, CBS=combined braking system, LDW=lane departure warning, FCW=forward collision warning, and BSI=blind spot indicator

End of Block: crash and tech

Start of Block: final_open

final_open Finally, what, if any, other thoughts do you have on the motorcycle technology systems we reviewed in this survey (ABS, MSC, CBS, LDW, FCW, and BSI)? ABS=anti-lock brake system , MSC=motorcycle stability control, CBS=combined braking system, LDW=lane departure warning, FCW=forward collision warning, and BSI=blind spot indicator

End of Block: final_open

Start of Block: demographics 2

demo_outro Thank you so much for your feedback. We'll wrap up by asking a little bit more about you.

hispanic Are you of Spanish, Hispanic, or Latino origin?

Yes (1)

No (2)

race Choose one or more races that you consider yourself to be

- White or Caucasian (1)
 - Black or African American (2)
 - American Indian/Native American or Alaska Native (3)
 - Asian (4)
 - Native Hawaiian or Other Pacific Islander (5)
 - Other (6)
 - Prefer not to say (7)
-

income What was your total household income before taxes during the past 12 months?

- Less than \$25,000 (1)
 - \$25,000-\$49,999 (2)
 - \$50,000-\$74,999 (3)
 - \$75,000-\$99,999 (4)
 - \$100,000-\$149,999 (5)
 - \$150,000 or more (6)
 - Prefer not to say (7)
-

education What is the highest level of education you have completed?

- Some high school or less (1)
- High school diploma or GED (2)
- Some college, but no degree (3)
- Associates or technical degree (4)
- Bachelor's degree (5)
- Graduate or professional degree (MA, MS, MBA, PhD, JD, MD, DDS etc.) (6)
- Prefer not to say (7)

End of Block: demographics 2

**This is an electronically-administered survey instrument. The site that contains this information will also display the following:*

NHTSA Form 1813
OMB Control No: 2127-XXXX
Expiration: XX-XX-2028

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