



2014 Participant Survey Report

Prepared for the Colo. Dept. of Transportation, MOST Program

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OPINIONS TOWARDS MOTORCYCLE TRAINING COURSE AND COSTS

A SURVEY OF MOTORCYCLE SAFETY TRAINING PARTICIPANTS

INTRODUCTION

The Colorado Department of Transportation (CDOT) provides a multi-modal transportation system for Colorado citizens and visitors. Traveling on this system by motorcycle has inherently different risks than traveling by other transportation modes. The CDOT motorcycle operator safety training program (MOST program) facilitates safe motorcycle transportation by ensuring quality instruction for rider skill training and promoting motorcycle safety awareness. The MOST program seeks to increase motorcycle safety by increasing the number and percentage of trained riders in Colorado.

In 2011 and 2009, CDOT collaborated with Corona Insights, a Denver based market research and consulting firm, to conduct research to aid in further development of the MOST program. The research and consulting consisted of several elements including surveys of past program participants, surveys of non-trained motorcycle riders, interviews with official MOST program providers, and consulting assistance with program development.

In 2014, CDOT again collaborated with Corona Insights to conduct a survey of individuals who participated in a basic level MOST certified training program. The MOST program changed the tuition benefit in July 2013 from \$70 to \$35, and CDOT wanted to understand the impact of this change on motorcycle riders' opinions and behaviors regarding participating in motorcycle training. Specifically, this research sought to provide insights into:

- ➔ Reasons why motorcycle riders took a safety training course.
- ➔ Specifically, the impact cost has on a decision to take a course.
- ➔ The awareness level of the MOST program and tuition benefit among riders.
- ➔ Satisfaction with training from MOST sponsors.
- ➔ Knowledge of, and interest in, advanced courses.
- ➔ The ability to compare results to the previous MOST study, where appropriate.

To answer these questions, Corona Insights implemented a telephone survey of program participants in March 2014. The following report synthesizes results and provides insights gained from this study.

METHODOLOGY

SURVEY INSTRUMENT

Corona Insights and key CDOT staff members collaboratively designed the survey instrument. CDOT desired to compare and update responses to some questions asked in the 2011 research, as well as create new questions to probe interest in advanced training. New questions also measured risk perceptions, interest in advanced training, and demographic data not collected previously. A copy of the survey instrument can be found in the [appendix](#).

IMPLEMENTATION

CDOT provided contact information of motorcycle riders who participated in a training class by one of the MOST program's certified trainers. Corona segmented this list of riders into two groups based on the amount of money CDOT granted as a tuition benefit. A Colorado-based phone room conducted 400 surveys by telephone on Corona Insights behalf. Riders who received a \$70 discount on tuition during the first half of 2013 completed 200 surveys, and riders who received a \$35 tuition discount during the second half of the year completed the other remaining 200 surveys.

ANALYSIS

Corona Insights reviewed the raw data for accuracy and reliability. Analysis included calculating descriptive statistics such as proportions, means, and medians; coding data into categorical variables; and performing statistical tests.

KEY INSIGHTS

We present the following key findings below, organized by common theme. We support these key insights with data displayed in the [Research Findings section](#).

DEMOGRAPHICS

- ➔ **Most course participants were new motorcycle riders.** Almost half of all participants were new riders. While most course participants are male, females participants are more likely to be new riders than males. More than half of younger participants (i.e., 18 to 30 years old) were new riders, and new riders are more likely to be single or divorced. Participants in Adams and Larimer counties had the highest percentage of new riders.
- ➔ **Participants are likely to know someone who had been in a motorcycle accident.** Participants are seven times as likely to know someone who had been in a motorcycle accident than had been in an accident themselves.

MOTORCYCLE RIDING EXPERIENCE AND BELIEFS

- ➔ **Most training course participants believe they were careful riders before enrolling in the course.** Almost 90 percent of respondents who were motorcycle riders before the training course said they were very or somewhat careful when riding a motorcycle, and two percent said they were very careless.
- ➔ **Riding experience appears to correlate with some attitudes and behavior.** Experienced riders (defined as length of time as riders) are less likely than new riders to believe they will get hurt riding a motorcycle within a year. Experienced riders are more likely to know about MOST and know that MOST provides tuition benefits to training providers.
- ➔ **It is unclear how perceived likelihood of getting hurt influences attitudes and behavior.** About half of all respondents indicated they were somewhat or very likely to get hurt while riding within one year. Patterns in the data suggest that those who believe they are likely to get hurt riding were more careful riders (before enrolling in the training) and are more likely to be willing to pay more for training. However, statistical tests of these relationships were inconclusive. Further research is needed to completely understand how perceived likelihood of getting hurt relates to attitudes towards training.

TRAINING

- ➔ **The primary reasons for enrolling in a training course are to improve skills and increase safety.** According to open-ended comments, many participants couple skill development with safety. About nine percent of participants mentioned a social reason for taking the class, such as wanting to set a good example for others riders they knew.
- ➔ **Cost is not a primary reason for choosing a training provider.** Timing and reputation of the provider, rather than receiving a tuition benefit, are the most important factors for choosing a training provider. A majority of respondents said timing and reputation were very important factors,

compared to 22 percent who indicated a tuition benefit was very important. Indeed, half of all respondents said that receiving a tuition benefit was not at all important to their decision.

- **Participants highly rated the quality of training.** Respondents evaluated trainer attributes more positively than course attributes, but very few participants disagreed with positive statements about either their trainer or their course.
- **Those interested in an advanced training want to improve their skills and becoming a safer rider.** Almost 80 percent of respondents said they were either somewhat or very interested in taking an advanced training course, of which 41 percent said they were very interested. Sixty-eight percent of those who were very interested described that they wanted to improve their skills or gain more knowledge about riding, and 33 percent specifically mentioned safety as a reason for their level of interest.

AWARENESS OF TUITION BENEFIT AND PRICE SENSITIVITY

- **Awareness about the MOST tuition benefit is low, especially before enrollment.** While a majority of participants were aware that their training was part of the MOST program, less than half were aware that MOST helped reduce the cost of training. Seventeen percent of all respondents were aware about the tuition benefit before enrolling in the course.
- **When riders are choosing a training provider and are aware of receive a tuition benefit, a tuition benefit of \$70 does not appear to be more important in their choice than a benefit of \$35.** Participants that received the \$35 benefit and were aware that they received a benefit indicated a stronger level of importance towards this reason for choosing their training provider than those who received the \$70 benefit and were aware they received a benefit.
- **Participants do not accurately remember the tuition benefit they received.** Fewer than ten respondents (i.e., 2%) accurately stated the amount that their training course cost was reduced due to the tuition benefit from MOST. Generally, respondents overestimated their benefit received; those who received the smaller benefit had a proportionally greater overestimation compared to what they actually received than the overestimation of those who received the larger benefit.
- **Participation attrition appears to maximize at paying 70 dollars extra.** While 92 percent of participants indicated they would be willing to pay 35 dollars more to take their training course, almost half of all respondents would not take the course if they were asked to pay 70 dollars more than they did. Although those who received the \$70 benefit reported a slightly higher average willingness to pay amount, the actual tuition benefit received may only have minimal influence over the extra amount participants are willing to pay to take the course.
- **Half of all respondents are willing to travel up to 25 miles to take a training course.** Much variability appears among distances willing to travel to attend a training. Distance willing to travel does not differ by age or gender; however, those who said that the location of the training facility was not at all important to their choice of training provider are willing to travel slightly further than those who said facility location was at least somewhat important.

DETAILED RESEARCH FINDINGS

To improve readability of the following exhibits, we removed some value labels on graphs, typically for values smaller than four percent. Analysis tables and open-ended responses to all questions can be found in the [Analysis Tables](#) section.

DEMOGRAPHICS

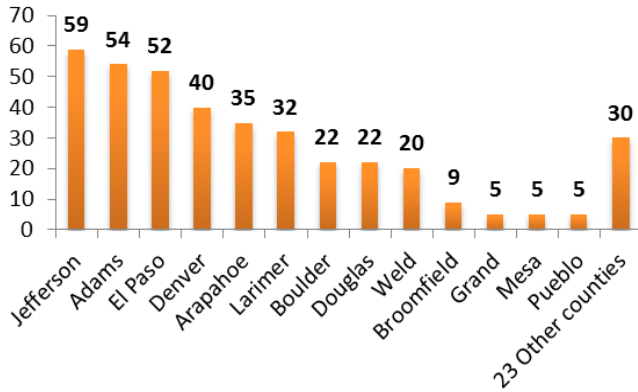
The following tables display demographic and background information to provide context to the study's sample and results.

The majority of survey participants were males, about half were single/never married, and most were older than 30. Eighty percent were employed for wages or self-employed, a majority had no bachelor's degree, and about 40 percent made less than \$50,000 a year.

