

### Background & Methodology

Conducted 228 surveys among Florida motorcycle owners

- Fielding took place January 29, 2016 – February 9, 2016
- 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
	Base (n=)	228
Yes	85%	68%
No	15%	32%

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

	Motorcycle Owners
	Base (n=)
Helmet	86%
Face shield/glasses	81%
Boots	64%
Gloves	63%
Jacket/Vest Armor	55%
Reflective gear	39%
Loud pipes/exhaust	29%
Riding leathers	29%
None of the above	1%

#### 3. How often do you wear your helmet when riding your motorcycle? [If Helmet is selected in Q2]

	Motorcycle Owners
	Base (n=)
Always	82%
Most of the Time	16%
Sometimes	2%
Rarely	-

#### 4. Do you plan on attending any motorcycle rallies/events in 2016?

	Motorcycle Owners
	Base (n=)
Yes	56%
No	44%

#### 5. What motorcycle rallies/events do you plan on attending in 2016? (Select all that apply)

	Motorcycle Owners
	Base (n=)
Daytona Bike Week	70%
Biketoberfest (Daytona Beach)	57%
Leesburg Bikefest	27%
Sturgis Motorcycle Rally (South Dakota)	17%
Myrtle Beach Bike Week	16%
Rolling Thunder (Washington D.C.)	4%
Other	11%

6. Do you have motorcycle insurance?		Motorcycle Owners
	<i>Base (n=)</i>	228
Yes		84%
No		16%

**Statistical Statement:**

The AAA Consumer Pulse™ Survey was conducted online among motorcycle owners living in Florida from January 29, 2016 – February 9, 2016. A total 228 residents completed the survey. The survey has a margin of error of ± 6.5 percentage points.