

Background & Methodology

Conducted 401 surveys among Florida, Georgia, and Tennessee motorcycle owners

- Fielding took place January 26, 2015 – February 23, 2015
- Utilized a proprietary online research panel

Key Measures

- Safety Protection Usage
- Motorcycle Insurance Usage

1. Do you think motorcycle riders should be required by law to wear a helmet?

	General Population	Motorcycle Owners
<i>Base (n=)</i>	1,215	401
Yes	83%	65%
No	17%	35%

2. What concerns, if any, do you have about motorcycle riders on the roadways? (Select all that apply)

	General Population	Motorcycle Owners
<i>Base (n=)</i>	1,215	401
Not seeing them	57%	57%
Motorcyclists weaving through traffic	72%	56%
Motorcyclists getting in an accident due to road debris or weather conditions	26%	45%
Motorcyclists speeding	51%	42%
Accidentally hitting a motorcyclist	38%	38%
Divers not having enough time to react	28%	29%
Other	1%	6%
None, I do not have concerns about motorcyclists on the roadways	7%	9%

3. Is your motorcycle your primary mode of transportation?

	Motorcycle Owners
<i>Base (n=)</i>	401
Yes	9%
No	91%

4. What kind of safety protection do you use when you ride your motorcycle? (Select all that apply)

	Motorcycle Owners
<i>Base (n=)</i>	401
Helmet	92%
Face shield/glasses	82%
Gloves	71%
Boots	70%
Jacket/Vest Armor	54%
Reflective gear	38%
Riding leathers	36%
Loud pipes/exhaust	34%
None of the above	<1%

5. How often do you wear your helmet when riding your motorcycle? [If Helmet is selected in Q4]	
	Motorcycle Owners
	Base (n=) 368
Always	87%
Most of the Time	10%
Sometimes	2%
Rarely	1%

6. Do you require passengers to wear a helmet when riding on your motorcycle?	
	Motorcycle Owners
	Base (n=) 399
Yes	77%
No	8%
Don't have passengers on my motorcycle	15%

7. How often do you drive your motorcycle above the posted speed limit?	
	Motorcycle Owners
	Base (n=) 400
Most of the time	13%
Sometimes	31%
Rarely	45%
Never	11%

8. Do you plan on attending any motorcycle rallies/events in 2015?	
	Motorcycle Owners
	Base (n=) 401
Yes	45%
No	55%

9. What motorcycle rallies/events do you plan on attending in 2015? (Select all that apply)	
	Motorcycle Owners
	Base (n=) 182
Daytona Bike Week	50%
Biketoberfest	34%
Sturgis Rally	20%
Leesburg	14%
Myrtle Beach Bike Week	13%
Rolling Thunder	10%
Laconia Motorcycle Week	4%
Other	30%

10. Do you have motorcycle insurance?	
	Motorcycle Owners
	Base (n=) 401
Yes	90%
No	10%

Statistical Statement:

The AAA Consumer Pulse™ Survey was conducted online among motorcycle owners living in the Southern Region of The Auto Club Group (Florida, Georgia, and Tennessee) from January 26, 2015 – February 23, 2015. A total of 401 residents completed the survey. The survey has a maximum margin of error of ± 4.9 percentage points.