Age	30 or younger	44%
	Older than 30	56%
Gender	Male	78%
	Female	22%
Education	No bachelor's degree	62%
	Bachelor's degree or higher	38%
Employment	Employed	80%
	Student/homemaker	10%
	Out of work/unable to work	6%
	Retired	4%
Income	Less than \$50,000	40%
	\$50,000 to \$99,999	39%
	\$100,000 or more	22%
Marital Status	Single/Never Been Married	48%
	Married/Living with partner	38%
	Separated/Divorced/Widowed	14%
Riding Experience Before Training	Not a motorcycle rider	46%
	Less than three years	22%
	Three or more years	32%
Motorcycle Accidents	Knows someone who was in motorcycle accident	69%
	Was in motorcycle accident before training	10%
	Of participants with experience riding prior to training, percent who had been in an accident	17%
Endorsement	Had a motorcycle endorsement before training	6%

Before taking the basic motorcycle safety-training course, almost half of all participants were not motorcycle riders and an additional one-fifth had less than three years of experience riding a motorcycle. Before they took the training, ten percent of all participants had been in a motorcycle accident, and 17 percent of those who were motorcycle riders before training had been in an accident. Almost 70 percent of all participants know someone who was in a motorcycle accident. The vast majority of participants did not have a motorcycle endorsement before training.

Q27: County of Residence

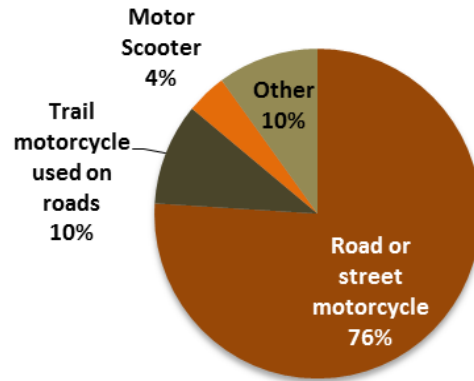


A majority of survey participants (62%) were from the Denver Metro Region (i.e., Jefferson, Adams, Denver, Arapahoe, Boulder, Douglas, and Broomfield counties). Of the non-Denver Metro counties, the largest proportion of survey participants were from El Paso County, followed by Larimer and Weld counties.

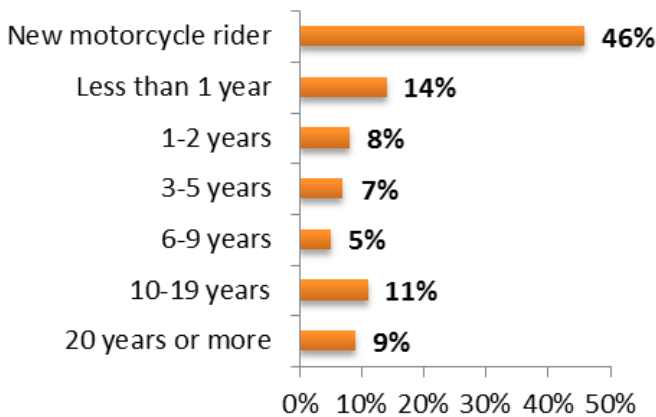
MOTORCYCLE RIDING EXPERIENCE AND BELIEFS

Three of four respondents indicated that they most frequently ride a road or street motorcycle, and ten percent said they ride some other type of motorcycle. According to open-ended responses to question thirteen, some respondents do not consider themselves a motorcycle rider (e.g., they took the course for fun or out of curiosity), so it is possible that a proportion of respondents who chose “other” do not ride motorcycles.

Q3: Type of Motorcycle

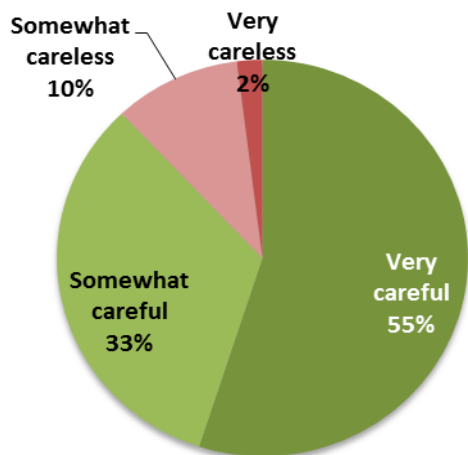


Q4: Riding Experience before Training



Most participants (46%) were not a motorcycle rider before they took a training course, and an additional 14 percent had less than one year of experience riding a motorcycle. Subsequent exhibits in this report will categorize respondents as those who are new motorcycle riders, those with less than three years of experience, and those with at least three years of experience.

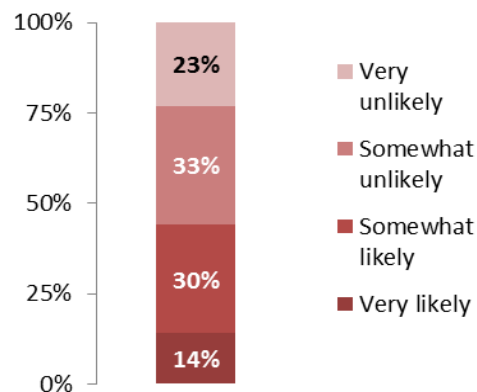
Q5: Typical Riding Behavior



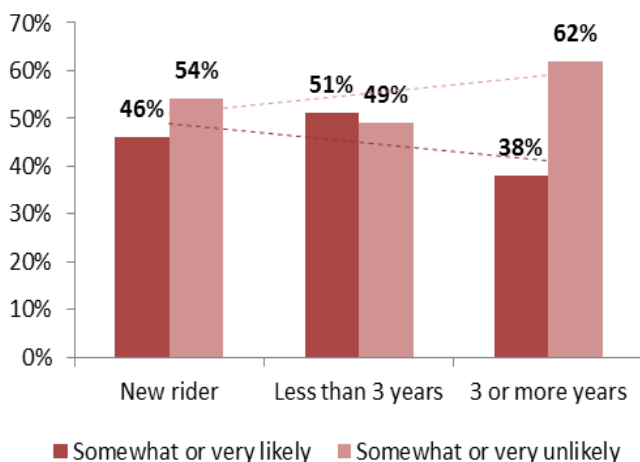
Almost 90 percent of the 216 respondents who were motorcycle riders before the training course said they were very or somewhat careful when riding a motorcycle, and two percent said they were very careless. Subsequent exhibits in this report will categorize respondents as those who are very careful when they ride or those who are less than very careful.

Before their training course, a majority of all participants (56%) thought that it was unlikely they would get hurt riding a motorcycle within one year, including about one-quarter who said it was very unlikely. Subsequent exhibits in this report will categorize respondents as those who, before their training course, believed that it was somewhat or very unlikely they would get hurt and those who believed this result was somewhat or very likely.

Q6: Likelihood of Getting Hurt While Riding



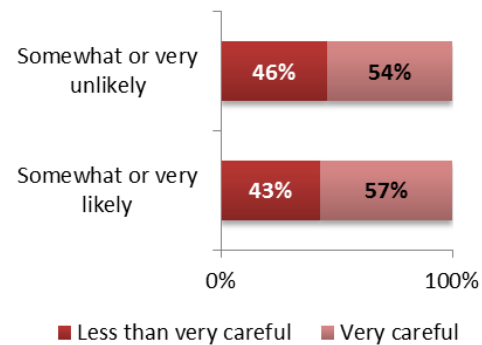
Q4 by Q6: Experience Riding by Likelihood of Getting Hurt



Participants who had less than three years of experience riding a motorcycle before they took the training course were relatively evenly divided between those who thought it was likely they would get hurt riding a motorcycle and those who thought it was unlikely. However, participants with more than three years of experience were more likely to believe it was unlikely they would get hurt within the next year. For example, 15 percent of new riders believed it was very likely they would get hurt compared to eight percent of riders who had 20 or more years of experience. Experience riding a motorcycle appears to influence beliefs about the likelihood of getting hurt while riding.

Of the 216 participants who had experience riding motorcycles before the training course, a greater proportion of those who described their riding behavior as very careful also believed they would likely get hurt riding than those who described their riding behavior as less than very careful, although a statistical test of this difference was inconclusive. Further research is needed to completely understand if beliefs in how carefully one rides relate to beliefs about the likelihood of getting hurt while riding.

Q5 by Q6: Riding Behavior by Likelihood of Getting Hurt



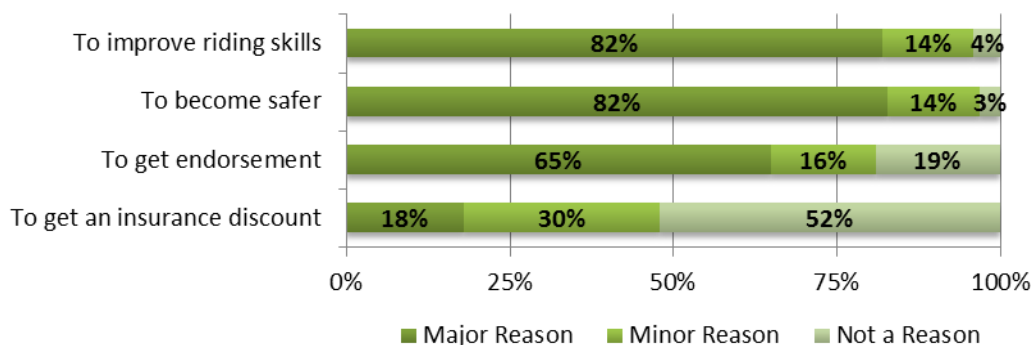
TRAINING

DECISIONS TO ENROLL

Improving riding skills and becoming a safer rider were the two factors that respondents most often cited as being a major reason why they decided to take a training course. Making it easier to get an endorsement was a major reason for deciding to enroll for two-thirds of respondents. More than half of participants said that getting an insurance discount was *not* a reason that they took the class.

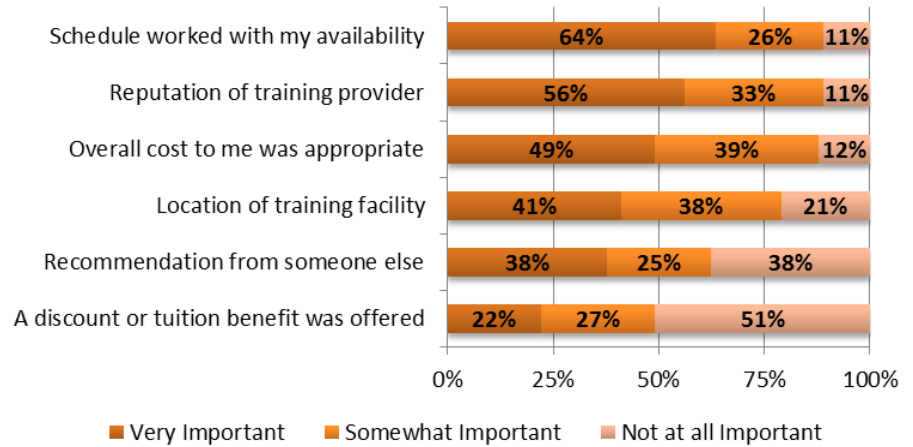
When asked if there were any other reasons why they took the class, about ten percent of participants responded that they are new to motorcycle riding or that they did not currently own a motorcycle. About nine percent of participants mentioned a social reason for taking the class, such as wanting to set a good example, wanting to take the class with someone they knew, or because someone recommended they take a class. Verbatim responses to question eight are provided in a separate data file; categorized responses can be found in the [analysis tables section](#).

Q7: Reasons to Take Training Course



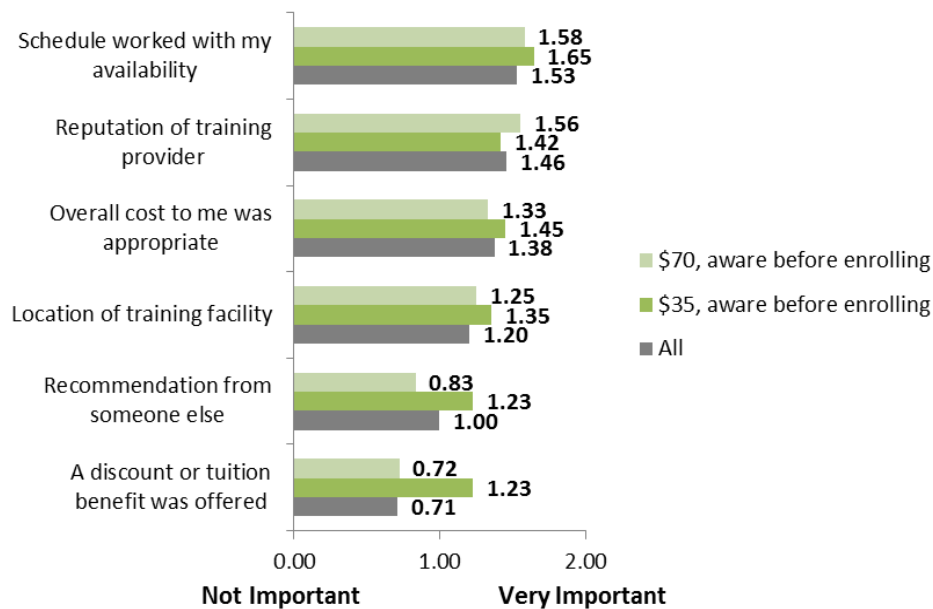
Course schedules that matched student availability and the reputation of the trainer were the two most important reasons for choosing a specific training provider, followed by the overall cost, location of training facility, and personal recommendations. Half of respondents said that a discount or tuition benefit was not at all important to their course choice, although only 17 percent said that they knew their training cost was reduced before they signed up for the course.

Q9: Reasons for Choosing a Specific Training Provider



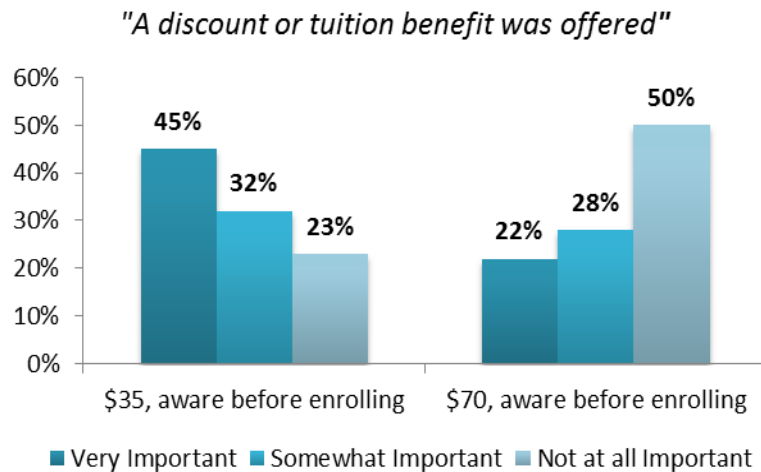
Of the 17 percent of participants (i.e., 68 individuals) who were aware, before enrolling, that the cost of their training was reduced by a tuition benefit, 31 participants received a \$35 benefit and 36 received a \$70 benefit. Generally, we found little difference between these two groups regarding the importance of reasons for choosing a training provider, with two exceptions: 1) Recommendation from someone else and 2) a discount or tuition benefit was offered.

Q9 by Q34, filtered by Q16: Reasons for Choosing a Training Provider by Benefit Amount, of those Aware of Benefit before Enrolling



One might expect that the participants who received the greater benefit would be more likely to indicate that a course tuition discount was important compared to participants who received the smaller benefit. However, these data suggest the opposite pattern. Participants who received the smaller benefit and were aware that they received a benefit (but not necessarily that it was a smaller benefit than what others received) indicated a stronger level of importance towards this reason for choosing their training provider than those who received the greater benefit and were aware they received a benefit. Although this finding was unexpected, there are potential explanations. For example, it is possible that participants who received the smaller benefit give that reason more importance because they received the benefit more recently (people often mentally depreciate the value of financial benefits over time). The sample size of those who were aware of receiving a discount before they enrolled was relatively small. Nonetheless, the data suggest that larger tuition discounts do not relate to an increase in the importance of receiving a discount upon choosing a specific training provider.

Q9.d by Q34 filtered by Q16: Importance of Receiving a Discount, by Benefit Amount, of those Aware of Benefit before Enrolling

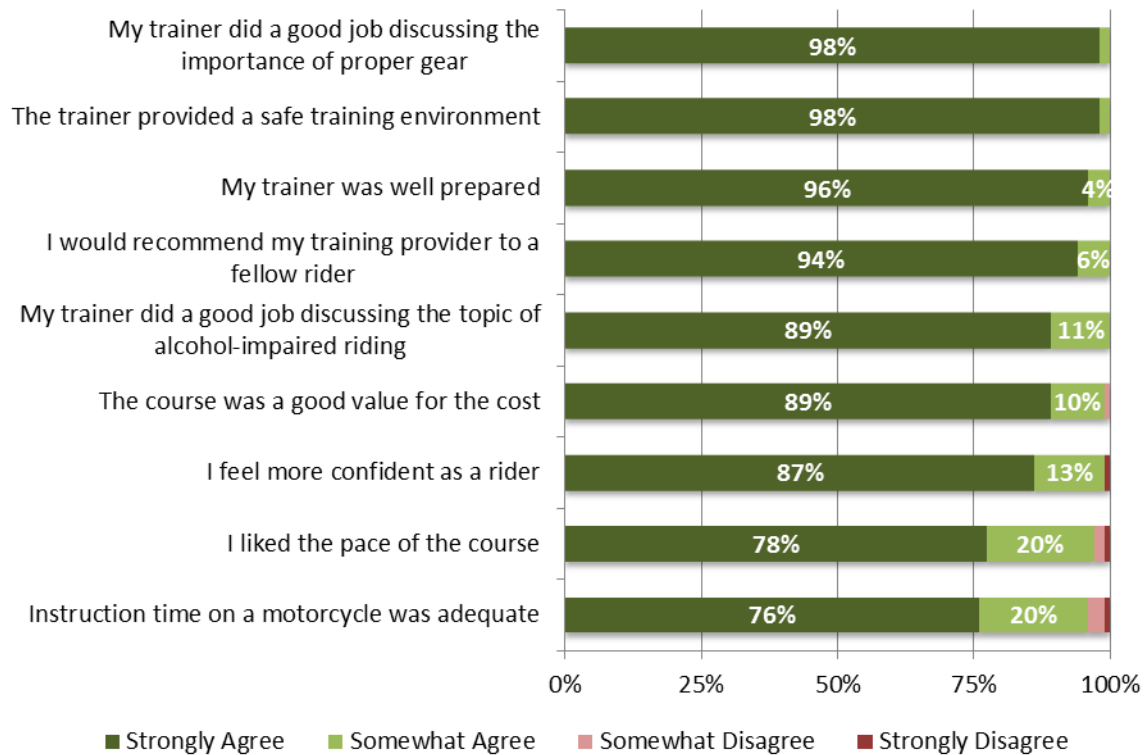


QUALITY OF TRAINING COURSE

In general, a strong majority of participants evaluated the quality of training positively. More participants strongly agreed with positive statements about the specific trainer (i.e., my trainer did...) than those who strongly agreed with positive statements about the course itself (i.e., the course was...). Ninety-four percent of respondents strongly agreed and the remaining six percent somewhat agreed with the general satisfaction statement that the participant would recommend the training provider to a fellow rider. More respondents strongly agreed that their trainer did a good job discussing proper gear (98%) than those who strongly agreed that their trainer did a good job discussing alcohol-impaired riding (89%).

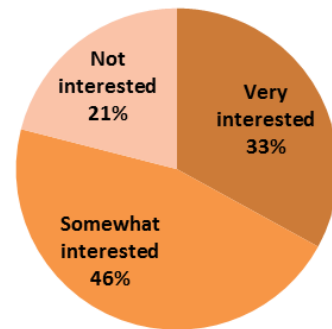
Very few participants disagreed with any of the positive statements; three percent somewhat or strongly disagreed that they liked the pace of the course and four percent somewhat or strongly disagreed that the instruction time on a motorcycle was adequate.

Q10: Evaluation of the Trainer and Course



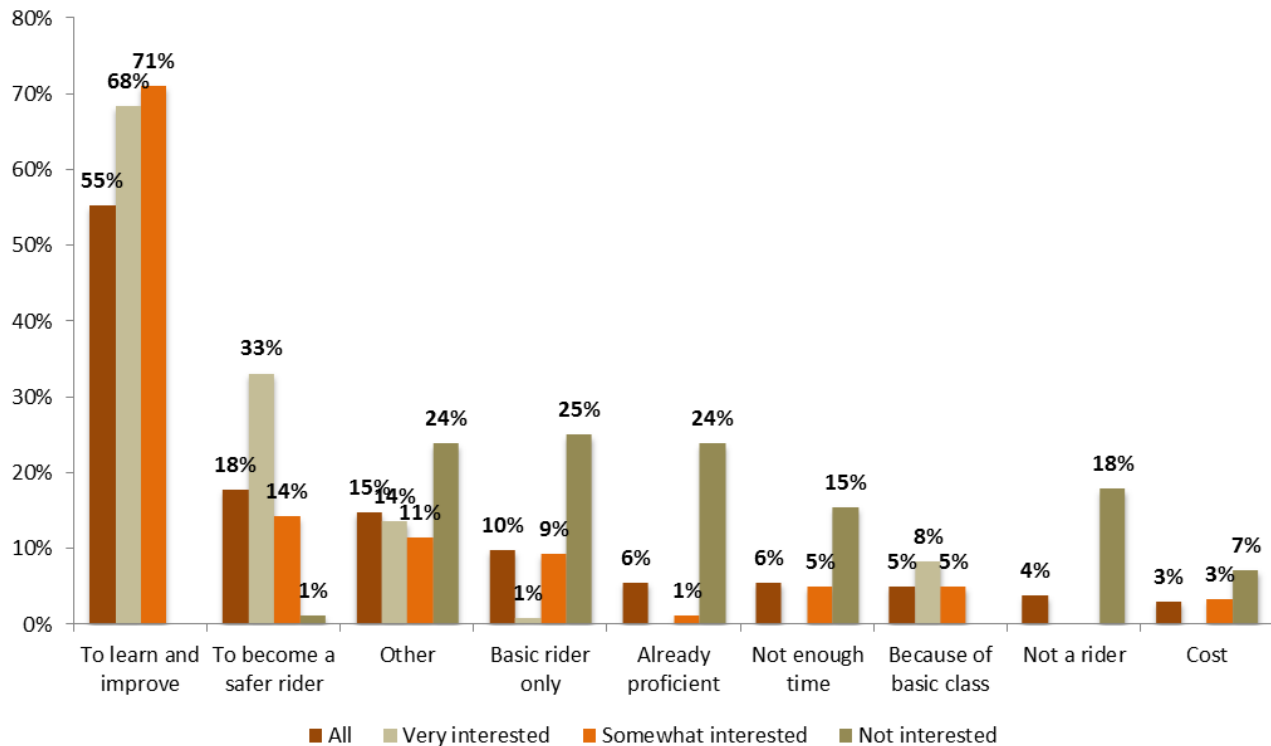
During the phone interview, we told participants that advanced riding courses focused on “additional riding techniques and defensive strategies” were available. Ninety-six percent of respondents said they were already aware of these advanced riding courses. We then asked all respondents about their interest in participating in an advanced riding course; one-third mentioned they were very interested, almost half said they were somewhat interested, and less than one-quarter said they were not interested in the course.

Q12: Interest in Advanced Training



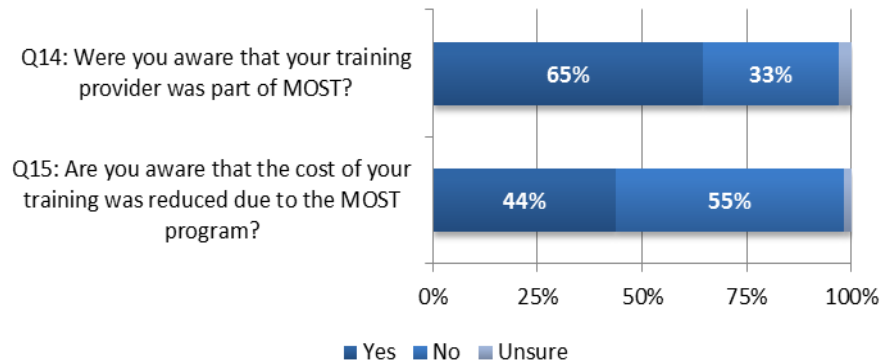
When asked to explain their level of interest in the advanced motorcycle-riding course, the most common response among all participants was to learn and improve their riding skills, followed by safety reasons. Safety was a reason for one out of three participants who were very interested in taking the course compared to one out of seven participants who were somewhat interested. More variation appears in reasons why participants were not interested in taking the advanced course. Twenty-five percent of respondents said they were not interested because they were basic riders only (i.e., rode only occasionally or for short trips) or because they wanted more experience riding before taking another course. Almost 25 percent indicated they were already proficient riders or believed that they would not learn anything new from an advanced course. Lack of time inhibits about six percent of all respondents from taking another course, about twice as many as those who said that cost was an issue. Interestingly, 18 percent of respondents said they were not interested in an advanced course because they quit riding motorcycles or they do not have their own motorcycle.

Q13: Reason for Level of Interest in Advanced Training



AWARENESS OF TUITION BENEFIT AND PRICE SENSITIVITY

Q14 and Q15: Awareness of Trainer Involvement in MOST

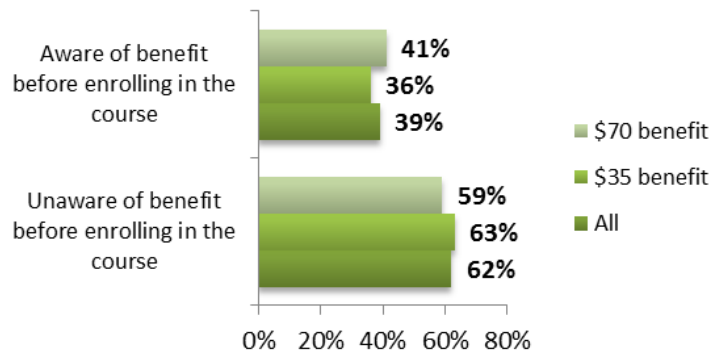


Two thirds of survey participants were aware, before enrolling in the training course, that their training provider was part of CDOT's MOST program. Less than half of respondents were aware that their training cost was reduced due to a tuition benefit provided by the MOST program. Generally, new motorcycle riders were less likely than experienced riders to know their training

provider was part of MOST, and new riders were less likely than experienced riders to know that MOST provided a tuition benefit (data not displayed).

We asked the 174 participants who were aware of the tuition benefit (i.e., those who answered yes to question 15) to indicate when they first learned about the discount; almost 40 percent of participants said they were aware before enrolling in the course. Of the 67 people who were aware of the benefit before enrolling, a higher proportion received the \$70 benefit than those who received the \$35 benefit, although this difference was not statistically significant.

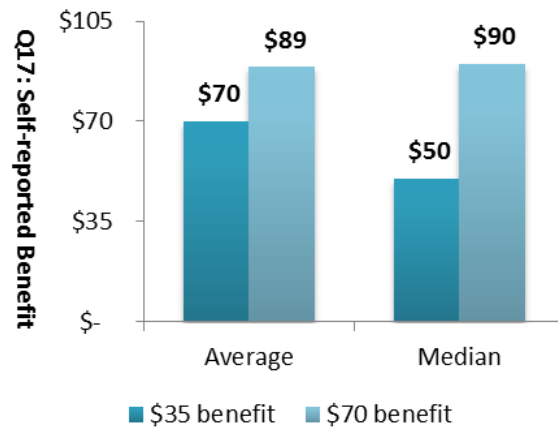
Q16 by Q34: Awareness of Tuition Benefit by Benefit Amount



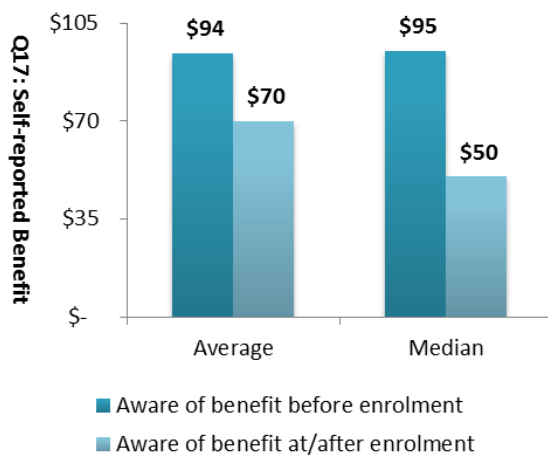
Generally, participants overestimated the amount their training course cost was reduced due to the tuition benefit from MOST. Participants who actually received a \$35 benefit believed that on average, they received a 70-dollar discount, and those who actually received a \$70 benefit believed that, on average, they received an 89-dollar discount. Half of the participants that actually received a \$35 benefit overestimated this discount by at least 15 dollars, and half of the participants that actually received a \$70 benefit overestimated this discount by at least 20 dollars. These results do not paint a clear picture. The difference between the average self-reported benefit and actual benefit was larger for those who received the \$35 benefit.

However, comparison between the medians shows the opposite pattern; the difference between the median self-reported benefit and actual benefit was smaller for those who received the \$35 benefit.

Q17 by Q34: Reported Benefit by Actual Benefit



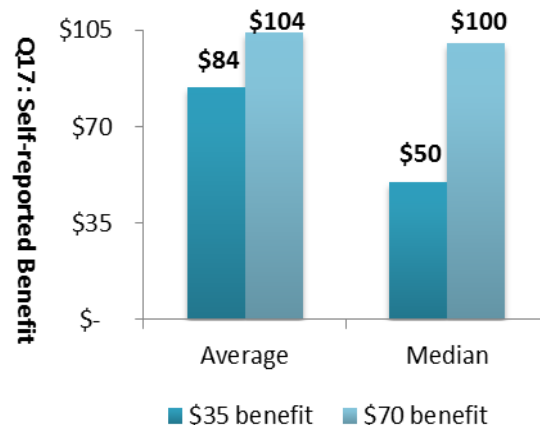
Q17 by Q16: Reported Benefit by Awareness of Benefit



The average tuition benefit reported by participants who were aware of the benefit before they enrolled in the course was 94 dollars. This was statistically higher than the average benefit reported by those who were aware of the benefit at/after enrolling in the course.

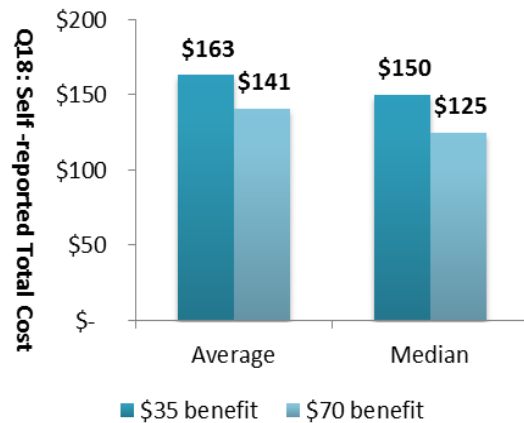
Of participants who were aware they were receiving a benefit before enrolling, those who received the \$70 benefit reported an average benefit that was 20 dollars more than the average benefit reported by those who received the \$35 benefit. The sample size of this calculation was small (i.e., about 15 individuals in each group), so a statistical test is not appropriate.

Q17 by Q34, filtered by Q16: Reported Benefit by Actual Benefit of those Awareness of Benefit before Enrolling



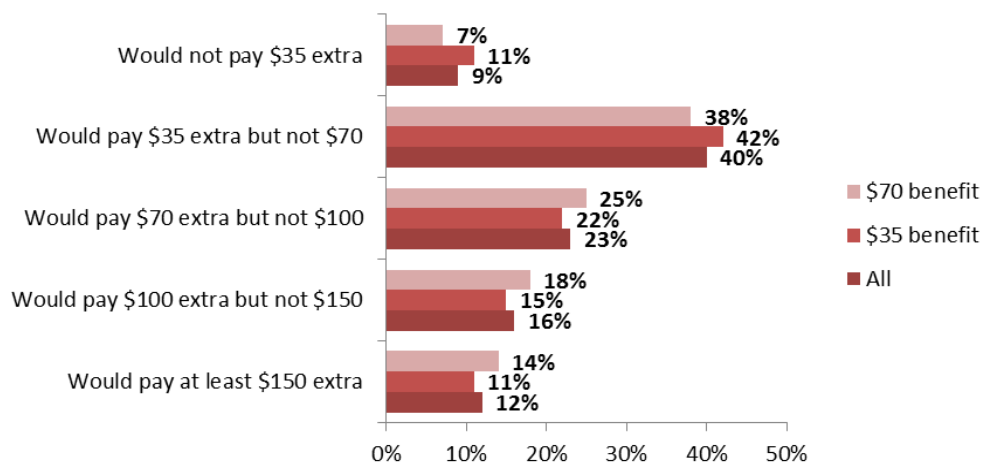
The average total amount (self-reported) paid for the training course among all participants was 152 dollars. Those who received the \$35 benefit reported paying about 20 dollars more, on average, than those who received the \$70 benefit. Half of those who received the \$35 benefit said they paid at least 150 dollars, and half of those who receive the \$70 benefit said they paid at least 125 dollars for the training.

Q18 by Q34: Reported Total Cost by Actual Benefit



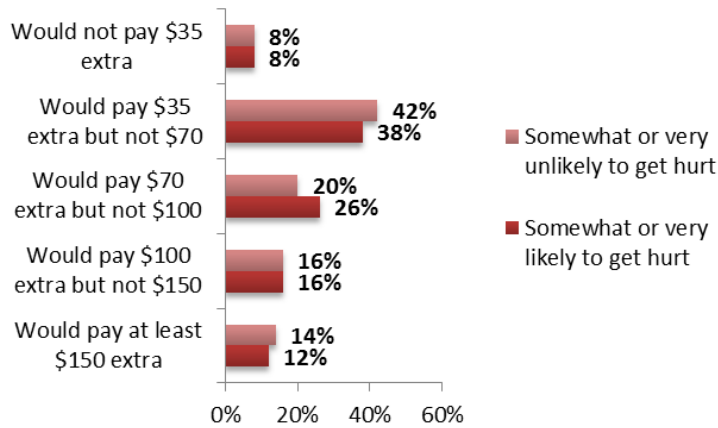
Most participants appear to be willing to pay more money to take a course than what they actually paid, although price does appear to relate to attrition. Price sensitivity appears most fragile around paying an extra 70 dollars. Respondents are, on average, willing to pay an extra 65 dollars at minimum¹. Just over half of all respondents said they would pay an extra 70 dollars to take the course, and two of every five participants said they would be willing to pay 35 dollars extra, but not 70 dollars extra. Described another way, according to this survey, removing the current \$35 tuition benefit might result in about ten percent of all participants not enrolling in the course. For those who received the \$70 benefit, complete removal of this discount might result in around 38 percent of participants not enrolling in the course. Although those who received the \$70 benefit reported a slightly higher willingness to pay extra (i.e. 69 dollars extra compared to 61 dollars), this difference was not statistically significant; generally, the actual tuition benefit received may only have minimal influence over the extra amount participants are willing to pay to take the course.

Q19 by Q34: Willingness to Pay Extra by Tuition Benefit



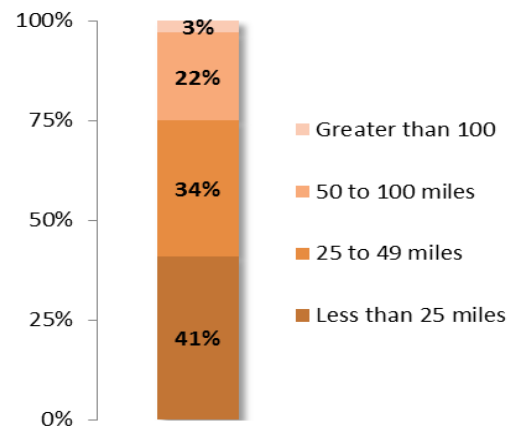
¹ We calculated the minimum average by assigning the lowest dollar amount each participant was willing to pay extra to attend the course.

Q19 by Q6: Willingness to Pay Extra by Likelihood of Getting Hurt

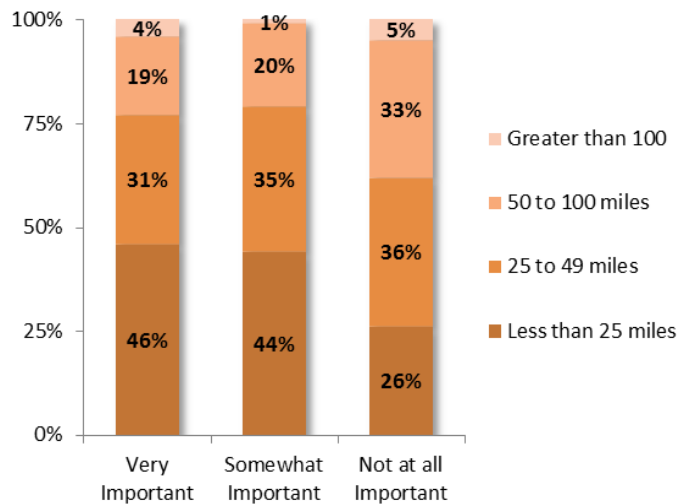


Participants appear to have diverse opinions about the distance they would be willing to travel to attend a motorcycle training course. Among all respondents, the average distance willing to travel is 36 miles. Two of every five said they would travel no more than 24 miles, one third said they would not be willing travel more than 49 miles, and one quarter said they would be willing to travel at least 50 miles to attend a training.

Q20: Distance Willing to Travel to Attend Training



Q20 by Q9.b: Distance Willing to Travel by Importance of Training Location



The distance a participant is willing to travel to take a training course (i.e., Q20) appears to differ by how important the location of the training facility was when riders were choosing a training course (i.e., Q9.b). Participants who indicated the training facility location was not at all important to their enrollment decision are willing to travel about ten miles further to attend a training than the distance willing to travel by those who said the facility location was very or somewhat important.

CORONA'S RECOMMENDATIONS

Below we present our recommendations based on these survey findings.

- ➔ Improving skills and being safer are two of top reasons for taking a training course; promoting these attributes may encourage other riders to get training. However, untrained riders may already believe they have the skills and are safe (indeed, research previously conducted by Corona with non-trained riders showed that a majority of non-trained riders felt they were already experienced riders); additional research to understand barriers and motivations with either group could be valuable. Specifically:
 - ⇒ Further understanding beliefs and perceptions of risk of all types of riders (e.g., trained, untrained, new, experienced, etc.)
 - ⇒ Conduct additional research with non-trained riders on their attitudes, barriers, and demographics. (This could build off previous research conducted by Corona.)
 - ⇒ Conduct research focusing on the already “experienced” rider, or the rider who has returned to riding after a lapse in participation. What are their barriers and perceptions around training, risk, and so on? How can you most effectively target this important niche?
- ➔ To earn their endorsement on their license was another common reason, and promoting this benefit, if it means more riders getting trained, could prove valuable.
- ➔ As was uncovered in open-ended responses, social aspects (e.g., taking the class with a friend, recommendation of others, etc.) are likely a factor in their decision to take a training course. These aspects were not fully investigated as part of this survey, but doing so could yield additional messaging strategies to appeal to motorcycle riders.
 - ⇒ Similarly, satisfaction with training course providers and class overall is very high. Encouraging participants to share their experiences through word of mouth could help spread awareness and encourage participation, as “recommendation from someone else” was “very important” to more than one-third of participants when choosing a training provider.
- ➔ In addition to promoting the “why” of taking a training course, emphasizing the ease and value of doing so could also encourage participation. Scheduling and location were important reasons for choosing a specific provider, suggesting the more convenient the locations and times (perhaps by adding additional locations, schedules, etc.) the more likely riders will actually sign up for a course.
- ➔ Continue to raise awareness of the tuition benefit, should it remain, by potentially including it in advertising, including it anywhere price or program details are mentioned, and at very least at time of enrollment. If awareness before enrollment increases, and additional research is performed in the future, better analysis of the effects of the tuition benefit may be able to be examined.
- ➔ In terms of the tuition benefit amount, keeping it at its current level of \$35 per rider is the safest action as this level doesn’t appear to lead to much attrition (and this is assuming overall course cost remains relatively constant). Lowering the tuition benefit further, possibly to zero, may lead to additional attrition, though it is hard to say exactly how much based on these survey results alone. While costs are a factor in the overall decision to take a course, the tuition benefit amount itself does

not seem to be a contributor given that the majority does not know of the benefit pre-enrollment.

Corona would recommend analyzing course enrollment data from before and after the recent tuition benefit change from \$70 to \$35. Looking at real-life data can help understand price sensitivity in the actual marketplace. Similarly, a test could be run by removing the remaining tuition benefit and assessing its impacts.

Finally, the broader question, and beyond the scope of this survey, is what else could the funds saved from further reducing or eliminating the tuition benefit be used for? A cost-benefit analysis looking at the value of the tuition benefit vs. other uses may further guide the future of the program. Essentially, even if removing the tuition benefit caused some attrition, if the saved funds could be used to increase safety in other ways that benefit more riders, then it may be worth it.

- ➔ Consider promoting advanced training, especially to those who have already completed a basic course as they seem predisposed to enrolling in such trainings. Furthermore, there appeared to be relatively strong interest in advanced training, but if most basic course participants are not enrolling, where is the gap? How can you keep this training top-of-mind for these riders? Additional research to barriers to taking advanced training could be needed.
- ➔ Finally, as another measure of program effectiveness, examining outcomes through other data such as crash statistics, could further demonstrate the effectiveness of training courses and the potential benefit of having more riders trained.

ANALYSIS TABLES

In the following tables, we provide response percentages of every survey question. All tables include cross-tabulations of the tuition benefit amount (with the exception of some coded open-ended questions), and some include additional cross-tabulations when applicable. The number(s) in the base column or row represent the number of respondents who answered that question or item. All open-ended responses are provided verbatim and in alphabetical order. Q1 and Q2 were screener questions.

INTRODUCTION

Q3. Which ONE of the following types of motorcycles do you ride most frequently?

	<i>Total</i>	Tuition benefit amount	
		<i>\$35</i>	<i>\$70</i>
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
Which ONE of the following types of motorcycles do you ride most frequently?			
Road or street motorcycle	76%	77%	76%
Trail motorcycle that can be used on roads	10%	10%	11%
Motor Scooter	4%	3%	5%
Other	10%	12%	9%

GENERAL BACKGROUND AND WARM-UP

Q4: At the time of your motorcycle training course, how long had you been a motorcycle rider?

	<i>Total</i>	Tuition benefit amount		Before you decided to take the training course, how likel...	
		\$35	\$70	Somewhat or very likely	Somewhat or very unlikely
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>	<i>176</i>	<i>224</i>
At the time of your motorcycle training course, how long ...					
I was not a motorcycle rider	<i>46%</i>	50%	43%	48%	45%
Less than 1 year	<i>14%</i>	17%	11%	14%	13%
1-2 years	<i>8%</i>	5%	11%	11%	5%
3-5 years	<i>7%</i>	5%	10%	5%	9%
6-9 years	<i>5%</i>	6%	4%	6%	4%
10-19 years	<i>11%</i>	10%	13%	8%	13%
20 years or more	<i>9%</i>	9%	10%	9%	10%
Unsure	<i>1%</i>	-	1%	-	1%

Q5: Before you decided to take the training course, how would you describe your motorcycle riding behavior?

	<i>Total</i>	Tuition benefit amount		Before the training course, did you believe you would get hurt riding a motorcycle?	
		\$35	\$70	Somewhat or very likely	Somewhat or very unlikely
<i>Base</i>	<i>216</i>	<i>101</i>	<i>115</i>	<i>92</i>	<i>124</i>
Before you decided to take the training course, how would...					
I was very careful	<i>55%</i>	60%	50%	57%	54%
I was somewhat careful	<i>33%</i>	30%	37%	33%	34%
I was somewhat careless	<i>10%</i>	9%	10%	10%	10%
I was very careless	<i>2%</i>	1%	3%	1%	2%

Q6: Before you decided to take the training course, how likely or unlikely did you believe that you would get hurt riding a motorcycle within one year?

	<i>Total</i>	Tuition benefit amount		To become a safer rider			
		<i>\$35</i>	<i>\$70</i>	Major Reason	Minor Reason	Not a Reason	Don't Know
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>	<i>329</i>	<i>57</i>	<i>13</i>	<i>1</i>
Before you decided to take the training course, how likel...							
Very likely	<i>14%</i>	16%	13%	16%	5%	8%	-
Somewhat likely	<i>30%</i>	30%	30%	32%	25%	15%	-
Somewhat unlikely	<i>33%</i>	30%	37%	32%	40%	31%	100%
Very unlikely	<i>23%</i>	25%	21%	21%	30%	46%	-

Q7: Were the following factors a major reason, minor reason, or not a reason why you decided to take a training course?

	<i>Total</i>	Tuition benefit amount	
		<i>\$35</i>	<i>\$70</i>
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
To receive a discount on motorcycle insurance			
Major Reason	<i>18%</i>	20%	17%
Minor Reason	<i>30%</i>	32%	28%
Not a Reason	<i>52%</i>	49%	55%
Don't Know	<i>0%</i>	-	1%
To make getting my endorsement easier			
Major Reason	<i>65%</i>	70%	60%
Minor Reason	<i>16%</i>	17%	16%
Not a Reason	<i>19%</i>	14%	24%
Don't Know	<i>1%</i>	-	1%
To improve my riding skills			
Major Reason	<i>82%</i>	84%	81%
Minor Reason	<i>14%</i>	14%	14%
Not a Reason	<i>4%</i>	3%	5%
Don't Know	<i>0%</i>	-	1%
To become a safer rider			
Major Reason	<i>82%</i>	84%	81%
Minor Reason	<i>14%</i>	14%	15%
Not a Reason	<i>3%</i>	3%	4%
Don't Know	<i>0%</i>	-	1%

Q8: What other factors, if any, were reasons why you decided to take a training course?

Full verbatim responses can be found in the separate file provided. Categorized tabulations are provided here.

	<i>Total</i>
What other factors, if any, were reasons why you decided to take a training course?	
<i>Base</i>	400
Military requirement	3%
Considering purchasing a motorcycle	10%
Social reasons or recommendation	9%
Other	6%

Q9: Now I will read several possible reasons for choosing a specific training provider. Please tell me how important each one was in your decision to take the course you chose. Please tell me if each reason was very important, somewhat important, or not at all important.

	<i>Total</i>	<i>Tuition benefit amount</i>		<i>When did you first learn about the tuition benefit?</i>	
		<i>\$35</i>	<i>\$70</i>	<i>Before enrolling in the course</i>	<i>At the time of or after enrolling in the course</i>
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>	<i>67</i>	<i>107</i>
Overall cost to me was appropriate					
Very Important	49%	47%	52%	51%	50%
Somewhat Important	39%	39%	39%	37%	36%
Not at all Important	12%	15%	9%	12%	14%
Don't Know	0%	-	1%	-	-
Location of training facility					
Very Important	41%	43%	39%	46%	31%
Somewhat Important	38%	38%	39%	37%	42%
Not at all Important	21%	20%	22%	16%	27%
Don't Know	-	-	-	-	-
Recommendation from someone else					
Very Important	38%	37%	39%	39%	33%
Somewhat Important	25%	27%	23%	24%	29%
Not at all Important	38%	37%	39%	37%	38%
Don't Know	-	-	-	-	-
A discount or tuition benefit was offered					
Very Important	22%	25%	19%	33%	30%
Somewhat Important	27%	31%	24%	30%	25%
Not at all Important	51%	45%	57%	37%	45%
Don't Know	0%	-	1%	-	-
Reputation of training provider					
Very Important	56%	59%	54%	54%	58%
Somewhat Important	33%	29%	37%	42%	31%
Not at all Important	11%	13%	9%	4%	10%
Don't Know	1%	1%	1%	-	1%
Schedule worked with my availability					
Very Important	64%	63%	65%	72%	64%
Somewhat Important	26%	26%	25%	18%	27%
Not at all Important	11%	11%	11%	10%	9%
Don't Know	-	-	-	-	-

	<i>Total</i>	Tuition benefit amount by benefit awareness	
		\$35, aware before enrolling	\$70, aware before enrolling
<i>Base</i>	<i>67</i>	<i>31</i>	<i>36</i>
A discount or tuition benefit was offered			
Very Important	<i>22</i> <i>33%</i>	14 45%	8 22%
Somewhat Important	<i>20</i> <i>30%</i>	10 32%	10 28%
Not at all Important	<i>25</i> <i>37%</i>	7 23%	18 50%
Don't Know	- -	- -	- -

Q10: Now I will read several statements regarding your actual motorcycle safety course. Please tell me if you Strongly Agree, Somewhat Agree, Somewhat Disagree, or Strongly Disagree with each statement.

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
The trainer provided a safe training environment			
Strongly Agree	98%	98%	97%
Somewhat Agree	2%	2%	3%
Somewhat Disagree	-	-	-
Strongly Disagree	0%	-	1%
Don't Know	-	-	-
I feel more confident as a rider after taking the training course			
Strongly Agree	87%	88%	86%
Somewhat Agree	13%	12%	14%
Somewhat Disagree	-	-	-
Strongly Disagree	1%	-	1%
Don't Know	0%	1%	-
The course provided me with good value for the cost			
Strongly Agree	89%	86%	92%
Somewhat Agree	10%	13%	7%
Somewhat Disagree	1%	1%	1%
Strongly Disagree	-	-	-
Don't Know	0%	1%	-
I would recommend my training provider to a fellow rider			
Strongly Agree	94%	94%	93%
Somewhat Agree	6%	6%	7%
Somewhat Disagree	-	-	-
Strongly Disagree	0%	-	1%
Don't Know	-	-	-
My trainer was well prepared			
Strongly Agree	96%	96%	96%
Somewhat Agree	4%	4%	4%
Somewhat Disagree	0%	1%	-
Strongly Disagree	-	-	-
Don't Know	-	-	-

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
My trainer did a good job discussing the importance of proper gear, such as helmets			
Strongly Agree	98%	97%	99%
Somewhat Agree	2%	3%	1%
Somewhat Disagree	0%	-	1%
Strongly Disagree	-	-	-
Don't Know	-	-	-
My trainer did a good job discussing the topic of alcohol-impaired riding			
Strongly Agree	89%	89%	89%
Somewhat Agree	11%	11%	11%
Somewhat Disagree	0%	-	1%
Strongly Disagree	-	-	-
Don't Know	-	-	-
I liked the pace of the course			
Strongly Agree	78%	77%	79%
Somewhat Agree	20%	21%	19%
Somewhat Disagree	2%	3%	1%
Strongly Disagree	1%	1%	1%
Don't Know	-	-	-
The instruction time on a motorcycle was adequate			
Strongly Agree	76%	72%	80%
Somewhat Agree	20%	25%	16%
Somewhat Disagree	3%	4%	3%
Strongly Disagree	1%	-	2%
Don't Know	-	-	-

Q11: In addition to the basic riding course, which includes classroom and on-cycle training, advanced riding courses are also available that focus on additional riding techniques and defensive strategies. Were you aware of these advanced riding courses?

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
Were you aware of these advanced riding courses?			
Yes	96%	97%	96%
No	4%	3%	5%
Unsure	-	-	-

Q12: This is not a sales call and you won't be sold to as a result of your answer. How interested would you be in participating in an advance motorcycle training course? Please tell me if you would be very interested, somewhat interested, or not interested.

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
How interested would you be in participating in an advanc...			
Very interested	33%	40%	27%
Somewhat interested	46%	46%	46%
Not interested	21%	15%	27%

Q13: Why would you be [ANSWER FROM ABOVE] in advanced training?

Full verbatim responses can be found in the separate file provided. Categorized tabulations are provided here.

	Base	Total	How interested would you be in participating in an advanced training?		
			Very interested	Somewhat interested	Not interested
Q13: Why would you be [ANSWER FROM ABOVE] in advanced training?					
To learn and improve	221	55%	68%	71%	0%
To become a safer rider	71	18%	33%	14%	1%
Other	59	15%	14%	11%	24%
Basic rider only	39	10%	1%	9%	25%
Already proficient	22	6%	0%	1%	24%
Not enough time	22	6%	0%	5%	15%
Because of basic class	20	5%	8%	5%	0%
Not a rider	15	4%	0%	0%	18%
Cost	12	3%	0%	3%	7%

AWARENESS OF MOST TUITION BENEFIT AND PRICE SENSITIVITY

Q14: Before signing up for your training course, were you aware that your training provider was a part of the Colorado Department of Transportation’s Motorcycle Operator Safety Training Program, also known as MOST?

	Total	Tuition benefit amount		At the time of your motorcycle training course, how long ...		
		\$35	\$70	I was not a motorcycle rider	Less than 3 years	3 or more years
Base	400	200	200	184	85	129
Before signing up for your training course, were you aware...						
Yes	65%	63%	66%	59%	68%	69%
No	33%	36%	30%	37%	28%	30%
Unsure	3%	2%	4%	4%	4%	1%

Q15: Are you aware that the cost of your training was reduced due to the subsidies provided to the trainer by the MOST program?

	<i>Total</i>	Tuition benefit amount		At the time of your motorcycle training course, how long ...		
		\$35	\$70	I was not a motorcycle rider	Less than 3 years	3 or more years
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>	<i>184</i>	<i>85</i>	<i>129</i>
Are you aware that the cost of your training was reduced ...						
Yes	44%	43%	44%	39%	42%	50%
No	55%	56%	54%	59%	55%	50%
Unsure	2%	1%	3%	3%	2%	-

Q16: [If YES, AWARE OF TUITION BENEFIT] When did you first learn about the tuition benefit?

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>174</i>	<i>86</i>	<i>88</i>
When did you first learn about the tuition benefit?			
Before you signed up for the course	39%	36%	41%
At the time you signed up for the course	21%	24%	17%
When you arrived to take the course	13%	10%	15%
Sometime during the course	22%	20%	25%
When you completed the course	2%	3%	-
After completing the course	4%	6%	2%

Q17: [IF YES, AWARE OF TUITION BENEFIT] How much was your training course cost reduced due to the tuition benefit the trainer received from MOST? (in dollars)

	<i>Total</i>	Tuition benefit amount		When did you first learn about the tuition benefit?	
		\$35	\$70	Before enrolling in the course	At the time of or after enrolling in the course
<i>Base</i>	<i>174</i>	<i>86</i>	<i>88</i>	<i>67</i>	<i>107</i>
How much was your training course cost reduced due to the tuition benefit the trainer received from MOST?					
\$40 or less	13%	22%	3%	12%	13%
\$41 to \$80	16%	14%	17%	10%	19%
\$81 to \$120	11%	5%	18%	12%	11%
Greater than \$120	7%	9%	6%	12%	5%
Don't know	53%	50%	56%	54%	52%
Mean	79	70	89	94	70
Median	70	50	90	95	50

Q18: How much did you personally end up paying to your training provider for your course? (in dollars)

	<i>Total</i>	Tuition benefit amount		Before the training course, did you believe you would get hurt riding a motorcycle?	
		\$35	\$70	Somewhat or very likely	Somewhat or very unlikely
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>	<i>176</i>	<i>224</i>
How much did you personally end up paying to your training provider for your course?					
\$100 or less	21%	9%	32%	21%	20%
\$101 to \$200	43%	52%	34%	41%	44%
\$201 or greater	13%	16%	10%	14%	12%
Don't know	24%	24%	25%	24%	25%
Mean	152	163	141	155	150
Median	150	150	125	150	150

Q19: Now I will read several statements regarding the cost of a motorcycle training course. Please tell me “yes” or “no” for each.

	<i>Total</i>	Tuition benefit amount		Before the training course, did you believe you would get hurt riding a motorcycle?	
		\$35	\$70	Somewhat or very likely	Somewhat or very unlikely
<i>Base</i>	400	200	200	176	224
Would you have taken the course if it had cost more than it did?					
Would not pay \$35 extra	9%	11%	7%	8%	9%
Would pay \$35 extra but not \$70	40%	42%	38%	38%	41%
Would pay \$70 extra but not \$100	23%	22%	25%	26%	21%
Would pay \$100 extra but not \$150	16%	15%	18%	16%	16%
Would pay at least \$150 extra	12%	11%	14%	11%	13%

Q20: What is the furthest distance, in miles, that you would be willing to travel for a motorcycle training course? _____ (in miles)

	<i>Total</i>	Tuition benefit amount		Location of training facility			
		\$35	\$70	Very Important	Somewhat Important	Not at all Important	Don't Know
<i>Base</i>	392	197	195	160	152	80	-
What is the furthest distance, in miles, that you would be willing to travel for a motorcycle training course?							
Less than 25 miles	41%	43%	39%	46%	44%	26%	-
25 to 49 miles	34%	31%	36%	31%	35%	36%	-
50 to 100 miles	22%	23%	22%	19%	20%	33%	-
Greater than 100	3%	3%	3%	4%	1%	5%	-
Mean	36	36	36	36	31	46	-
Median	25	25	25	25	25	35	-

DEMOGRAPHICS

Q21: Before your training course, had you ever been in any type of motorcycle accident as a rider?

	<i>Total</i>	Tuition benefit amount		At the time of your motorcycle training course, how long ...		
		\$35	\$70	I was not a motorcycle rider	Less than 3 years	3 or more years
<i>Base</i>	400	200	200	184	85	129
Before your training course, had you ever been in any typ...						
Yes	10%	8%	12%	2%	6%	23%
No	90%	92%	89%	98%	94%	77%
Unsure	-	-	-	-	-	-

Q22: Do you know someone who was in a motorcycle accident?

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	400	200	200
Do you know someone who was in a motorcycle accident?			
Yes	69%	68%	69%
No	31%	32%	31%
Unsure	0%	-	1%

Q23: Before your training course, did you have a motorcycle endorsement on your license?

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	400	200	200
Before your training course, did you have a motorcycle en...			
Yes	6%	5%	6%
No	94%	95%	94%
Unsure	0%	1%	-

Q24: [IF YES] In what year did you earn your motorcycle endorsement?

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>22</i>	<i>10</i>	<i>12</i>
In what year did you earn your motorcycle endorsement?			
Before 1982	50%	30%	67%
1982 or later	50%	70%	33%

Q25: [IF NO] Do you currently have a current motorcycle endorsement on your license?

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>377</i>	<i>189</i>	<i>188</i>
Do you currently have a current motorcycle endorsement on...			
Yes	93%	93%	93%
No	7%	7%	7%
Unsure	-	-	-

Q26: [IF STILL NO ENDORSEMENT] Why do you not have a current motorcycle endorsement?

Full verbatim responses can be found in the separate file provided.

Q27: What county do you live in?

	<i>Total</i>	<i>Tuition benefit amount</i>	
		<i>\$35</i>	<i>\$70</i>
<i>Base</i>	390	198	192
What county do you live in?			
Jefferson County	15%	16%	14%
Adams County	14%	14%	14%
El Paso County	13%	13%	14%
Denver City and County	10%	10%	10%
Arapahoe County	9%	8%	10%
Larimer County	8%	9%	8%
Boulder County	6%	6%	5%
Douglas County	6%	6%	5%
Weld County	5%	4%	6%
Broomfield City and County	2%	3%	2%
Eagle County	1%	-	2%
Elbert County	1%	1%	1%
Grand County	1%	2%	1%
Mesa County	1%	1%	2%
Montrose County	1%	1%	1%
Pueblo County	1%	2%	1%
Summit County	1%	2%	1%
Alamosa County	<1%	-	1%
Chaffee County	<1%	1%	-
Clear Creek County	<1%	1%	-
Crowley County	<1%	1%	-
Delta County	<1%	-	1%
Dolores County	<1%	1%	-
Fremont County	<1%	1%	-
Garfield County	<1%	-	1%
Jackson County	<1%	-	1%
La Plata County	<1%	1%	-
Lincoln County	<1%	1%	-
Logan County	<1%	1%	-
Morgan County	<1%	1%	-
Park County	<1%	-	1%
Pitkin County	<1%	-	1%
Rio Grande County	<1%	-	1%
Routt County	<1%	1%	-
San Juan County	<1%	1%	-
Washington County	<1%	1%	-

Q28: What is the highest grade or year of school you completed?

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
What is the highest grade or year of school you completed?			
Some High School, no diploma or GED	2%	2%	2%
High school diploma/GED	18%	18%	19%
Some college, no college degree	31%	34%	28%
Associate degree	11%	11%	11%
Bachelor's degree	25%	25%	24%
Graduate/Professional Degree	14%	11%	17%
Refused	0%	-	1%

Q29: Are you currently...?

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
Are you currently employed?			
Employed for wages	69%	68%	70%
Self-employed	11%	11%	11%
Out of work and looking for work	4%	5%	4%
Out of work but not currently looking for work	2%	1%	2%
A homemaker	1%	-	1%
A student	9%	12%	7%
Retired	4%	4%	4%
Unable to work	1%	1%	1%
Refused	1%	-	2%

Q30: Which category best describes your household income? