SURVEY OF COLORADO MOTORCYCLISTS - 2006

COLORADO DEPARTMENT OF TRANSPORTATION

Prepared for:

Colorado Department of Transportation

Prepared by:

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Survey of Colorado Motorcyclists - 2006

INTRODUCTION

BACKGROUND AND OBJECTIVES

In August of 2006, Colorado Department of Transportation retained Corona Research to gather opinions and perceptions of motorcycle and scooter riders on a number of issues related to traffic safety, training, and ridership. The research was conducted via a telephone survey of Coloradans who are registered owners of motorcycles or motor scooters above 49cc in engine displacement. This report documents the findings of this survey, which was conducted in September of 2006.

In addition to this survey, a completely independent survey of state residents (not specifically motorcyclists) regarding motorcycle issues was conducted and is documented in a separate report. Additionally, Corona prepared a geographic portrait of motorcycle ownership in the state, which is provided in a third report. All of these analyses were conducted between July and September of 2006

METHODOLOGY

The surveys were conducted by telephone, using a listed sample of telephone numbers for motorcycle and scooter riders. The survey was conducted during the first part of September, 2006.

A copy of the survey instrument is presented in an appendix to this report.

Telephone surveys, like any other type of survey, do not precisely reflect the entire population when merely summed and totaled. Women, for example, are more likely to respond to telephone surveys than are men, and older people are more likely to respond than are younger people. Other biases could occur as well. However, no ownership data was available by age to correct for that potential bias, and the likely large gender skewing in motorcycle ownership rendered that type of weighting variable insignificant. On the other hand, strong data were available on ownership by size of motorcycle, as measured by cc's of engine displacement, and by the location of ownership. Since there may be demographic patterns by size of bike owned and/or region of the state, the research team developed a unique weighting factor for every single response that adjusted that person's representation in the survey to account for those variables. The responses of some respondents who have motorcycle sizes that were underrepresented in the group of survey participants were therefore weighted more heavily than the responses of people whose motorcycle sizes were overrepresented among the survey participants. The same adjustment was made simultaneously for region of the state. For this reason, the survey findings represent a much more complex, but also more accurate analysis than would a mere tabulation of the raw data. Weighting factors ranged from 0.86 for

(overrepresented) Front Range respondents (excluding Denver) who owned bikes larger than 1000cc to 1.2 for (underrepresented) rural respondents who owned bikes 1000cc or smaller. This represents a very narrow range of weightings, which is good since it means that the survey sample was very similar.

MARGINS OF ERROR AND SEGMENTATION

A total of 384 surveys were completed, resulting in a margin of error of (plus or minus) 5.0 percent with a 95 percent confidence level in the results. This represents a strong one-time survey.

During the course of the survey, Corona gathered information on several personal attributes of survey respondents, including their age, gender, and income. Corona also had information from the initial registration on each respondent's area of residence and type of motorcycle owned. It is possible to segment findings among these groups with varying degrees of confidence; this report provides information for each question for the total population, as well as breakdowns for the size of motorcycle owned. However, the size of the survey was designed to produce strong statewide results rather than being large enough to produce statistically robust subpopulation analysis. Therefore, only one breakdown was conducted: the research team examined the findings of riders of motorcycles over 1000cc in size versus those of 1000cc or smaller. These findings represent a moderate snapshot of those two populations, though a larger sample would be desirable to develop strong subpopulation analyses.

Shown on the following page is a table of the margins of errors for each subgroup within a segmentation. Generally, it is preferred that a segment margin of error be 10 percent or lower, but higher margins of error up to 18 percent can provide value if they show a strong pattern. Margins of error above 18 percent mean that the results should generally be disregarded, but large noted differences may nonetheless point out initial findings that can inform the direction of subsequent research. Additionally, even if individual margins of error are large, a pattern across a continuous range of segments (e.g., age or income categories) can be informative.

Segmentation Margins of Error

(Smaller margins of error are represent more confidence in the findings.)

Group	Margin of Error
Bikes 1000cc or Smaller	7.2%
Bikes Larger than 1000cc	6.4%
Total	5.0%

REPORT LAYOUT

Key Findings are presented on the following pages, and represent some important global findings of the survey. Within the main body of the survey report, six sections are presented:

- Section 1 presents the general usage habits of the respondents, as well as what type of motorcycle they ride.
- Section 2 examines the survey respondents' training and licensing.
- Section 3 of the survey examines the survey respondents' attitude and behaviors, including personal motivations for riding.
- Section 4 examines the survey respondents' personal safety habits while riding.
- Section 5 examines the survey respondents' personal safety concerns that involve motorcycles
- Section 6 summarizes respondents' demographic characteristics including gender, age, and income.

Please note that all references to "motorcycles," "bikes", or "motorcycles and scooters" refers to the total of all motorcycles and motor scooters of 49 cubic centimeters of displacement or more.

Reporting Note: On all graphs, the labels for figures of less than two percent are deleted for better legibility of the graph. Also, the bars in graphs represent actual figures, while the labels are rounded to the nearest whole number. Therefore, some graphs may not appear to add to 100 percent due to this rounding.

KEY FINDINGS

While many conclusions and implications can be discerned from the survey findings, several stand out as being of particular interest. These key findings are discussed below in no particular order.

1. **Cruisers were the most common type of bike owned.** Cruisers and touring bikes were the most common types of motorcycles ridden. Respondents were typically the rider, as opposed to the passenger, as well. *Exhibits 1-2 and 1-3.*

2. **Respondents were typically older males.** The majority of respondents were male and over the age of 44. More than half made $50,000 or more annually. *Exhibits 6-1 through 6-3.*

3. **Respondents primarily ride for fun.** The majority of respondents primarily ride their motorcycles for fun. Respondents only used their motorcycle for a small portion of their overall transportation. *Exhibit 1-4 and 1-5.*

4. **Respondents typically learned to ride at a young age and learned by teaching themselves or through a family member.** Nearly half of respondents began riding before they were legally able to drive. Another third learned between the ages of 16 and 25. Respondents most often learned to ride on their own, and/or with the assistance of a family member. Less than one third of riders had taken additional instruction courses to improve their riding. *Exhibits 2-1 through 2-3.*

5. **The vast majority of respondents either had a license or intended to get one.** Ninety-four percent of respondents had a motorcycle license. Of those who didn't, two thirds intended on getting their license in the future. Of those respondents who were already licenses, most did so by taking the written and driving tests at the Colorado Department of Revenue. *Exhibits 2-4 through 2-6.*

6. **Respondents like to ride because it is exciting and fun.** The majority of respondents ride because it is fun and exciting (85 percent). Forty two percent also agreed that they like the speed associated with riding. Practical reasons such as gas mileage, ease of parking, and other such reasons were typically secondary to the "fun factor". *Exhibits 3-1 and 3-2.*

7. **Nearly all respondents knew that Colorado didn't have a helmet law, and about one-third would support such a law.** Respondents knew correctly that Colorado does not have a helmet law for motorcyclists, while also knowing that eye protection is required. When asked if they would support a helmet law, nearly half (49 percent) responded they would oppose it, while 33 percent would support it and 17 percent had no opinion. The primary reason for opposition was personal freedom, and to a much lesser extent, not believing that helmets are safe. *Exhibits 4-2, 4-6 and 4-7.*

8. **While many respondents would oppose a helmet law, more than half indicated that they always wear a helmet.** Sixty-two percent of respondents indicated that they always wear a helmet. Only 9 percent said they never wore a helmet. Respondents who don't always wear a helmet often cited as reasons the freedom of not wearing a helmet, concerns about helmet safety, and not wearing a helmet when they are going only short distances. *Exhibits 4-3 and 4-5.*

9. **Respondents believed that training was the most important element of safety.** Respondents indicated training for drivers and riders alike was the important safety element. Protective clothing was also considered an important element, more so than helmets. To improve their visibility to drivers, riders most commonly try to stay out of blind spots and make sure their lighting is properly working. *Exhibits 4-1 and 4-9.*

10. **Respondents recognize dangers associated with riding, but also believe that motorcycles are a safe form of transportation.** While respondents recognized that riding a motorcycle is more dangerous than driving a car, most still believed that motorcycles are a safe means of transportation. *Exhibits 5-1 and 5-2.*

11. **Respondents felt that other drivers were their biggest threat to safety.** More than three quarters of respondents indicated that other drivers were the single biggest threat to safety. Respondents also felt that motorcycle riders are more likely to drive safely and defensively, than compared to vehicle drivers, and that when an accident could be blamed on one specific party, it was typically the driver of the automobile's fault. *Exhibits 5-3, 5-5 and 5-6.*

SECTION 1
MOTORCYCLE USAGE

This section of the survey examines the survey respondents' frequency in which they ride a motorcycle or scooter, as well as the type of usage of their motorcycle or scooter. This section also includes the type of motorcycle ridden.

RESPONDENTS WERE MOST LIKELY TO RIDE LARGER BIKES ON PUBLIC ROADWAYS

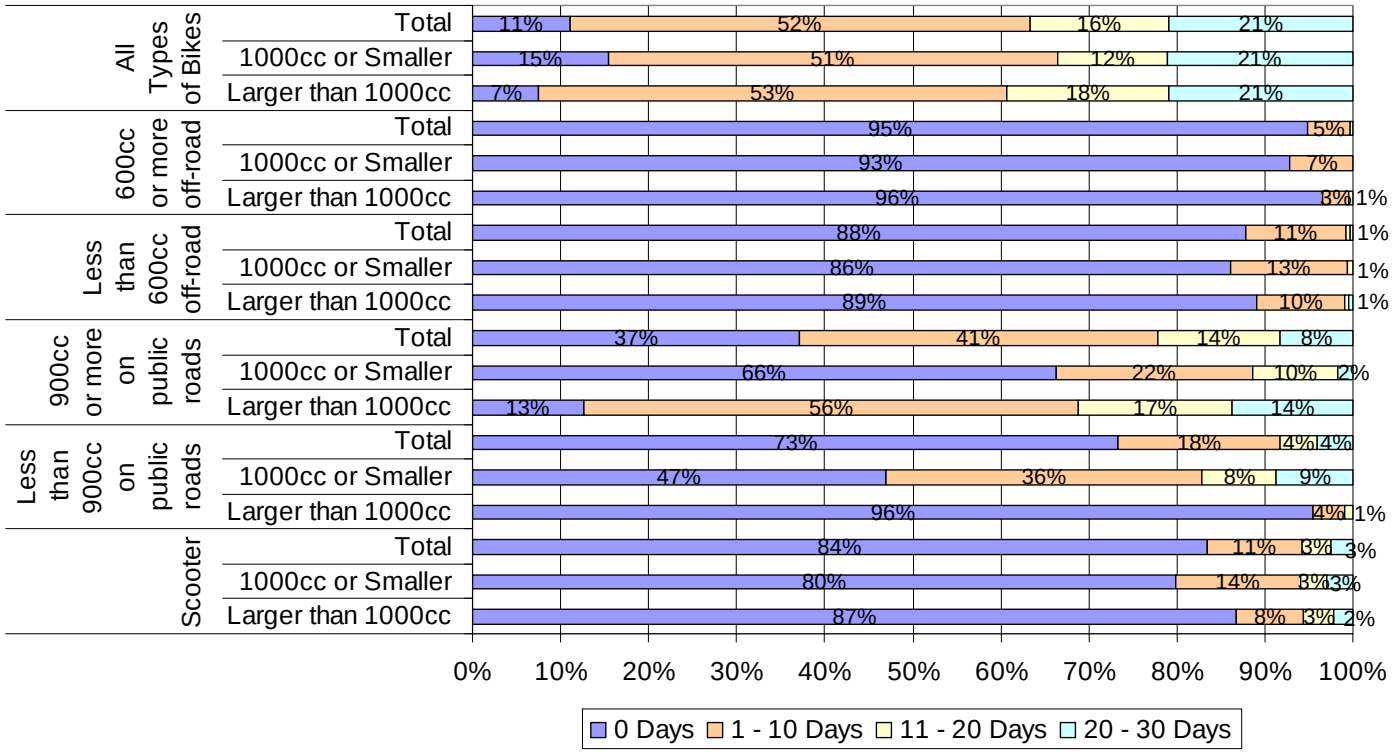
The majority of respondents had ridden some type of motorcycle between 1 and 10 days during the past 30 days. However, riding on public roadways was far more common than riding off-road.

Larger motorcycles (900cc or more) were most popular on public roads, while smaller motorcycles (less than 600cc) were most popular for off-road riding.

Scooters, while only bring ridden by small portion of respondents, were actually more popular than off-road motorcycles among motorcycle owners. However, some types of off-road equipment such as ATVs that are not used for on-road travel were excluded from the survey sample.

Exhibit 1-1
Frequency of Riding Different Types of Bikes

(*In the past 30 days, on how many days have you done each of the following?*)

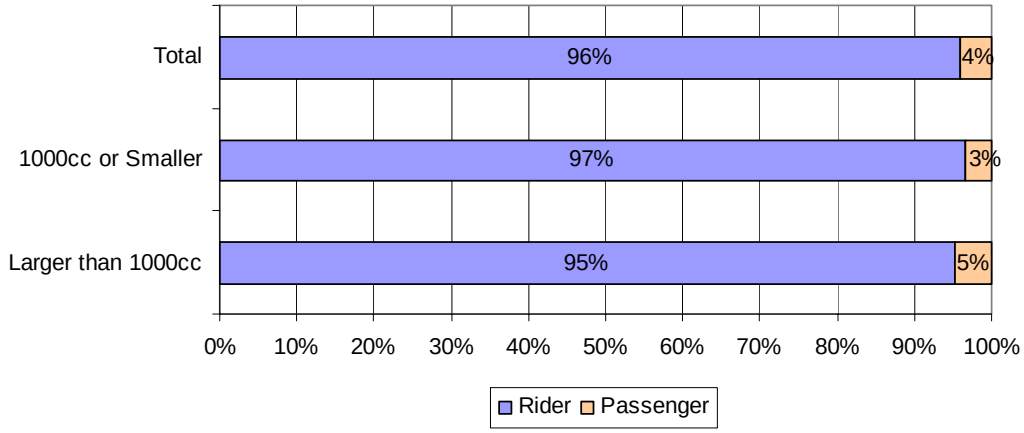


NEARLY ALL RESPONDENTS WERE RIDERS

Ninety six percent of overall respondents were actual riders, while only 4 percent were primarily the passenger.

Exhibit 1-2
Rider or Passenger

(*Are you primarily the rider or passenger?*.)



CRUISERS WERE THE MOST COMMONLY RIDDEN MOTORCYCLES BY RESPONDENTS

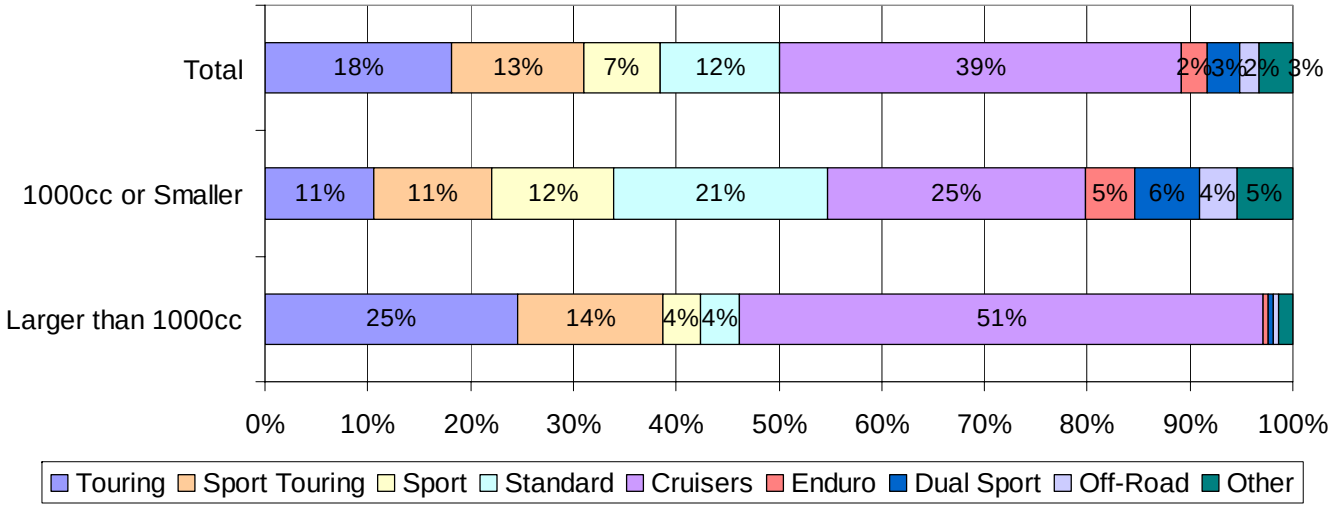
Overall, 39 percent of respondents rode cruisers most frequently. Touring motorcycles were also common with 18 percent of the respondents, followed by sport touring and standard (13 percent and 12 percent, respectively).

Only 7 percent of respondents indicated sport motorcycles, such as Ninja style bikes (aka "crotch rockets"). Three percent or less overall indicated enduro, dual sport, or off-road. The most common "other" response was scooter. The full list of verbatim "other" responses are provided in Appendix A.

It should be noted that some of the disparity between the two subpopulations of smaller and larger motorcycles is due to the type of motorcycle. For instance, cruisers typically have bigger displacements, while off-road motorcycles are typically smaller.

Exhibit 1-3
Motorcycle Ridden

(Which ONE of the following types of motorcycles do you ride most frequently? If you own more than one motorcycle, please refer the motorcycle that you ride on public streets most frequently.)

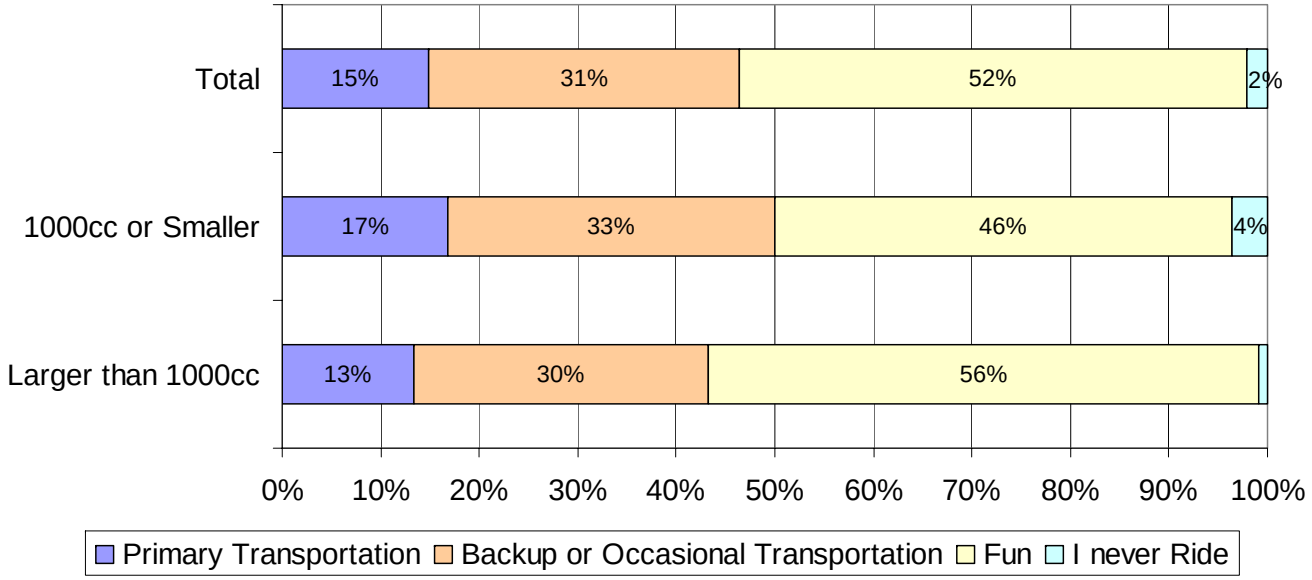


MOST RESPONDENTS TYPICALLY RODE FOR FUN

Fifty-two percent of respondents indicated that they primarily rode for fun. Riders of larger motorcycles were slightly more likely to indicate fun, while respondents who primarily ride smaller bikes were slightly more likely to indicate using their bikes as primary or backup transportation.

Exhibit 1-4
Motorcycle Usage

(*What category best describes your motorcycle usage?*)



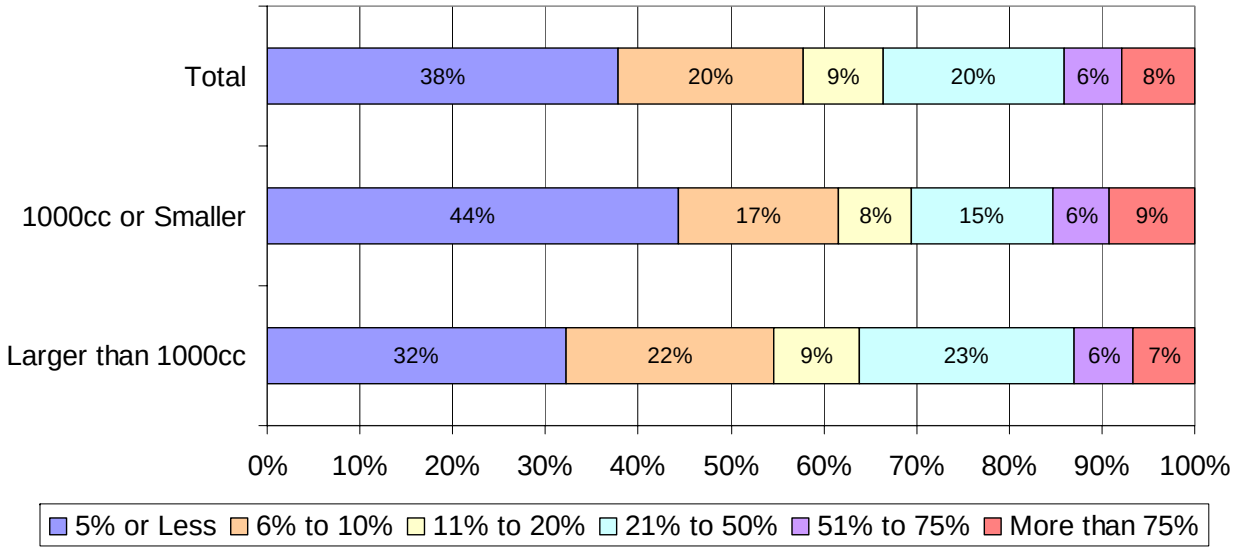
MOTORCYCLES TYPICALLY ACCOUNTED FOR LESS THAN 10 PERCENT OF RESPONDENTS' TRANSPORTATION

More than 50 percent of respondents, regardless of the size of their bike, used their motorcycle for 10 percent or less of their transportation.

In the previous exhibit, riders of motorcycles 1000cc or smaller were slightly more likely to indicate use of their motorcycle for transportation. In this exhibit, however, owners of larger motorcycles reported using their bike for a greater percent of their transportation.

Exhibit 1-5
Percent of Transportation

(*To the best of your knowledge, what percent of your transportation is done by a motorcycle?*)



SECTION 2
TRAINING AND LICENSING

This section of the survey examines the survey respondents' background in riding a motorcycle or scooter. Specifically, this section analyzes how respondents learned to ride and their license or permit status, including how they obtained their license.

NEARLY HALF OF RESPONDENTS LEARNED TO RIDE BEFORE THEIR 16TH BIRTHDAY

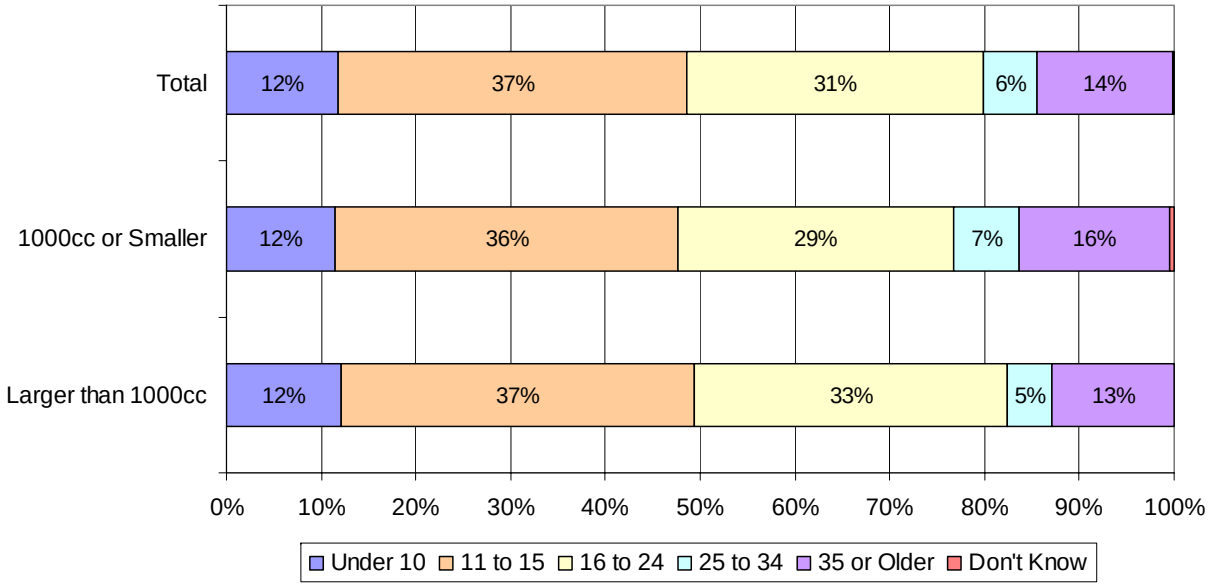
Twelve percent of riders started to ride before the age 10, and another 37 percent started between 11 and 15 years of age. Together, nearly half of the respondents started riding a motorcycle before they were legally able to drive an automobile.

Nearly another third began to ride between the ages of 16 and 24, and approximately one in seven began riding at age 35 or older.

These proportions are consistent across the subgroups as well.

Exhibit 2-1
Age when Began to Ride

(*At what age did you first start riding motorcycles?*)



THA MAJORITY OF RESPONDENTS TAUGHT THEMSELVES HOW TO RIDE A MOTORCYCLE

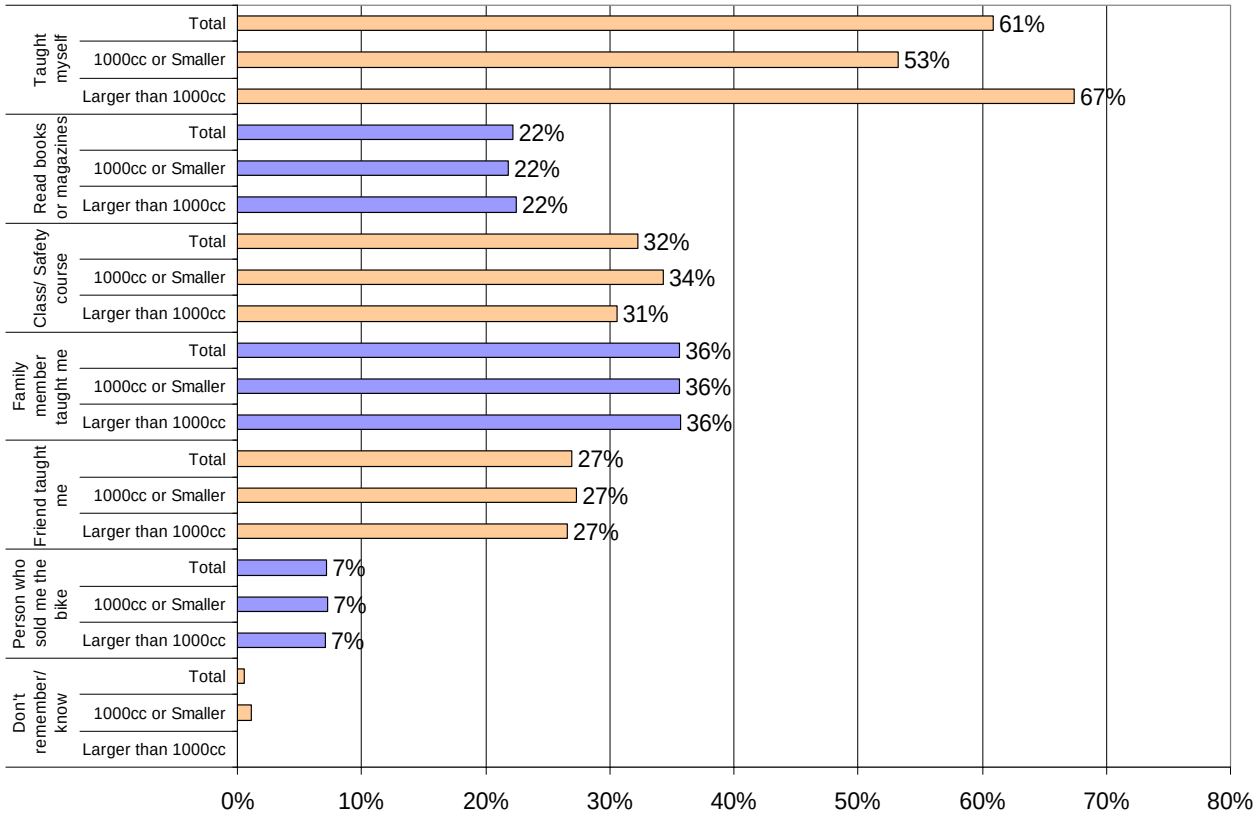
In this survey question, respondents were asked how they learned to ride their motorcycle or scooter. More than one source of training was allowed.

Sixty-one percent of respondents taught themselves how to ride a motorcycle, which was the most common means of training. Family and friends were also common means of learning to ride (36 percent and 27 percent, respectively). Thirty two percent took a class or safety course to learn.

Overall, there was little variation between riders of small and large motorcycles.

Exhibit 2-2
Learning to Ride

(*How did you first learn to ride a motorcycle?*)

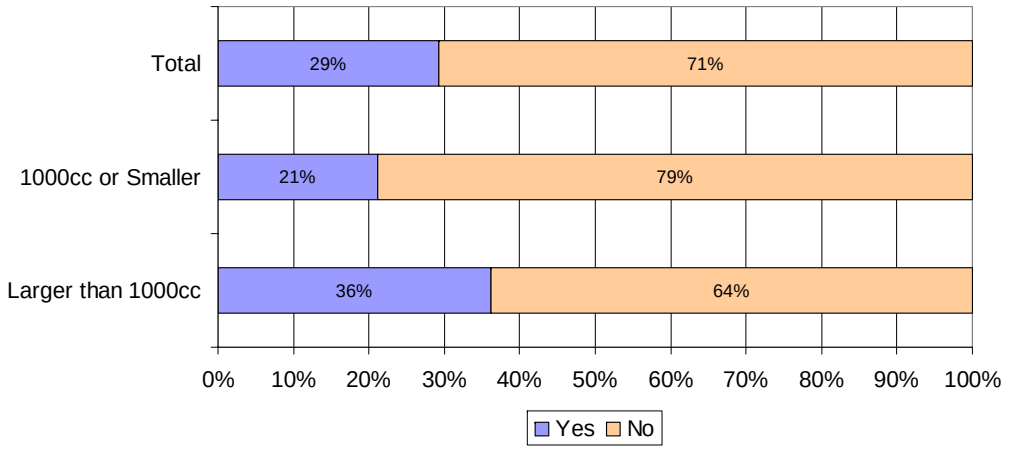


MOST RESPONDENTS HAD NOT TAKEN AN ADDITIONAL TRAINING COURSE TO IMPROVE THEIR RIDING

Seventy-one percent of respondents had not taken any additional courses to improve their riding. Respondents who rode bikes larger than 1000cc, however, were more likely than riders of smaller bikes to have participated in additional training (36 percent compared to 21 percent).

Exhibit 2-3
Additional Training

(*Beyond the required course for earning your motorcycle license, have you taken any other instructional courses to improve your riding?*)

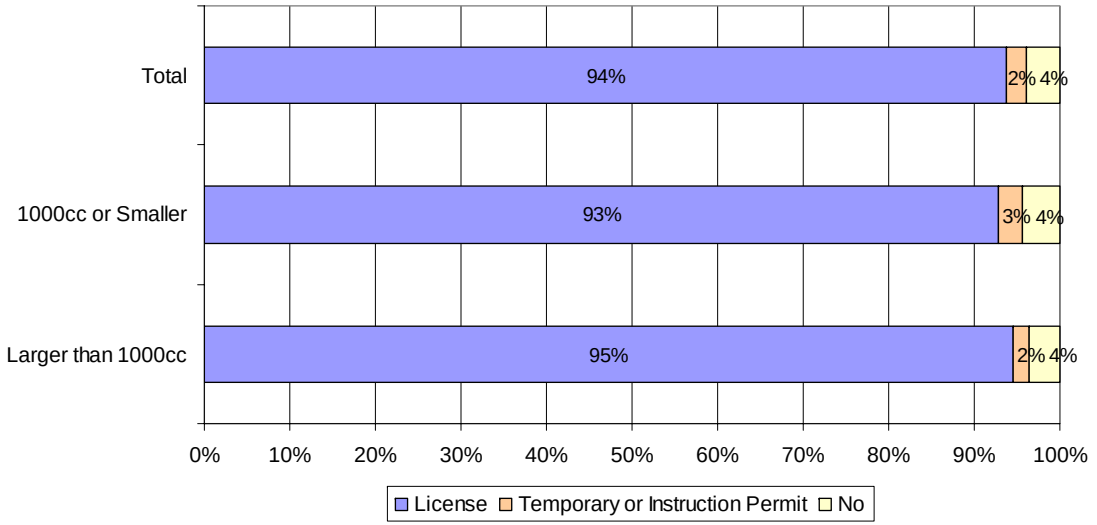


THE VAST MAJORITY OF RESPONDENTS HAD A LICENSE TO DRIVE A MOTORCYCLE

Ninety-four percent of respondents overall had a license and another 2 percent had a temporary permit. Four percent had neither. This was consistent across both subpopulations as well as the total.

Exhibit 2-4
License Status

(*Do you currently have a license or a learner's permit to drive a motorcycle?*)



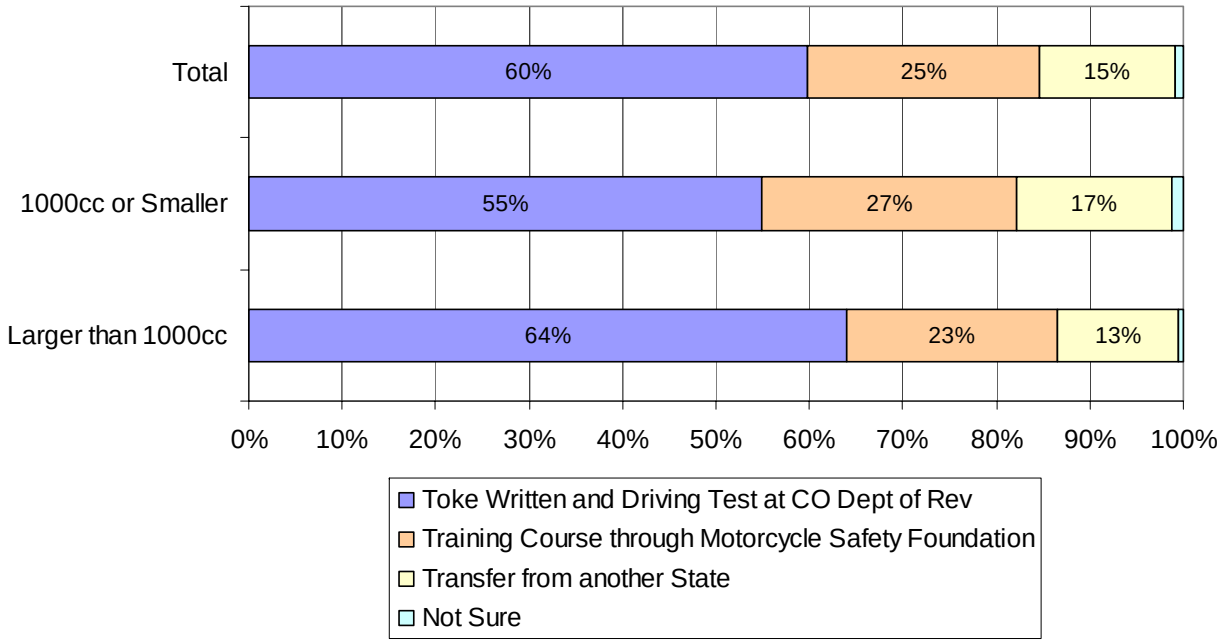
MOST RESPONDENTS HAD TAKEN TESTS AT THE COLORADO DEPARTMENT OF REVENUE TO OBTAIN THEIR LICENSE

This question was only asked to motorcycle license holders as determined in Exhibit 2-4.

Sixty percent of respondents had taken the written and driving test at the Colorado Department of Revenue to obtain their motorcycle license. One quarter of respondents took the alternative route of completing a training course through the Motorcycle Safety Foundation and another 15 percent transferred their license from another state. These proportions were relatively consistent with respondents of small and large motorcycles, though riders of smaller motorcycles were slightly less likely to have obtained their license via testing at the Colorado Department of Revenue.

Exhibit 2-5
Method to Obtain License

(*How did you obtain your license?*)



N= 360 for total

TWO-THIRDS OF RESPONDENTS WITHOUT LICENSES INTENDED TO GET THEIR MOTORCYCLE LICENSE

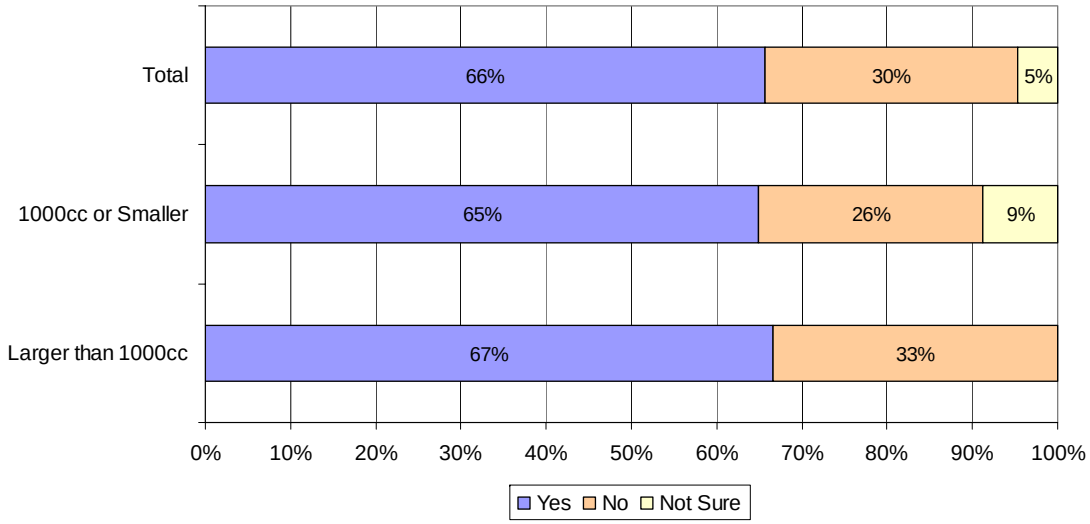
This question was only asked to non-holders of a motorcycle license (including those who had a permit) as determined in Exhibit 2-4. Please note these responses are based on a very small sample of only 24 respondents.

Sixty-six percent of respondents intended to obtain their motorcycle license; nearly a third did not.

Riders of smaller motorcycles were most likely to be undecided if they would obtain a license. These could possibly be riders of off-road motorcycles that generally are smaller and do not require official licensing.

Exhibit 2-6
Intention of License

(*Do you plan to obtain a motorcycle license in the future?*)



N= 24 for total

SECTION 3
ATTITUDES AND BEHAVIOR

This section of the survey examines the survey respondents' personal reason(s) for riding motorcycles or scooters.

THE MAJORITY OF RESPONDENTS RIDE BECAUSE IT IS EXCITING AND FUN

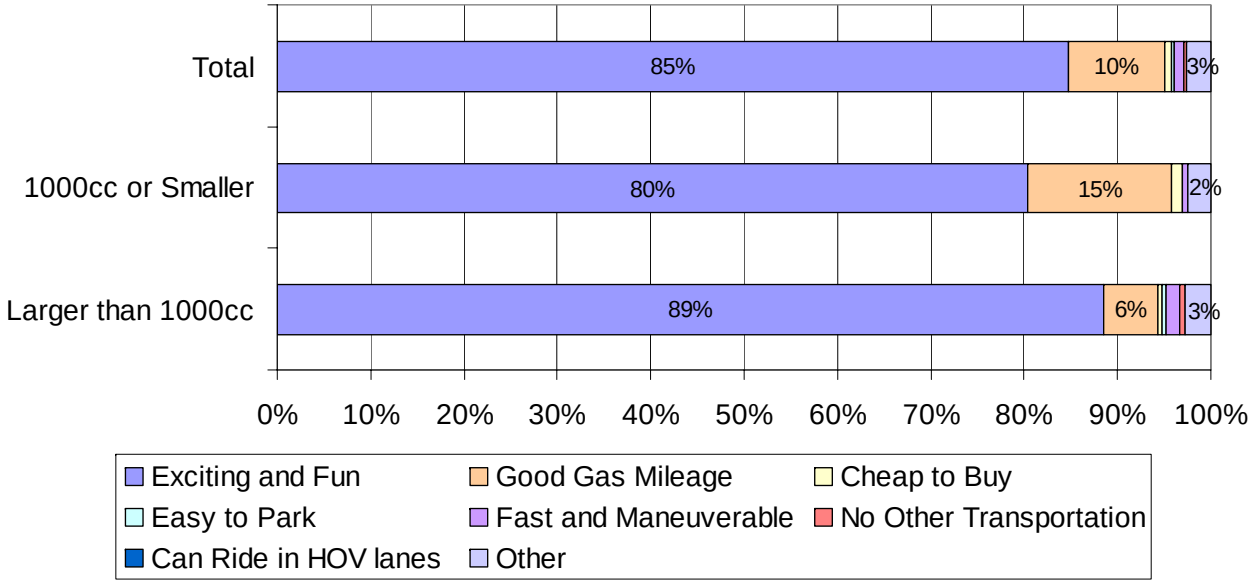
Eighty-five percent of respondents rode because they consider it exciting and fun, as opposed to any practical reason. Ten percent ride because of the good gas mileage, and no other reason garnered more than 2 percent of responses.

Respondents who rode smaller motorcycles were slightly more likely than riders of larger motorcycles to indicate good gas mileage as their main reason for riding, as opposed to indicating that it is exciting and fun.

The full list of verbatim "other" responses are provided in Appendix A.

Exhibit 3-1
Reason for Riding

(*What is the STRONGEST reason you ride a motorcycle?*)



RESPONDENTS MOST LIKED THE SPEED ASSOCIATED WITH RIDING

Respondents were asked four attitudinal statements about riding motorcycles, and they most often agreed with the statement, "I like the speed associated with riding a motorcycle." A total of 42 percent agree to some extent with the statement, while 57 percent disagreed to some extent.

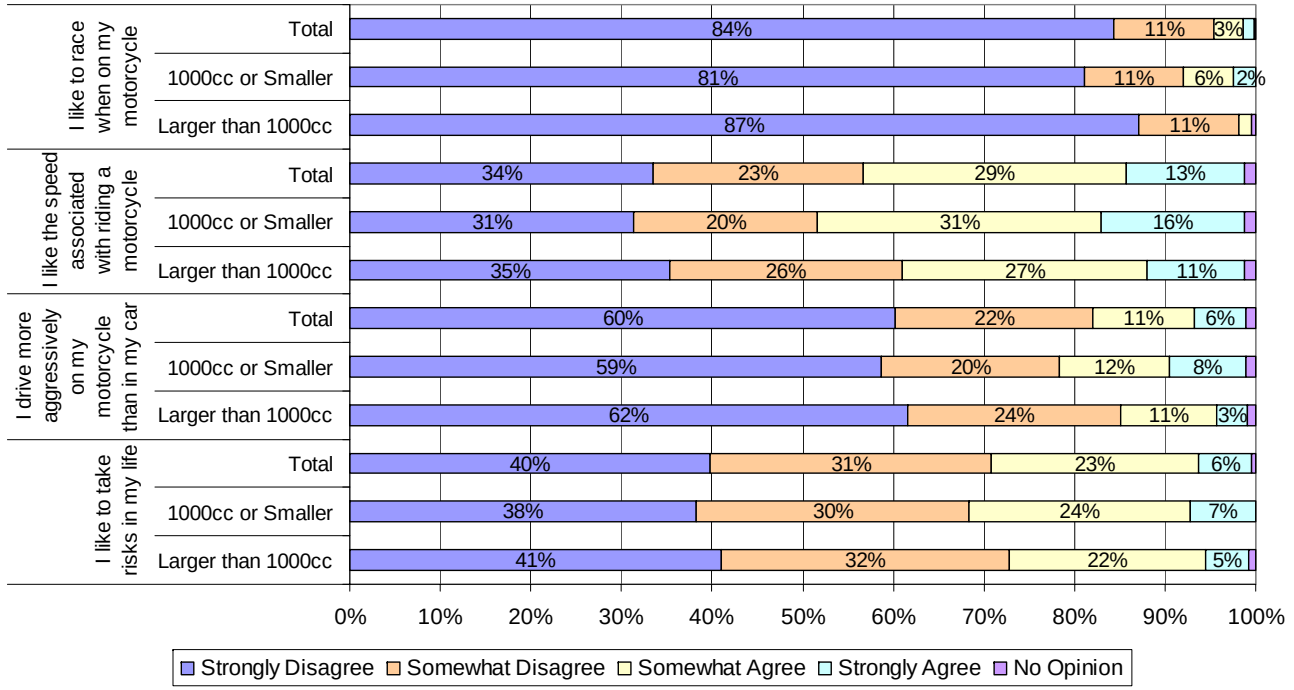
On the other hand, respondents strongly disagreed with the statement related to racing when riding their motorcycle, with only 4 percent agreeing and 95 percent disagreeing.

Similarly, agreement was low regarding driving more aggressively on their motorcycles than in their cars. Approximately 17 percent agreed with that statement, compared to 82 percent who disagreed. However, nearly three in ten respondents did agree on some level that they like to take risks in their lives.

Respondents who rode motorcycles that were 1000cc or smaller in size were typically more likely to agree on some level to each of the four statements.

Exhibit 3-2
Personal Feelings and Motivations for Riding

(*I will now read some statements about your personal feelings and motivations for riding:*)



SECTION 4
SAFETY WHILE RIDING

This section of the survey examines the survey respondents' personal safety measures, as well as how valuable they believe different safety elements are. In particular, opinions and usage regarding wearing a helmet while riding are examined, including support for a helmet law.

AMONG SAFETY MEASURES, RESPONDENTS PLACED THE HIGHEST VALUE ON TRAINING

This graph is split between two pages for better clarity.

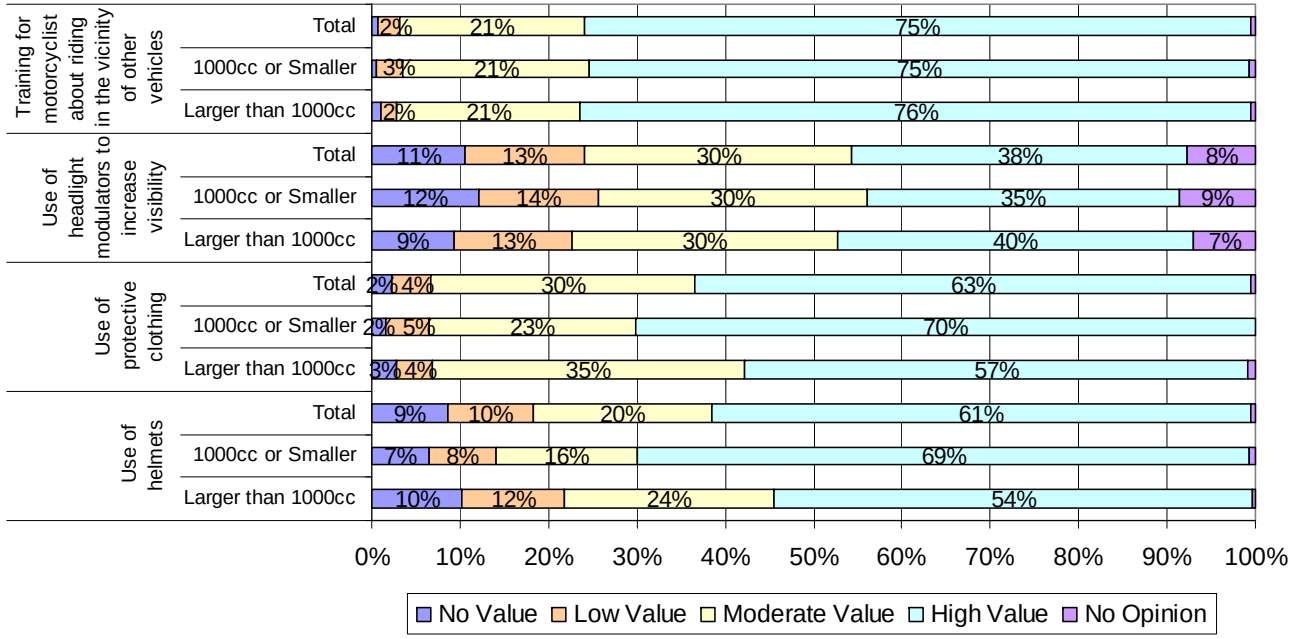
Respondents placed the most value in training, both for motorcyclists about riding in the vicinity of other vehicles, and drivers about driving in the vicinity of motorcycles (next page).

Respondents placed more value in protective clothing than in the use of helmets. This was true for both small and large motorcycle owners, on both the high and moderate value categories. Approximately one in ten respondents considered helmets to be of no value.

Headlight modulators were considered of less value compared to other safety elements; only loud exhaust pipes were considered of lower value.

Exhibit 4-1a
Safety Elements

(*How valuable are each of the following elements in ensuring the safety of motorcyclists on Colorado roadways?*)



LOUD EXHAUST PIPES WERE CONSIDERED BY ABOUT A QUARTER OF RESPONDENTS TO HAVE NO VALUE.

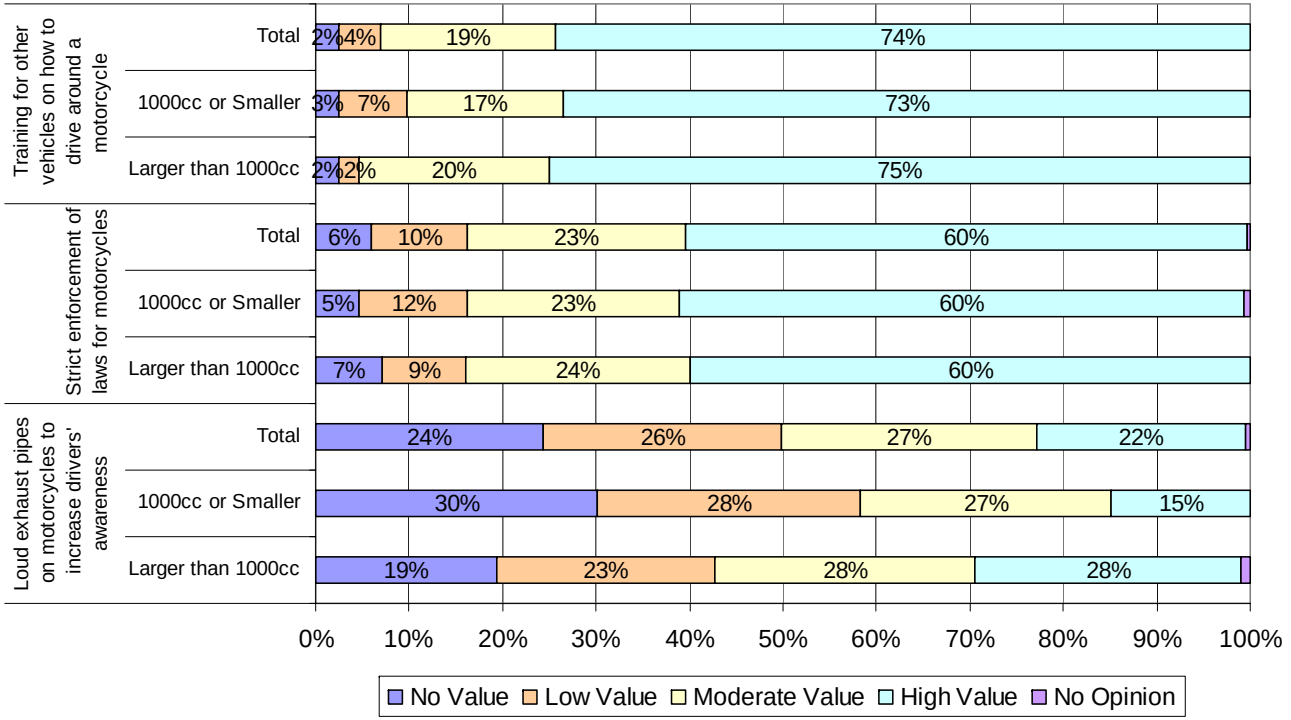
This graph is a continuation of the graph on the previous page.

One half of respondents considered loud exhaust pipes to be of low or no value. This was most true for respondents that owned 1000cc or smaller bikes (58 percent).

Sixty percent of respondents, regardless of the size of bike they rode, considered strict enforcement of laws for motorcycles to be of high value.

Exhibit 4-1b
Safety Elements

(*How valuable are each of the following elements in ensuring the safety of motorcyclists on Colorado roadways?*)



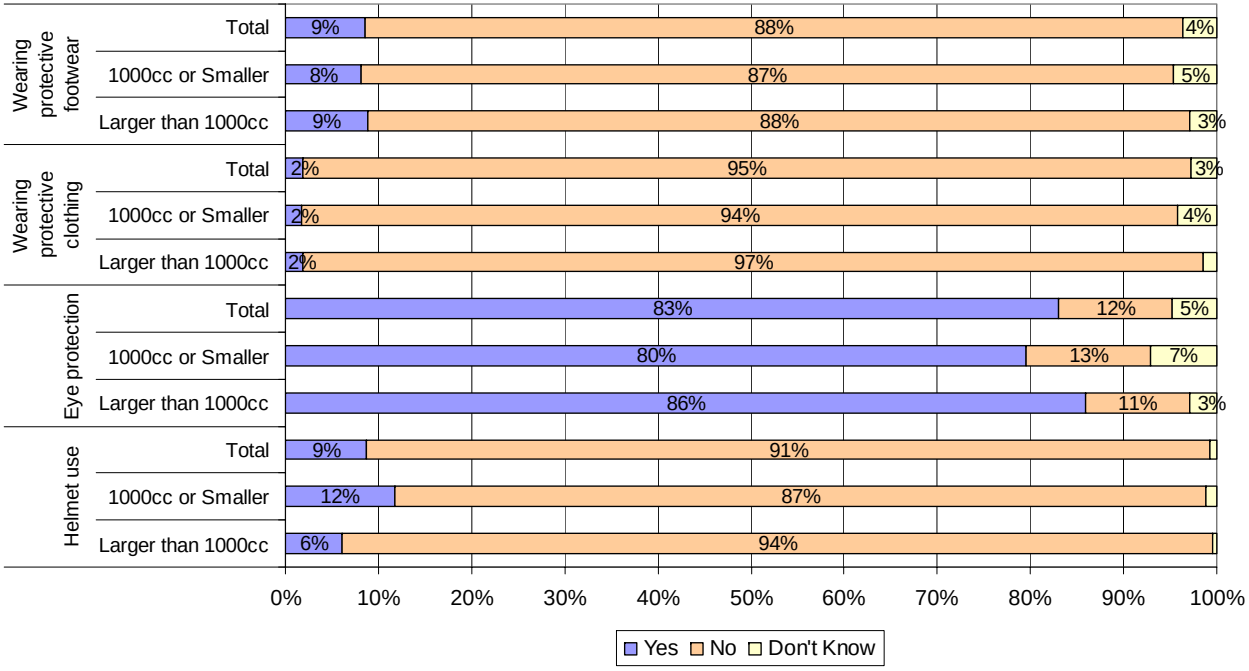
THE MAJORITY OF RESPONDENTS CORRECTLY KNEW THAT EYE WEAR IS REQUIRED BY LAW IN COLORADO

Eighty-three percent of respondents believed that Colorado has a law requiring eye protection for motorcyclists. Five percent of respondents didn't know if eye protection is required by law.

About nine in ten respondents believed that Colorado does not have laws requiring protective footwear, protective clothing or helmets, which is the correct response. Riders of larger bikes were to some extent more likely to respond correctly regarding footwear and helmets.

Exhibit 4-2
Familiarity with Colorado Laws

(*Does Colorado have a law requiring…?*)



MORE THAN HALF OF RESPONDING RIDERS ALWAYS WEAR THEIR HELMETS

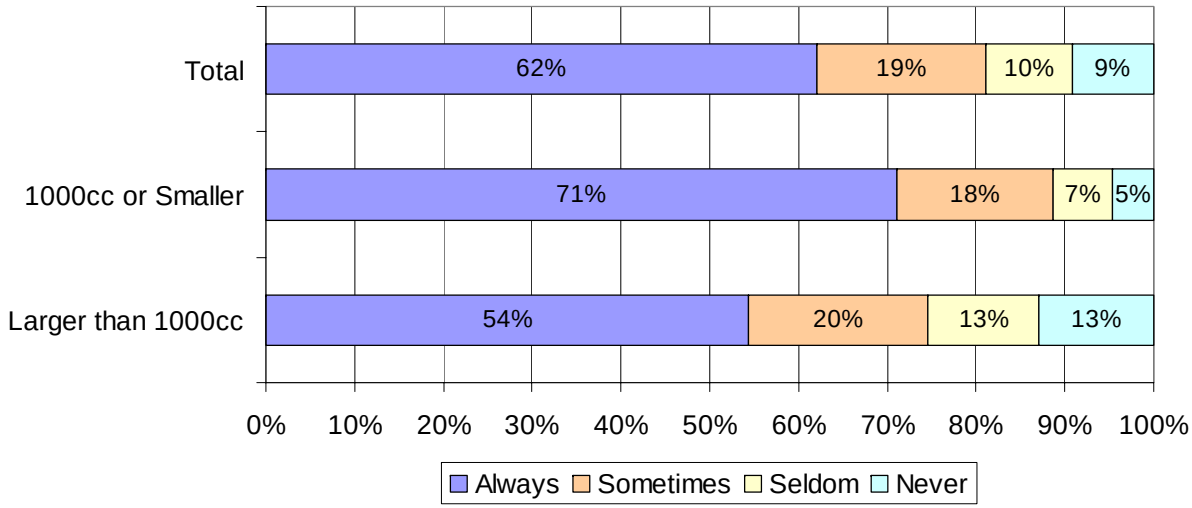
Sixty-two percent of respondents always wear a helmet. Nine percent never wear their helmet.

Respondents who rode motorcycles 1000cc or smaller were more likely to always wear a helmet, and less likely to never wear a helmet compared to riders of larger motorcycles.

It should be noted that these are self-reported usage rates, and it is likely that these figures somewhat overreport helmet use if a social desirability bias exists in the responses.

Exhibit 4-3
Helmet Frequency

(How often do you wear a helmet while riding a motorcycle in Colorado?)



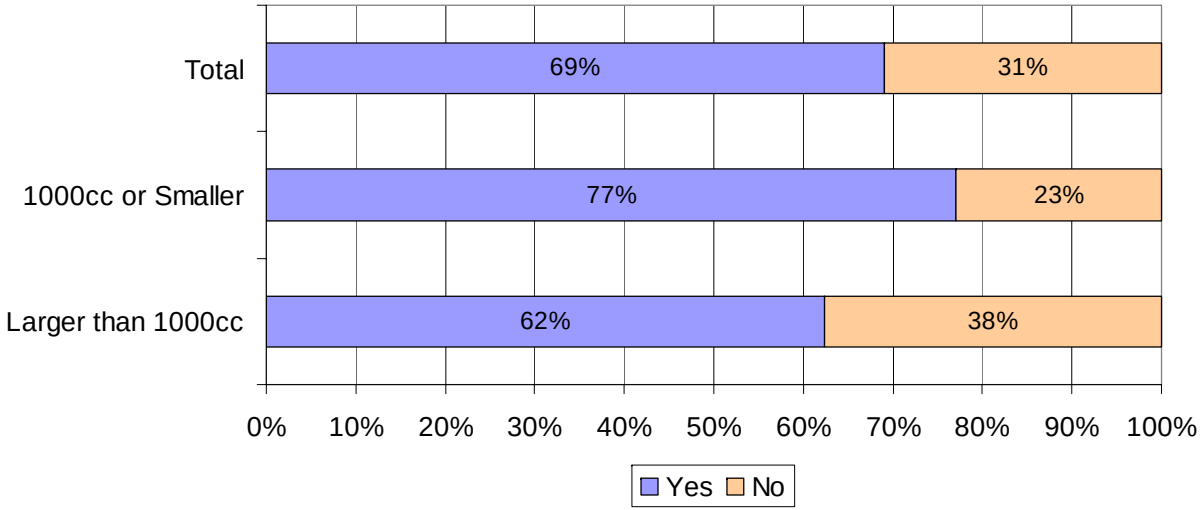
MOST RESPONDENTS WORE A HELMET ON THEIR PREVIOUS RIDE

Sixty-nine percent of respondents wore a helmet that last time they rode a motorcycle.

Respondents who rode motorcycles smaller than 1000cc were more likely to have worn a helmet on their last ride, than were respondents who rode larger motorcycles. This is consistent with the previous question, in which owners of smaller bikes indicated they wore their helmet more frequently than owners of larger bikes.

Exhibit 4-4
Helmet on Previous Ride

(Thinking back to the last time you rode a motorcycle on a public roadway, did you wear a helmet?)



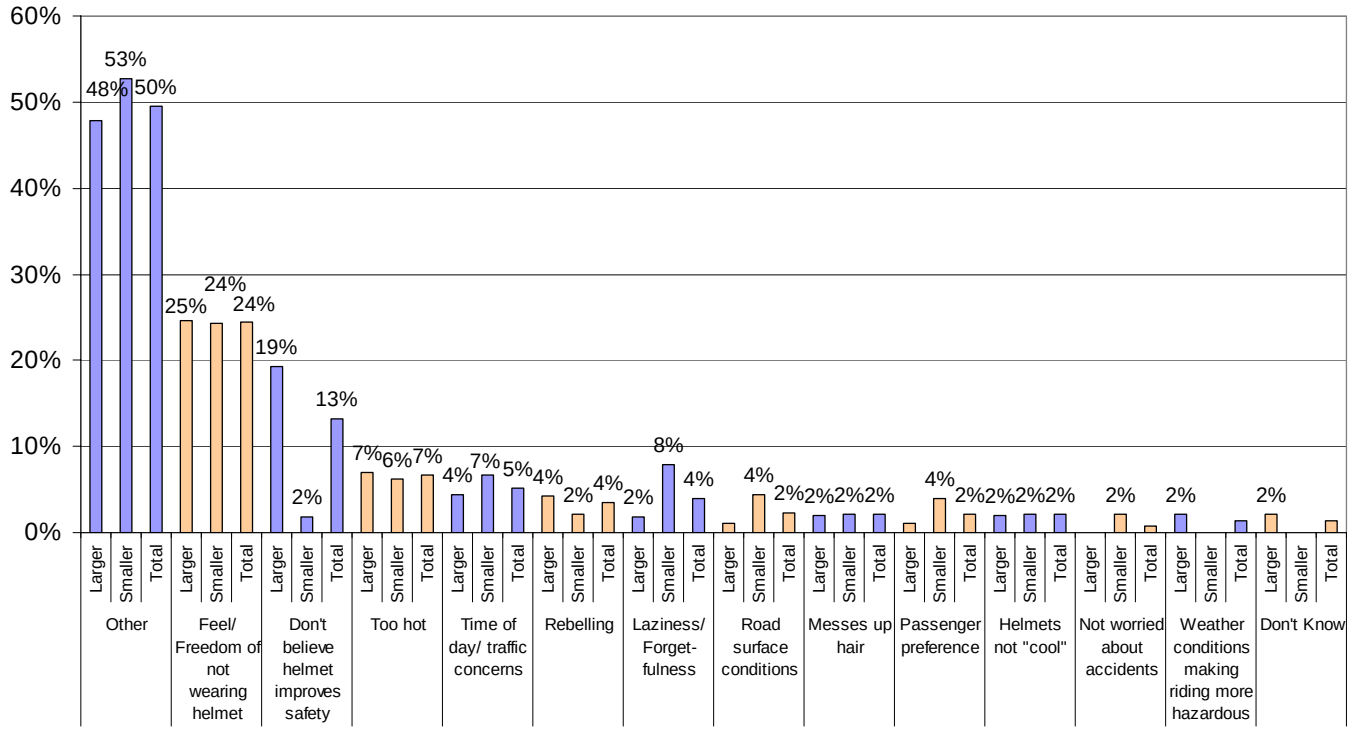
ONE QUARTER OF RESPONDENTS WHO DON'T WEAR A HELMET LIKE THE FREEDOM OF NOT WEARING A HELMET

This question was only asked if respondents didn't respond "always" in Exhibit 4-3.

Freedom of not wearing a helmet was the most cited reason among the listed reasons. However, most respondents cited other reasons for not wearing a helmet. The most common "other" reason was just going for a short distance, as well as other safety concerns such as "reduces visibility" and "reduces hearing". The full list of verbatim "other" responses are provided in Appendix A.

While there weren't large differences between large and small bike respondents in most categories, respondents who rode large motorcycles were significantly more likely to not believe helmets improve safety, and respondents who rode smaller motorcycles were more likely to indicate laziness or forgetfulness for not wearing a helmet.

Exhibit 4-5
Reasons for Not Always Wearing a Helmet
(Why don't you always wear a helmet while riding?)



N= 148

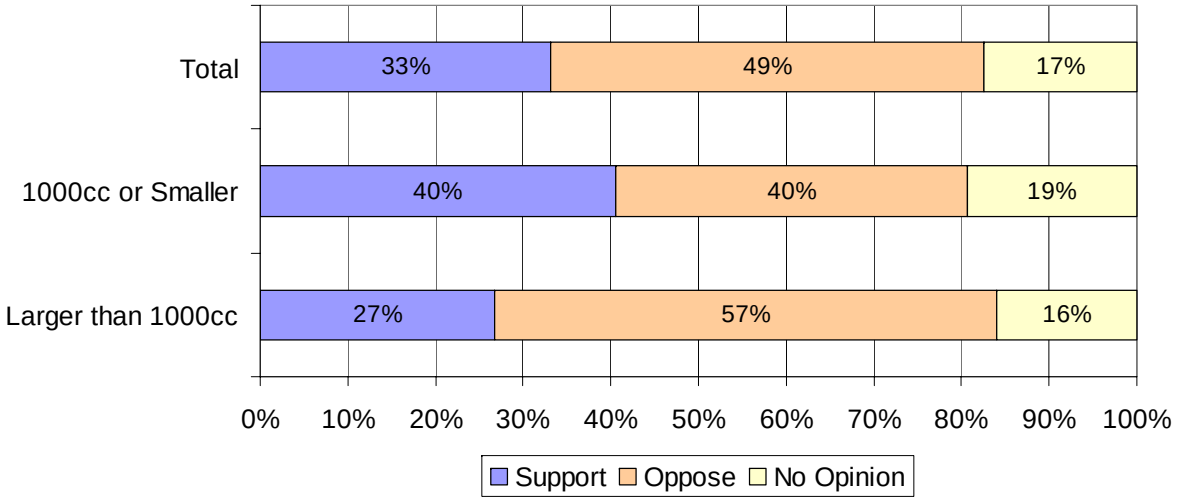
APPROXIMATELY HALF OF SURVEYED MOTORCYCLISTS OPPOSE A HELMET LAW

Forty-nine percent of respondents would oppose a helmet law. A smaller proportion, 33 percent, would support a law, while 17 percent had no opinion. Riders of smaller bikes were generally much more supportive of such a law, while the majority of riders of larger bikes opposed a helmet law. Even so, support is exactly split between support and opposition among riders of smaller motorcycles.

The majority of respondents in another survey of the general population—not specifically motorcycleists—supported a helmet law. This demonstrates a distinct difference between motorcycle riders and the general population.

Exhibit 4-6
Support for Helmet Law

(Would you support, oppose, or have no opinion about a law in Colorado requiring motorcycle riders and their passengers to wear a helmet while riding?)



PERSONAL FREEDOM IS THE PRIMARY REASON FOR OPPOSING A HELMET LAW

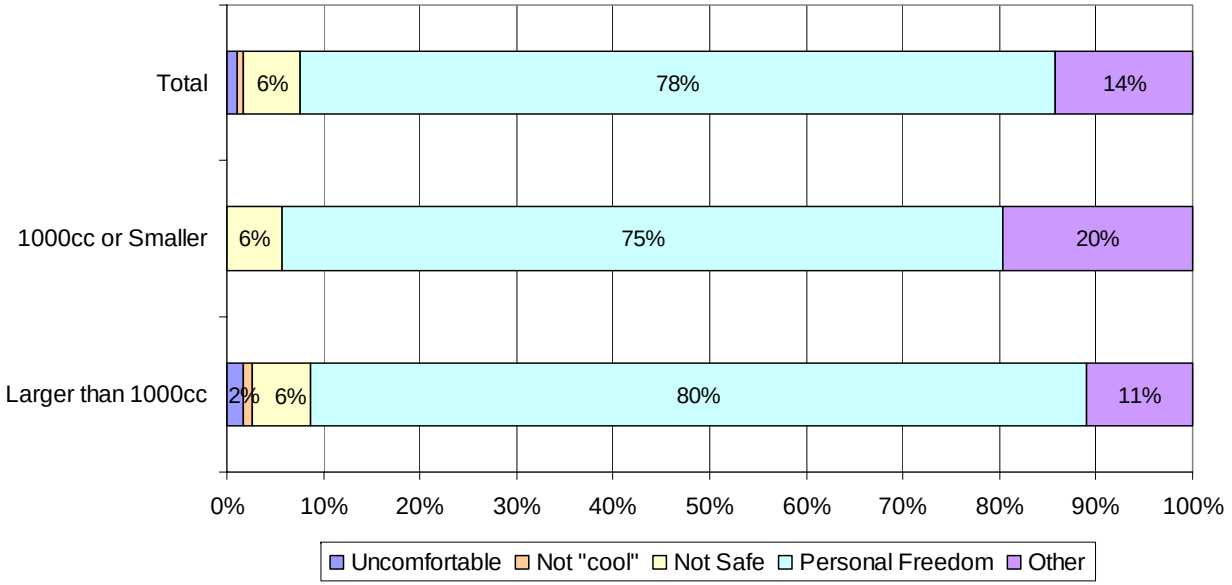
This question was only asked if the respondent opposed a helmet law in the previous question. Questions were asked in an open-ended manner and then classified into categories. Only the first response was recorded.

More than three quarters of respondents would not support a helmet law because they feel that such a law impinges on their personal freedom. Six percent didn't believe that helmets were safe and approximately 1 percent each thought they were uncomfortable and not "cool" (in terms of image).

Many respondents also cited other reasons for not supporting a helmet law. The most common responses includes personal choice (closely related to personal freedom, but slightly different) and not believing a helmet makes a difference in safety. The full list of verbatim "other" responses are provided in Appendix A.

Exhibit 4-7
Reason for not Supporting Helmet Law

(What is the main reason you would not support a law in Colorado requiring the use of a helmet?)



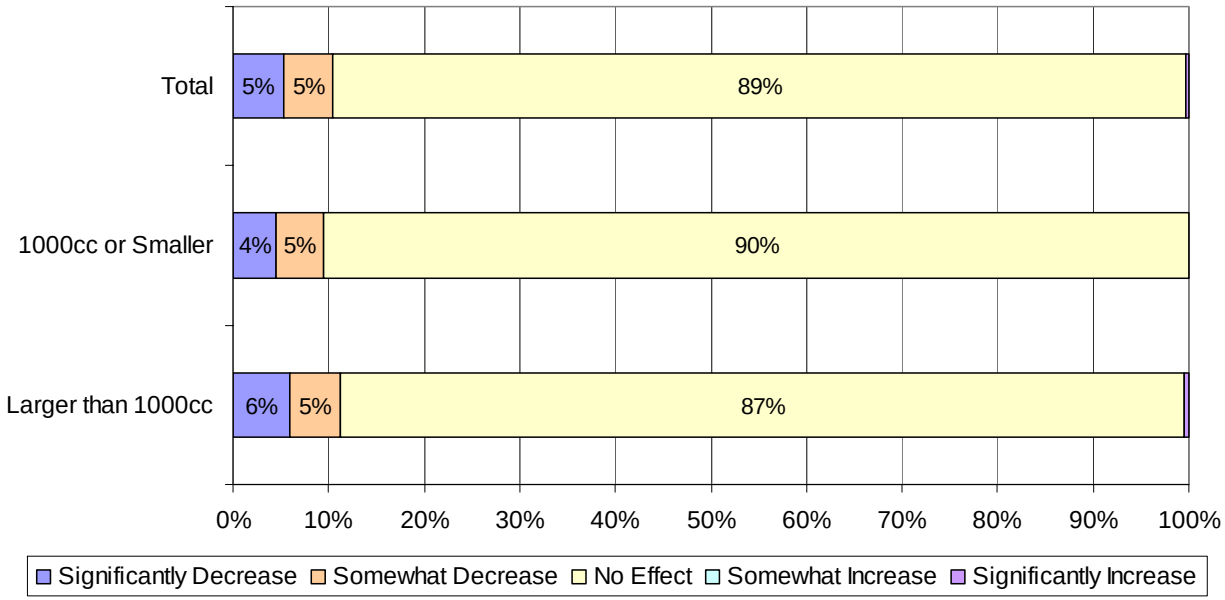
N- 192 for total

THE FREQUENCY WITH WHICH MOST RESPONDENTS RIDE WOULD NOT CHANGE IF THERE WAS A HELMET LAW

Despite significant opposition against a helmet law, approximately 90 percent of respondents indicated that a helmet law in Colorado would have no effect on the amount they rode. Approximately 10 percent would decrease their riding if there was a law.

Exhibit 4-8
Impact of Helmet Law

(What kind of an impact would a helmet law in Colorado have on how often you rode a motorcycle?)



STAYING OUT OF BLIND SPOTS AND MAKING SURE THEIR LIGHTS WERE WORKING WERE THE MOST COMMON SEPCIAL EFFORTS TAKEN BY RIDERS TO ENSURE OTHER MOTORISTS SEE THEM

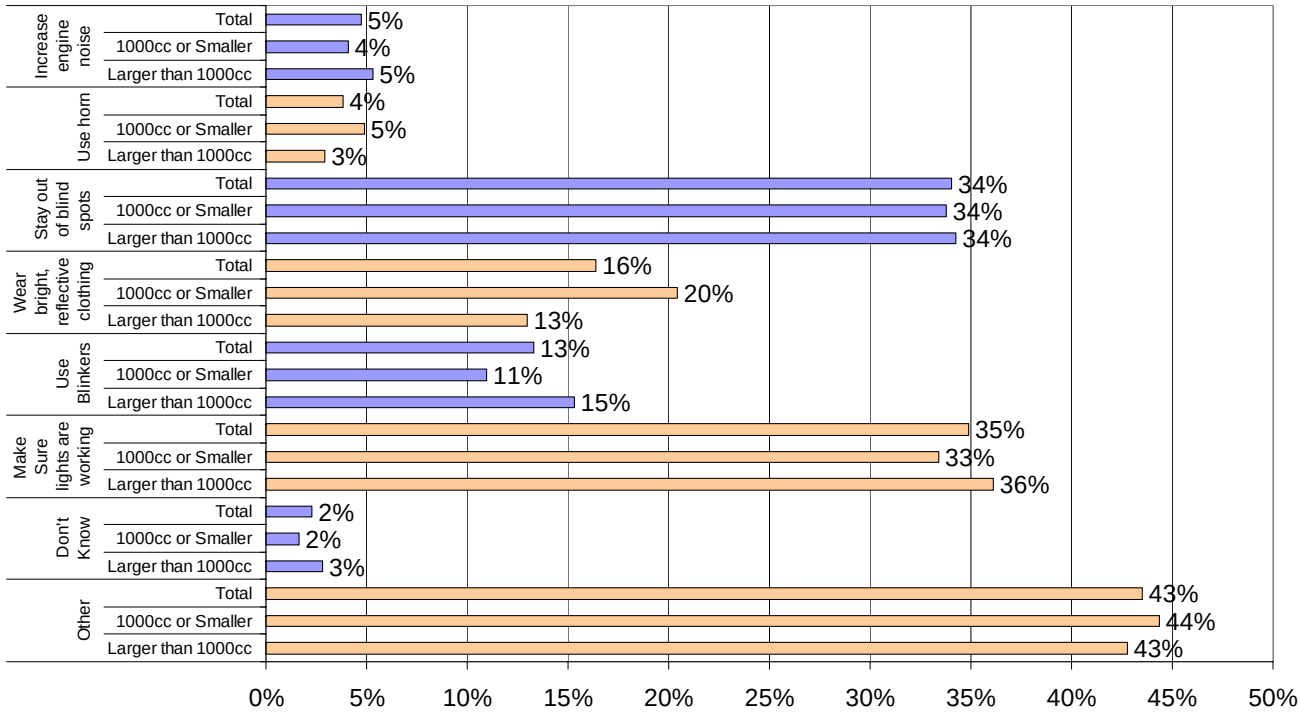
This question was asked on an open-ended basis, and responses were classified as appropriate. Respondents could provide more than one response.

Efforts that involve increasing their own visibility were the most common efforts to make sure motorist were aware of them, while efforts that involve noise were less commonly used. Staying out of blind spots (34 percent) and making sure their lights work (35 percent) were the most common special efforts taken by riders, whereas increasing engine noise (5 percent) and using the horn (4 percent) were the least common efforts.

Respondents also indicated "other" 43 percent of the time, which covered many diverse topics. The full list of verbatim responses are provided in Appendix A.

Exhibit 4-9
Visibility Efforts

(What special efforts do you make while riding to ensure other motorists see you?)



SECTION 5
SAFETY CONCERNS

This section of the survey examines the general safety concerns that are present while riding a motorcycle or scooter. Also included are opinions on how safe riding is, including comparisons to other vehicles on the road.

RESPONDENTS RECOGNIZED AN INCREASED DANGER ASSOCIATED WITH RIDING A MOTORCYCLE

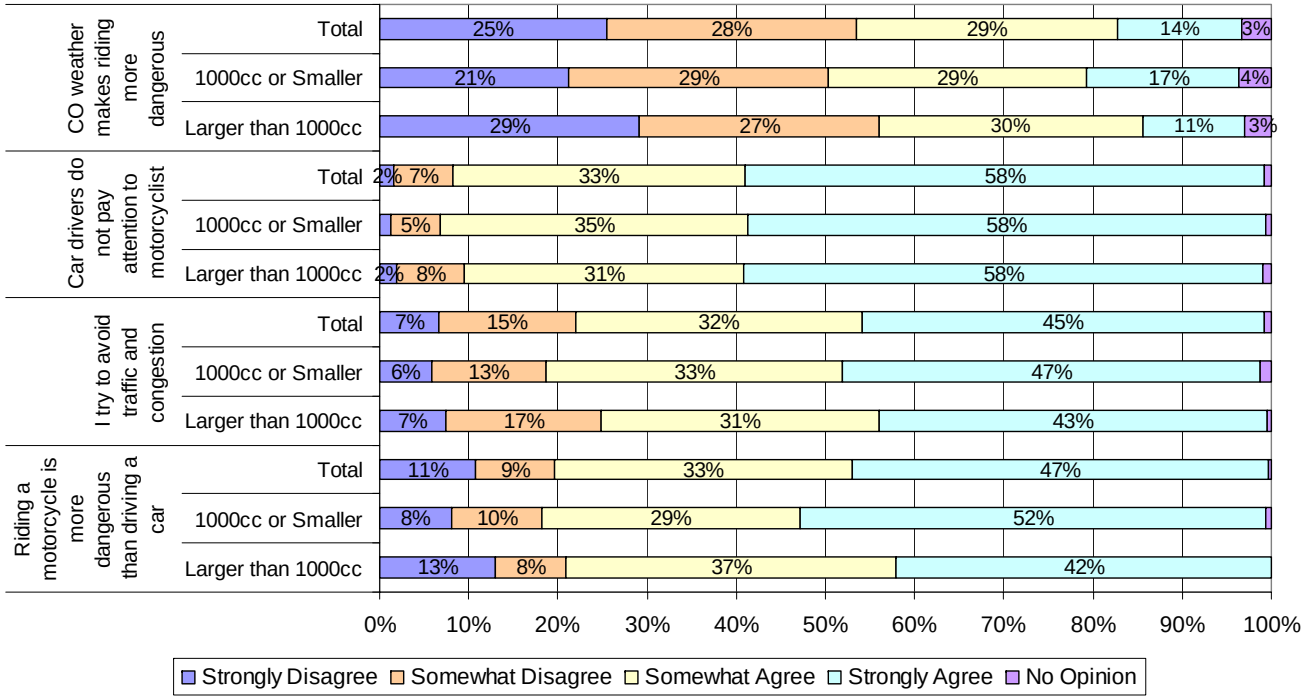
More than three-quarters of respondents at least somewhat agree that riding a motorcycle is more dangerous than driving a car. Respondents also tended to agree with the statements, "Car drivers do not pay attention to motorcyclists" and "I try to avoid traffic congestion."

Respondents did not generally agree with the statement that Colorado weather makes riding more dangerous.

In general, respondents who rode motorcycles 1000cc or smaller were more likely to agree on some level with each of the statements, though the differences were very small.

Exhibit 5-1
Possible Concerns

(How would you rate the following possible concerns that may relate to motorcyclists?)



RESPONDENTS BELIEVE THAT MOTORCYCLES ARE A SAFE MEANS OF TRANSPORTATION

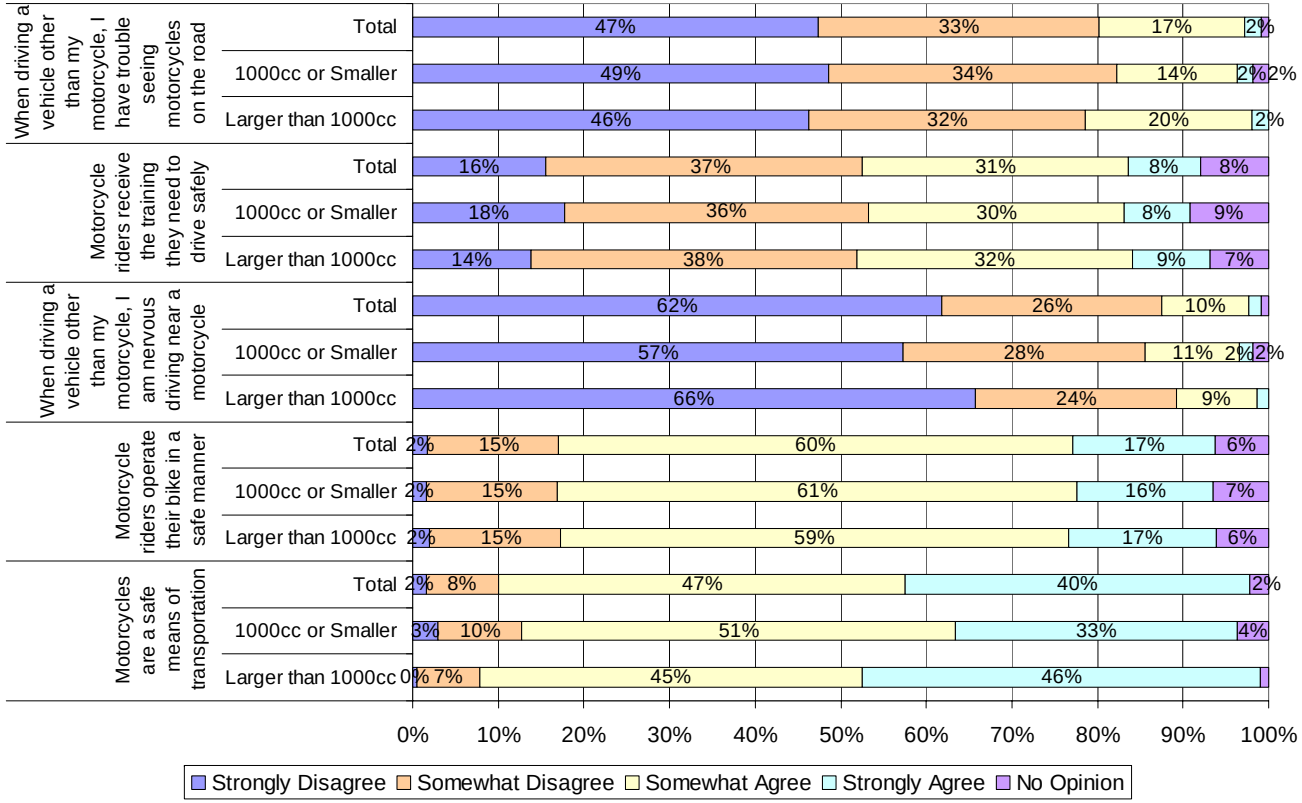
The vast majority of respondents agree that motorcycles are a safe means of transportation, with 40 percent strongly agreeing with this statement. A large proportion of respondents also believed that motorcycle riders operate their bike in a safe manor, though respondents were more likely to only somewhat agree as opposed to strongly agree.

While the majority of respondents believed that riders operate their motorcycles in a safe manor, less than half believed that riders receive the training they need to drive safely.

Respondents disagreed with statements related to driving near a motorcycle when they are driving a vehicle other than their motorcycle. Sixty-two percent strongly disagreed that they are nervous when driving near a motorcycle, and 47 percent strongly disagreed that they have trouble seeing a motorcycle on the road. Compared to another study which asked the same questions to all drivers, motorcycle respondents were approximately 50 percent likely to disagree with these statements.

Exhibit 5-2
Perceptions of Motorcycle Riders

(I will now read some statements about motorcycles and motorcycle riders:)



OTHER DRIVERS WERE SEEN BY RIDERS AS THE GREATEST THREAT TO THEIR OWN SAFETY

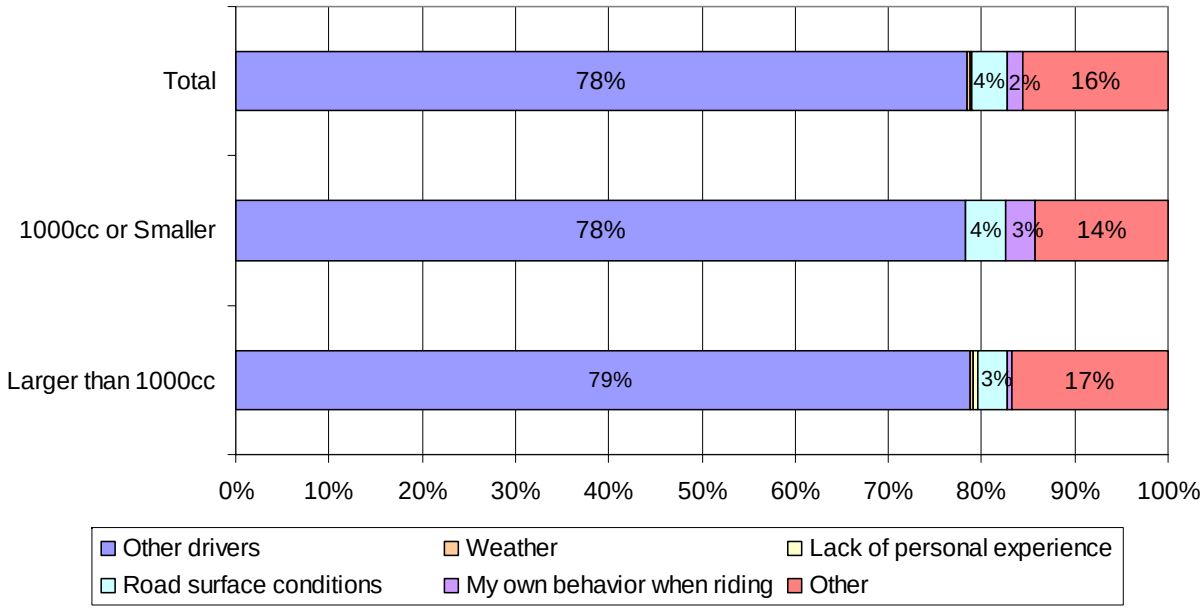
Consistent with Exhibit 5-1, respondents fear other vehicles the most when it comes to their safety on the road.

Road surface conditions and their own behavior were seen as the primary threats to their safety by less than 5 percent of respondents.

"Other" responses also concerned other drivers. Many respondents cited specific instance of other drivers' behaviors such as talking on a cell phone, or a specific type of vehicle, such as large trucks. The full list of verbatim "other" responses are provided in Appendix A.

Exhibit 5-3
Greatest Threat to Safety

(What do you feel is the single biggest threat to your own safety while riding a motorcycle?)

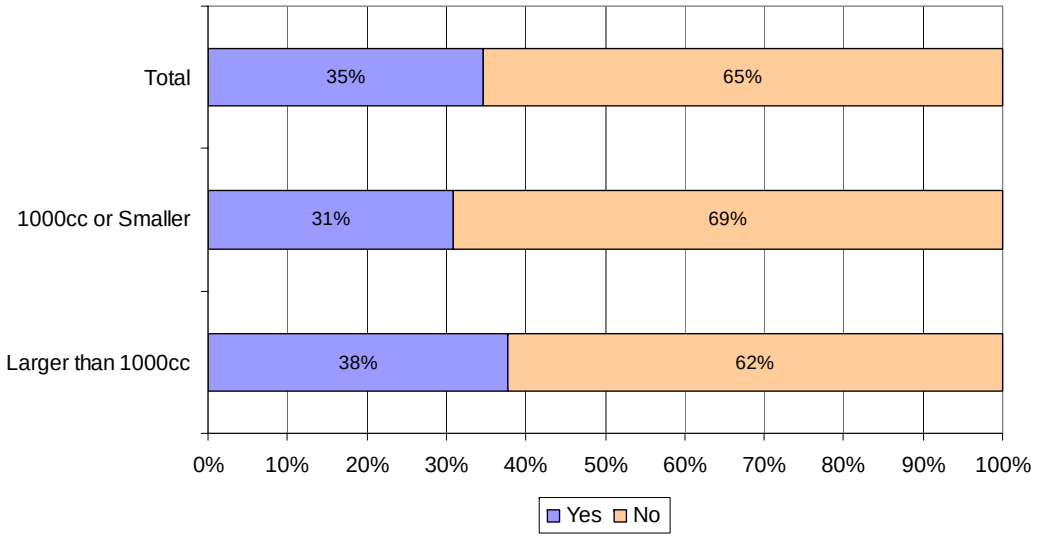


ROUGHLY ONE-THIRD OF RESPONDENTS HAD HAD AN ACCIDENT

Thirty five percent of respondents have had an accident on public roadway on their motorcycle or scooter. Respondents with larger bikes were somewhat more likely to have been involved in an accident (38 percent)

Exhibit 5-4
Accident History

(Have you ever had an accident while riding your motorcycle on a public roadway?)



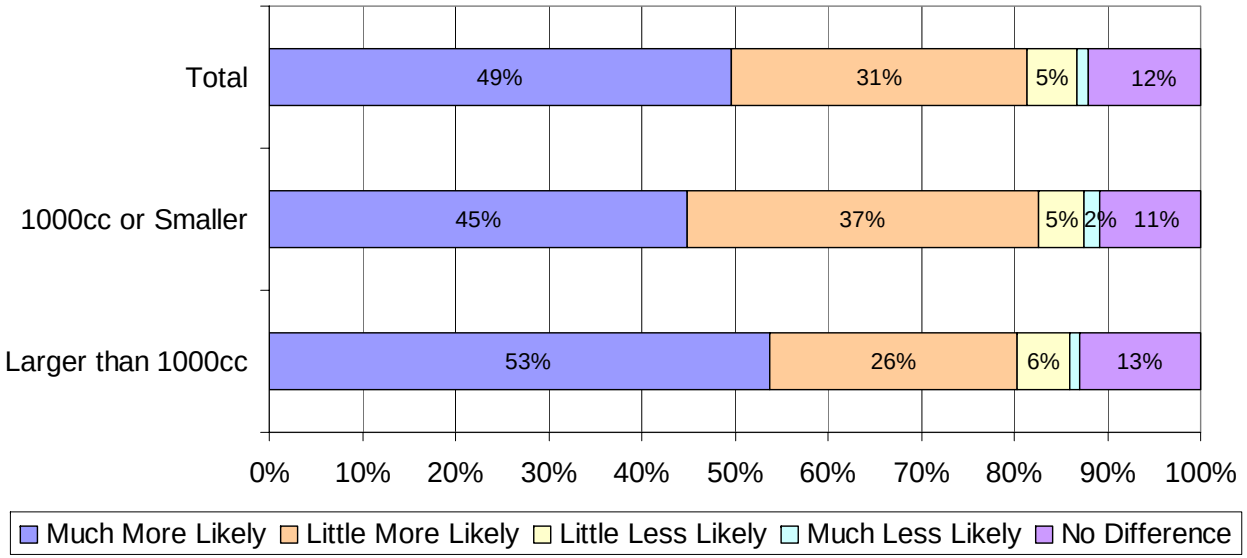
RESPONDENTS BELIEVED MOTORCYCLISTS WERE MORE LIKELY TO DRIVE SAFELY AND DEFENSIVELY

Nearly half of respondents indicated that motorcyclists are "much more likely" to drive safely and defensively compared to drivers of other vehicles. Nearly another third indicated "a little more likely."

Approximately 6 percent said motorcyclists are less likely to drive safely and defensively, while 12 percent said there was no difference between the two groups.

Exhibit 5-5
Motorcyclists compared to Drivers

(Compared to people who drive in vehicles such as cars, trucks, and vans, do you think motorcycle riders are…to drive safely and defensively?)



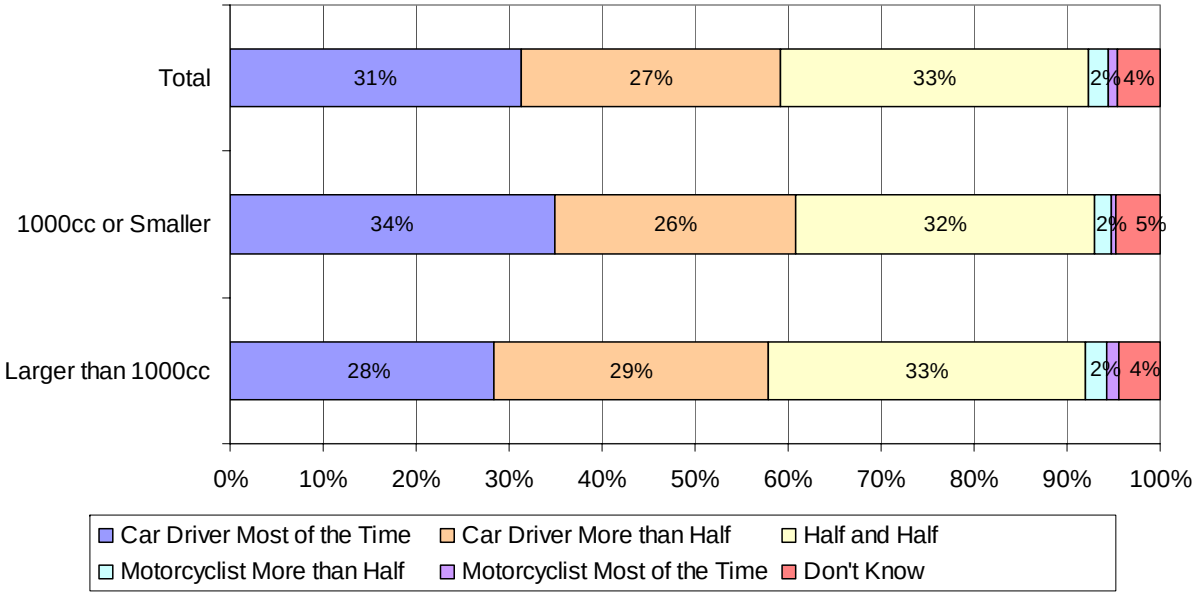
RESPONDENTS ASSIGN BLAME TO CAR DRIVERS THE MAJORITY OF THE TIME

One third of respondents believed, when a car and a motorcycle are involved in a crash, that fault can be distributed to the driver of the car half of the time and to the rider of the motorcycle the other half. However, when respondents did assign blame to one group or the other, a large majority indicated it is more likely to be the car driver's fault. Only 3 percent indicated it is usually primarily the motorcyclist's fault.

This is consistent with Exhibit 5-3, in which respondents indicated other vehicles as being the greatest threat to their safety.

Exhibit 5-6
Accident Fault

(When thinking about wrecks where a car and motorcycle collide, and where blame can be assigned to operator error, which of the following five statements do you think is most true?)



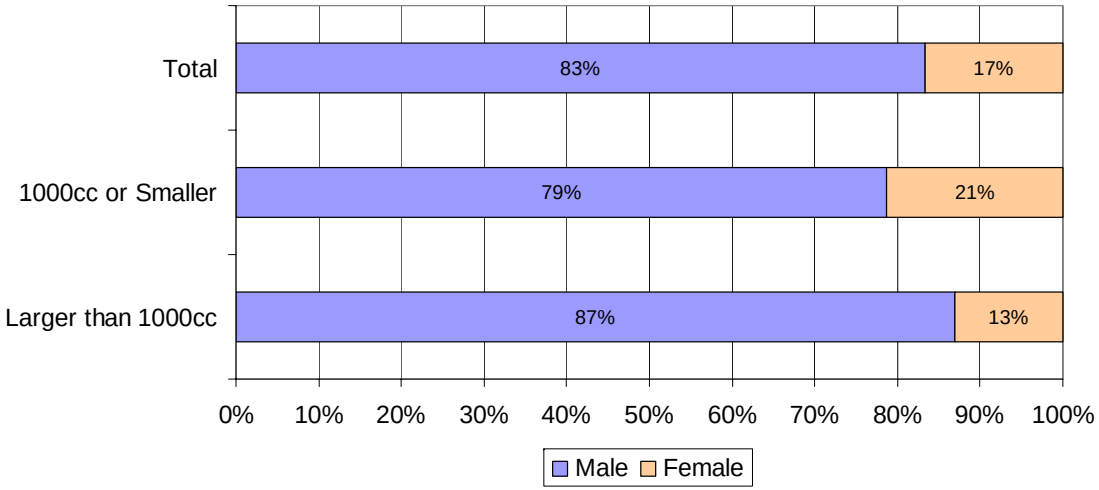
SECTION 6
DEMOGRAPHICS

In this section, respondents were asked to provide information about demographic information including, age and income. Gender was defined by the interviewer. Demographic information is reported in raw form, meaning no weights have been applied to adjust the data.

THE MAJORITY OF RESPONDENTS WERE MALE

Males made up 83 percent of total respondents. Females were slightly more likely to ride a bike that is 1000cc or smaller, compared to a larger bike.

Exhibit 6-1
Gender

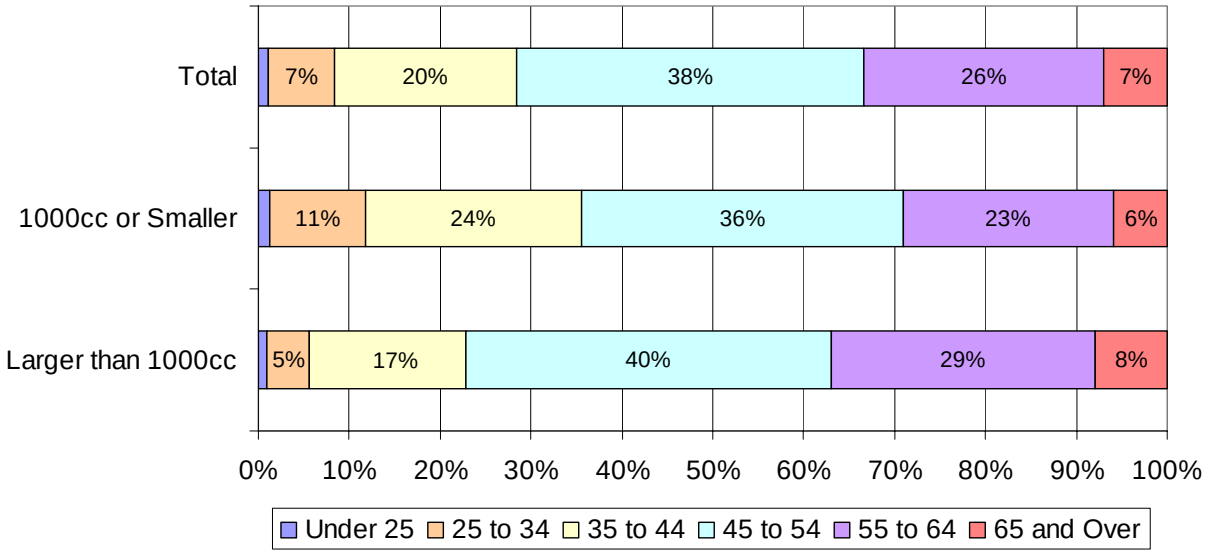


MOST RESPONDENTS WERE 45 OR OLDER

Seventy one percent of respondents were 45 or older; the majority of these respondents being 45 to 54. Older respondents were more common among riders of larger motorcycles, while younger respondents (under 45) were more commonly represented among motorcycles that were 1000cc or smaller.

Respondents under the age of 25 made up approximately 1 percent of the survey sample.

Exhibit 6-2
Age

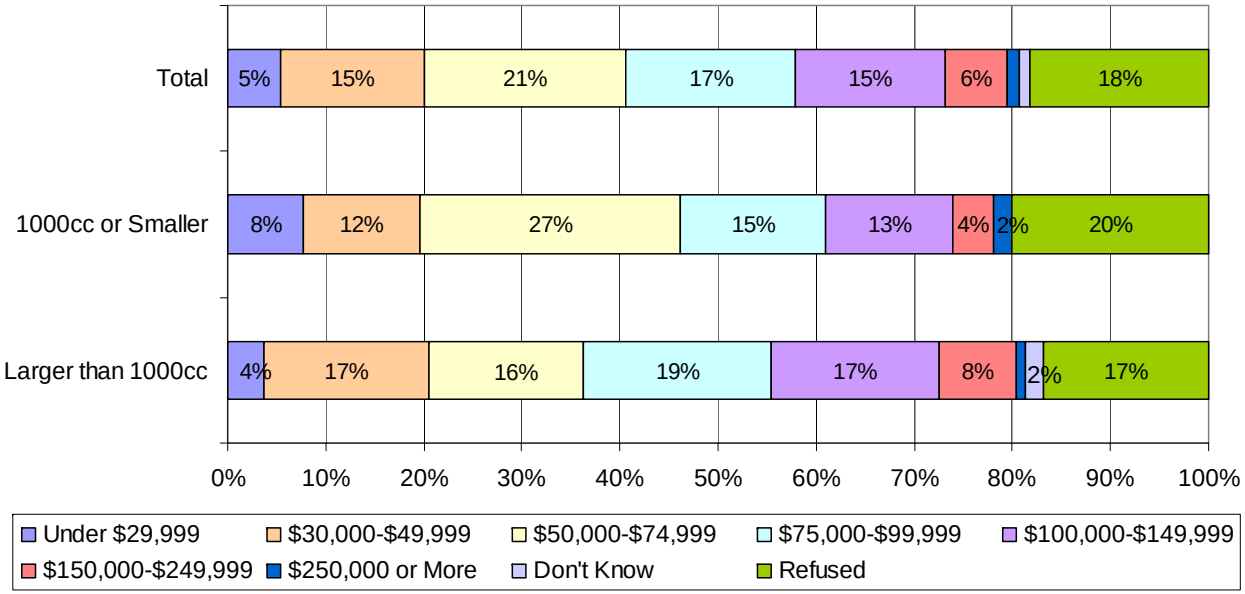


THE MAJORITY OF RESPONDENTS MADE $50,000 OR MORE ANNUALLY

The largest portion of respondents made $50,000 to $74,999 annually. More than a fifth of respondents overall made $100,000 or more. Riders of larger motorcycles tended to have higher incomes than riders of smaller motorcycles.

Exhibit 6-3

Annual Income



APPENDIX A
OPEN-ENDED RESPONSES

In this appendix, respondents' verbatim answers to "other" responses are shown.

EXHIBIT 1-3: OTHER TYPE OF MOTOR CYCLE

Big scooter
Sportster
Motorized Scooter
Honda 250
Triumph
Scooter
Scooter
Antique Vespa scooter
Scooter
Long-distance bike
Trike
Honda Helix 250 cc scooter

EXHIBIT 3-1: OTHER REASON RESPONDENTS RIDE MOTORCYCLES

It is cheaper on gas
As back-up transportation
Because I want to
Because my husband likes it.
Because it's a motorcycle
It is a good mode of transportation
Its a way of life.
All of the above
I gets me away from people
Stress relief.

EXHIBIT 4-5: OTHER REASON FOR NOT WEARING A HELMET

It restricts visibility as well as hearing
I lost it
Constricts my vision.
No real reason.
Sometimes it is an inconvenience when I run to the supermarket. If I'm not going very far, I don't put one on. If I'm going on the highway, I always wear it
I only do not wear it when I only go a mile down the road.
There is more awareness without a helmet, i.e. vision, sound
I didn't see the need prior to my wife and I having a baby. I'm thinking of them now. I just bought a helmet
Comfort when riding; most of the time it is not comfortable so I do not wear my helmet
Constricts vision and hearing
I do not wear a helmet in the neighborhood because the speed zones are lower
I don't want to
I wear a helmet when I'm out on the highway, but not around town
Sometimes I do not have my helmet with me. On short trips, I do not wear it
Visibility
I do not wear a helmet mostly because I can see better and hear better with out it
Increased awareness
I have a hard time seeing and hearing and it's also uncomfortable, especially on a hot, hot day
It is easier to see and hear your surroundings and other drivers
A helmet is only useful at low speeds; at high speeds it serves as a way to decapitate yourself
The distance I drive my motorcycle is too short for me to wear a helmet
It blocks my vision and the one I have is heavy
I just don't like them, no other reason, I just don't like them
I have better awareness wihtout one
Personal preference
Hamper vision and hearing
Helmets cut down on hearing and visibility; actually, the side vision
I don't want to
The distance I drive my motorcycle is too short for me to wear a helmet
I'm less inclined on a short ride
Hurts my neck and restricts my vision/hearing

For short little trips, I do not think it is necessary
It impairs my vision and my hearing. I don't want to be a paraplegic. I would rather be dead
If I were in an accident and the helmet is the only thing keeping me alive I do not want to live like that. I do not want to be a vegetable. So if I die because I did not wear a helmet at least I died while having fun
I do not want to
Interferes with your hearing and blocks a lot of your vision
Restricts hearing
To be able to see better
It actually decreases your safety
Some of the helmets are vision restricting. Some riders would rather go than be in a wheelchair. I have seen statistics showing that a helmet can hurt as well as protect you
Because I go to work early in the morning and there is no traffic but I wear it in rush hour to go home
Not going very far and don't want to mess with it
Quick spin
Blocks out vision and hearing
Better visibility
Increased visibility.
I have been riding all my life and I'm a veteran rider
You can't see or hear
It affects my vision and hearing
Too short a distance
I just don't
It is sometimes restrictive; it restricts my vision sometimes
It depends how far we are going. If it is close, we do not. If it's more than 50 miles, we do
I just don't like them
A helmet gives you a false sense of security. Safe driving is of utmost priority. Kids and stupid drivers are the ones that get killed
Because it is not required by law
Because when you are running at 50 to 80 miles an hour a helmet is not going to save your life
If I go out on the highway, I do wear a helmet

Helmets are restrictive of view and hearing. They are a heavy weight and tiring. Helmets can cause accidents. Helmets should be mandatory for poor riders

If I do get in an accident I'd just as soon die rather than be a vegetable, and I just don't like them. I think awareness needs to be raised about helmet use and I think that people who do not ride should not vote whether or not I should wear a helmet.

Because it is sometimes too hot

I find it restrictive for hearing

Constricts vision and

Lack of visibility and awareness

I am on a trike and do not need to

Depends on the distance I'm going

Because I chose not to

I don't always wear one when I'm chasing a hot air balloon in a state park

Impairs visibility

Because there is no law requiring me to wear a helmet

Not comfortable

Too heavy.

It is usually just short jaunts to the neighbor. I live in the country

Greater visibility and just easier.

EXHIBIT 4-7: OTHER REASON FOR NOT SUPPORTING A HELMET LAW

I cannot hear and see as well with a helmet on
There is no reason for the law, so why have it? Plus, it is political suicide
Percentage of helmet- and non-helmet accidents is not critical
Helmets are great if cruising around town, but if I'm on a highway going fast, a helmet is not useful
Because it is against my civil liberties. Let the people who ride decide
I would not support a helmet law because of the reflective tape requirement if there was one. I also would not support a helmet law because they do not currently enforce the laws now
I have not seen any statistics that support the decrease of injuries while wearing a helmet
It is operator discretion
I prefer to ride without one
I think that would be up to the discretion of the rider
I do not think it is a necessary thing
To me, energy would be better spent making people take a rider safety course. Take away cell phones to make it safer
Too much government interference in our lives
I do not believe it increases safety
I do not need a reason. I will not support a law. It is a freedom-of-choice issue. I will fight that law. I strongly disagree with a helmet law in Colorado even though I wear a helmet
Riding a motorcycle is like a sporting event and it is like riding in a convertible
I think you should be able to choose
The reason I would not support a helmet law is that it is a bigger safety hazard than it is helpful
You can't hear well if you are wearing a helmet
I think it should be up to the people riding
Give safe drivers the right to ride without a helmet and make the rest stay home. Do not penalize us because of the idiots, the Kamikaze drivers
I don't think it is a public hazard, it is a personal [hazard
Rider's choice
I do not think it would do any good. I think the people who do not wear a helmet would find a way to hurt themselves anyway
It's restrictive. I have worn one in the past, and when my head hit the pavement, the helmet came off and I hit my head again. I did not have injuries to my head
Too restrictive
I do not think it would make much difference

EXHIBIT 4-9: OTHER SPECIAL EFFORTS TO BE SEEN

I have extra lights on the front and side of the tank. I have lights on the tag so when I hit the brake it goes red
I ride slowly
I take extra precautions at intersections, and I'm more aware of my surroundings
I try to ride in groups
Eye contact
Keep a safe distance away from other motorists
Drive
I have a bright red motorcycle with loud pipes
I drive defensively
I wear a green fluorescent vest
I ride defensively, which means that I assume that I am invisible. That is my mentality
I drive like I am more aware of the traffic and dangers that are out there
Stay back
I have loud pipes on my bike
I make sure I make eye contact
I have extra lights, keep my light on high beam, and I have flashing break lights
I try to put more distance between me and the other drivers
Try to make sure they can see you in their mirrors.
Flash headlights
There is nothing I can do to increase
Drive for the car, drive further down the road
My muffler is louder
I am a safety instructor, I do all those things mentioned. I wear a helmet, I wear protective clothing, extra lighting, defensive, 160,000 safe miles, headlight modulator
Proper lane usage
Anticipate driver's moves
I drive very defensively
I wait to make sure they see me before I pass them; I make sure I am not in their blind spot
I don't ride at night because it's more difficult for other vehicles to see me at night
Watch other vehicles. I don't ride at night
I stay in all their mirrors, and stay out of their blind spots
Slow down, probably

Maintain distance
Common sense, basically
The use of my lights
I keep distance and if someone gets too close, I will pull over and let them go around me
Eye contact and positioning on the road. The biggest danger about riding motorcycles on our highways is the debris
Drive defensively
Don't tailgate anybody, make sure they can see me
I drive defensively and alert
I went to the motorcycle riding school and I think everyone should take these courses because they give you a great way to be aware of how to maneuver around and on motorcycles
Drive
Ride really defensively
I drive very cautiously and watch the other drivers and try to anticipate what they are going to do
Cars have the right of way
Treat other motorists as if they are going to take me out, watching wheels. I don't let my guard down
Using hand signals in addition to blinkers
Pay attention to other motorists; make sure I see them before they see me
Lane choice
I am aware of other drivers
Eye contact. Merge lanes in front of vehicles instead of behind them. Never assume that they know where I am at
Drive defensively
I make eye contact at intersections to make sure they see me
I drive cautiously
I ride a big bike with lots of lights on it
I accompany my turn signals with hand signals
Drive very defensively
Ride like I'm invisible
I ride defensively and give right-of-way to other drivers
I make sure my lights are always on
I watch out for other motorists on the road

I drive more aware. I try to know where everyone else is. I do not take chances
I drive as if they do not see me. I try to drive defensively and keep out of their blind spots
I drive defensively when riding. I have loud pipes
I ride with my headlights on all the time
Make sure I'm in their vision
I make eye contact with other vehicles approaching at intersections. I plan a safety route in case a car pulls out in front of me. I keep a safe distance from other vehicles. I drive very defensively.
Light colored helmet. Extra lights, blinking brake lights and high-intensity LED brake lights
I am pretty good at watching them and seeing where they are going
I do nothing
I make sure I see them
Change of posture when nearing an intersection, flashing my high beams, adjust lane position when turning, look for eye contact
I view all other vehicles as deadly instruments set to kill me
Eye
I've got my headlights on and I always stay out of their blind spots
See them first
I ride a big motorcycle and it helps. A big motorcycle is more visible. I have a white helmet which is more visible
I like to make eye contact with other drivers when riding my bike. And I always have my headlights on, and I wear reflective clothing
Make myself aware of them
I drive defensively, constantly scanning what is around me traffic wise
Positioning of the vehicle out of blind spot
Avoid big highways. Watch my stopping distance.
I have my lights on and I am very aware of what's going on at all times, because you never know what other drivers are going to do
I always make sure my headlights are on
Partner with a car
Stay in middle of lane and drive defensively. Avoid driving at night
Try to stay out of blind spots
I motion an extra time at intersections

I always have my lights on
I am an extremely defensive driver
Have your lights on
Make sure drivers are aware
I'm very observant.
I ride on the far left of every lane
In respect to other vehicles, I do not stay in a static position
Extra lights
I drive aggressively to draw attention to myself
I make sure they always see me in the rear view mirror. I never ride in a blind spot. I do not ride in groups of cars. I do not ride with groups of motorcyclists. I see that as being dangerous.
Defensive driving habits
I ride in either the far right or left hand side of the lane, and I ride with the headlight on
I drive defensively which means that I assume that they do not see me, I Make eye contact
I assume all other drivers cannot see me and I ride accordingly
Stay in safe
I ride with my high beam headlights on. I run in 'scan' mode and I prepare for the most idiotic thing that a driver can do
I have a white motorcycle and helmet , and that makes me more visible
Be cautious
I have a break light flashed to make me more visible to the car behind me. Use all techniques that I learned in the Motorcycle Safety Course: positioning myself to the left third lane makes you visible in the driver's side mirror and rear view mirror. It's a simple technique so that the guy in front knows you are there.
I get in front of other drivers so that they know that I am
I am always aware what is around, behind me, and in front of me
I stay out of cars' blind spots, I look into the cars mirrors to be sure I can be seen, and also make sure that people are not doing stupid things behind me, like tailgating
Make sure other motorists see me. Defensive driving
I use my headlights and other lights
Drive very Defensive
I try to make myself more visible

I make sure that I have eye contact and use my brake lights
I drive a bright red scooter so you can't miss it. I have a red helmet
I don't worry about them seeing me I am very offensive in my riding and I make sure that they see me. I assume that everyone is an idiot
I specifically chose a bright-colored yellow motorcycle and brightly colored helmet. I put reflector tape on my jacket. My headlights are always on
I drive more carefully making sure they see me
Allow extra distance
During the day, I make sure my high beams are on. I try to be aware of my surroundings
We try to drive defensively and we rarely drive at night
Slowing down for cars
I use hand signals, and watch other cars
Extra lights on my bike. I wear a bright colored helmet
Don't do anything stupid
Common
Observing their mirrors and making sure in you are on the proper side of the driver and leaving distance. I have an automatic headlight
We don't. Other than the lights being, we have noisy pipes
Bright lights on during the day. Reflective clothing at night
The position in the lanes. I always make sure motorists see me. I always make sure I have my headlights on. It is automatic on my bike. It is always important. Never be in a blind spot.
Drive defensively as if other drivers don't see me
Stay ahead of them.
Headlights are on, always keep a good distance in front of you and I always assume that someone will do something stupid, that is a given. Defensive driving
Look twice. Loud pipes
I am not counting on someone else to ensure my safety out there, I rely on myself to make sure I am safe
Conservative riding
I am very cautious and aware
I added extra lighting. I modified my pipes to be louder. I wear reflective, bright colors, or fringe for movement. Following the advice from the rider safety course, you can shift lane position.

I ride defensively.
I always have the lights on. I mounted extra lights on the bike for extra visibility and if I am followed, I move from right to left track in the lane occasionally so the driver will be aware.
Pay attention
I try to make eye contact
Eye contact
I stay out of any high-volume areas like rush hour. I stick to secondary roads
I am a decent defensive driver
Wear bright clothing. You have got to have good lights
I just have to pay more attention
I drive defensively and I am a licensed instructor so am aware of proper things to do
Safety vest and bright colored helmet
Loud pipes on my motorcycle
Drive
I stay where they can see me in the rear view mirror
I always act as though they don't see me
For other vehicles and driver's to be more strict. People drive too self-centered. There needs to be a more awareness of their surroundings. We lack support of how to drive
Stay out of their way and drive defensively
Drive slowly
A lot of defensive driving while riding a bike
Drive Defensively
Positioning in the roadway
I keep my headlights on and I also am aware of every one and everything around
I stay in their line of sight. I never ride side-by-side. I always ride either in front or behind other vehicles. I'm watching them at all times
Always ride defensively, I ride like they don't see me
I make sure that I do not ride in blind spots. I use my lights. I pretend I am invisible because most people do not see motorcyclists. I do escorts on a police motorcycle
When I'm going to make a left turn, I stick my arm out and point to the lane I'm going to turn into. I make sure people are paying attention to me

EXHIBIT 5-3: OTHER THREATS TO SAFETY

I would say 18 wheelers and other vehicles driven by idiot drivers
People on cell-phones.
Cars changing lanes and turning left or right into your lane.
Inattentive drivers.
Inattentive 4 wheel drivers. You can not talk on a cell phone or drink coffee if you are driving a two-wheel vehicle.
Other drivers talking on their cell phones.
Other motorists who fail to yield right of way because you are driving a smaller vehicle.
Stupid drivers.
The government.
Young kids don't know how to drive.
Everybody who drives cars should take these motorcycle classes because they are more in-depth.
A car turning left in front of you
Other drivers turning left.
Inattentive drivers.
A deer runing out in front of me, that is the biggest threat for me. The second would be gravel but I am most afraid of deer. Gravel you can slow down for.
Automobile drivers and wild life.
People that do not pay attention. It almost seems like if you are on four wheels, the person on the bike is invisible.
If I fail to pay attention to what I am doing while riding.
Old women. I think because older women choose not to look or were not aware I was there.
Animals on the roadway.
Hot-headed people on cell phones not paying attention to what they are doing.
When driver's turn left in front of me.
Not being seen
Intersection or T-bone crashes. When another vehicle turns in front of you.
The unexpected.
People on cell phones.
Intersections
Exposure or Having less protection
Traffic congestion.
People in cars that do not watch out for us.

Elk or deer, any wild life.
People on cell phones.
Other drivers on cell phone.
Someone cutting me off. Animals.
People on cell phones.
Driving to fast.
Heavy traffic.
My own skill level and particularly when I am fatigued
People are not paying attention.
A car turning in front of you.
Other vehicles or runing a red light, someone turning into you.
Traffic turning, taking a left in front of you on multi lane roads, when people change lanes.
People turning left in front of me.
Other driver's not caring about the safety of a motorcycle.
My own alertness.
Automobiles. Most of the time when a motorcyclist goes down on a curve, it is because he is driving too fast
People changing lanes, not checking their blind spots.
Unexpected things on roadMotorists talking on their cell phones and not paying attention.
Driver's who do not pay attention.
People that do not pay attention [cell phones].
Inattentive driver's of other types of vehicles.
Large trucks. Road rage. I do pay attention but most people do not pay attention to the vehicles around them. People drive too fast and they tailgate.
Animals on road.
Car driver's do not have adequate training of awareness of their surroundings. I feel unsafe even in my car towards other cars and trucks.
Politicians changing driving laws too frequently.
Being exposed to the elements. I don't have a piece of metal surrounding me to protect me should I get into an accident. Just need to be more defensive.
I do not feel any more of a threat than driving a car. I have no opinion on that.
Motorists. Cars. I feel more than 60 percent of accidents involving motorcyclist are because motorcyclists are poorly trained.

APPENDIX B: SURVEY INSTRUMENT

CDOT MOTORCYCLE SURVEY, 2006

INTERVIEWER: When instructed to read answer choices, read all choices except "Don't Know" and "Refused"

INTRODUCTION
Hello, I'm _____ calling for the Colorado Department of Transportation. We are conducting a study of motorcycle riders and motor scooter riders. May I speak to someone in your household who owns a motorcycle or motor scooter? This does not include ATVs.

GENERAL BACKGROUND

I would like to start with some general background questions. Please note the for the remainder of the survey I will be referring to all types of motorcycles and scooters simply as "motorcycles."

1. During the last 30 days, on how many days have you done each of the following? READ RESPONSES, RECORD FOR EACH CATEGORY
    a. Ridden a motorized scooter on a public roadway.
    b. Ridden a motorcycle of less than 900 ccs on a public roadway.
    c. Ridden a motorcycle of 900 ccs or more on a public roadway.
    d. Ridden a motorcycle or All-Terrain Vehicle of less than 600 ccs offroad.
    e. Ridden a motorcycle or All-Terrain Vehicle of 600 ccs or more offroad.

2. Are you primarily the:
    a. Rider
    b. Passenger

3. Which ONE of the following types of motorcycles do you ride most frequently? If you own more than one motorcycle, please refer to the motorcycle that you ride on public streets most frequently. READ RESPONSES
    a. Touring
    b. Sport Touring
    c. Sport (i.e. Ninja style)
    d. Standard
    e. Cruisers (i.e. Harley Davidson)
    f. Enduro
    g. Dual Sport
    h. Off Road
    i. Other *Please Specify:* _____
    j. Don't Know
    k. Refused

4. What category best describes your motorcycle usage. READ RESPONSES
    a. I use it for my primary transportation
    b. I use it as a backup or occasional mode of transportation
    c. I only ride motorcycles for fun
    d. I never ride my motorcycle
    e. Refused

5. To the best of your knowledge, what percent of your transportation is done by a motorcycle?
    _____ ENTER PERCENT

GENERAL BACKGROUND

I'd like to ask a few questions now about learning to ride a motorcycle.

6. At what age did you first start riding motorcycles?
    _____ ENTER AGE

7. How did you learn to ride a motorcycle? I'll read several possible sources, and please answer "yes" if that was an important source of training for you, and "no" if it wasn't. READ RESPONSES. CHECK ALL THAT APPLY
    a. A person who sold me my motorcycle helped me learn
    b. A friend taught me
    c. A family member taught me
    d. I took a class/safety course
    e. I read books or magazines about it
    f. I taught myself
    g. Don't remember/Don't know

8. Beyond the required course for earning your motorcycle license, have you taken any other instructional courses to improve your riding?
    a. Yes
    b. No
    c. Refused

9. Please recall that these surveys are anonymous, and your data will not be reported. Do you currently have a license or a learner's permit to drive a motorcycle? CHECK ONE.
    a. Yes, license
    b. Yes, temporary or instruction permit
    c. No
    d. Refused

10. [IF A LICENSE HOLDER] How did you obtain your license. Did you: READ RESPONSES, CHECK ONE.
    a. Take a written and driving test at a Colorado Department of Revenue Office
    b. Complete a training course through the Motorcycle Safety Foundation
    c. Transfer a motorcycle license from another state.
    d. Not sure.

11. [IF NOT A LICENSE HOLDER] Do you plan to obtain a motorcycle license in the future?
    a. Yes
    b. No
    c. Not Sure

RIDER ATTITUDES AND BEHAVIORS

12. What is the STRONGEST reason you ride a motorcycle? Please select only one from the following list. READ RESPONSES. SELECT ONE.
    a. It is exciting and fun
    b. It gets good gas mileage
    c. It was cheap to buy
    d. It is easy to park
    e. It is fast and maneuverable
    f. I do not have any other mode of transportation
    g. I can ride in the HOV lanes
    h. Other *Specify*_____

13. I will now read some statements about your personal feelings and motivations for riding. For each statement please respond that you either strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
a. I like to take risks in my life.					
b. I drive more aggressively on my motorcycle than in my car					
c. I like the speed associated with riding a motorcycle					
d. I like to race other motorcyclists or vehicles when on my motorcycle					

SAFETY

14. How valuable are each of the following elements in ensuring the safety of motorcyclists on Colorado roadways? Please answer high value, moderate value, low value, or no value.

	High Value	Moderate Value	Low Value	No Value	No Opinion
a. Use of helmets by motorcycle riders					
b. Use of protective clothing such as jackets					
c. Use of headlight modulators to "strobe" motorcycle lights for greater visibility					
d. Training for motorcyclists about riding in the vicinity of other vehicles					
e. Loud exhaust or pipes on motorcycles to increase awareness by other drivers					
f. Strict enforcement of traffic laws for motorcycles					
g. Specific training for other vehicles on how to drive around a motorcycle					

15. Please answer yes or no to each of the following. Does Colorado have a law requiring…? READ RESPONSES, RECORD YES OR NO.
    a. Helmet use
    b. Eye protection
    c. Wearing of protective clothing such as leather
    d. Wearing of boots or other protective footwear

16. How often do <u>you</u> wear a helmet while riding a motorcycle in Colorado? READ RESPONSES
    a. Always
    b. Sometimes
    c. Seldom
    d. Never

17. Thinking back the last time you rode a motorcycle on a public roadway, did you wear a helmet?
    a. Yes
    b. No
    c. Don't Know
    d. Refused

18. (IF DON'T ALWAYS WEAR A HELMET) Why don't you always wear a helmet while riding? [DO NOT READ RESPONSES. CHECK ALL THAT APPLY. Prompt once with 'anything else?]
    a. I'm not worried about having an accident
    b. I don't believe a helmet makes me any safer
    c. I like the feel/freedom of not wearing a helmet
    d. It is too hot
    e. Weather conditions making riding more hazardous
    f. Road surface conditions
    g. Time of day/traffic concerns
    h. It messes up my hair
    i. Laziness/Forgetfulness
    j. Passenger preference
    k. Helmets aren't "cool".
    l. Rebelling against people telling me to wear a helmet
    m. Other *Specify* _____
    n. Don't Know
    o. Refused

19. Would you support, oppose, or have no opinion about a law in Colorado requiring motorcycle riders and their passengers to wear a helmet while riding? READ RESPONSES
    a. Support
    b. Oppose
    c. No opinion
    d. Don't Know

20. [IF OPPOSE]What is the main reason you would not support a law in Colorado requiring the use of a helmet? [DO NOT READ RESPONSES. CHECK ONLY ONE.]
    a. Helmets are uncomfortable
    b. Helmets are not "cool".
    c. Helmets are not safe.
    d. Helmets are expensive.
    e. Waste of government time and resources
    f. Personal freedom - It's a personal decision, the government shouldn't intervene
    g. Other *Please Specify:* _____
    h. Don't Know
    i. Refused

21. What kind of an impact would a helmet law in Colorado have on how often you rode a motorcycle? READ RESPONSES
    a. A law would significantly decrease the amount I ride
    b. A law would somewhat decrease the amount I ride
    c. A law would have had no effect on the amount I ride
    d. A law would somewhat increase the amount I ride
    e. A law would significantly increase the amount I ride

22. What special efforts do you make while riding to ensure other motorists see you? DO NOT READ RESPONSES. CHECK ALL THAT APPLY
    a. Make sure all lights are working
    b. Use blinkers
    c. Wear bright-colored or reflective clothing
    d. Stay out of motorist blind spots
    e. Use your horn
    f. Increase engine noise
    g. Other *Please Specify* _____
    h. Don't Know

SAFETY CONCERNS

23. How would you rate the following possible concerns that may relate to motorcyclists? Please respond if you strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
a. Riding a motorcycle is more dangerous than driving a car					
b. I try to avoid congestion and traffic on roadways because it is dangerous					
c. Car drivers do not pay attention to motorcyclists					
d. The weather in Colorado makes riding more dangerous					

24. I will now read some statements about motorcycles and motorcycle riders. For each statement please respond that you either strongly agree, somewhat agree, somewhat disagree, or strongly disagree.

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	No Opinion
a. Motorcycles are a safe means of transportation.					
b. Motorcycle riders operate their bikes in a safe manner.					
c. When driving a vehicle other than my motorcycle, I am nervous when driving near a motorcyclist					
d. Motorcycle riders receive the training they need to drive safely.					
e. When driving a vehicle other than my motorcycle I have trouble seeing motorcycle riders on the road					

25. What do you feel is the single biggest threat to your own safety while riding a motorcycle? DO NOT READ RESPONSES. SELECT ONLY ONE
    a. Other drivers
    b. Weather
    c. Lack of personal experience
    d. Road surface conditions
    e. My own behavior when riding
    f. Other *Specify*_____
    g. Don't Know
    h. Refused

26. Have you ever had an accident while riding your motorcycle on a public roadway?
    a. Yes
    b. No
    c. Refused

27. Compared to people who drive in vehicles such as cars, trucks, and vans, do you think motorcycle riders are: READ RESPONSES
    h. Much more likely to drive safely and defensively
    i. A little more likely to drive safely and defensively
    j. A little less likely to drive safely and defensively
    k. Much less likely to drive safely and defensively
    l. There is no difference between the two groups.

28. When thinking about wrecks where a car and motorcycle collide, and where blame can be assigned to operator error, which of the following five statements do you think is most true? READ RESPONSES
    a. It's the car driver's fault most of the time.
    b. It's the car driver's fault more than half of the time.
    c. Half the time it's the car driver's fault, and half the time it's the motorcyclist's fault.
    d. It's the motorcyclist's fault more than half of the time.
    e. It's the motorcyclist's fault most of the time.

DEMOGRAPHICS

29. RECORD GENDER
    a. Male
    b. Female

30. What is your age?
    _____

31. Which category does your household's total annual income fall into? You may stop me when I reach the appropriate category.
    a. $0 to $29,999
    b. $30,000 - $49,999
    c. $50,000 - $74,999
    d. $75,000 - $99,999
    e. $100,000 - $149,999
    f. $150,000 - $249,999
    g. $250,000 or More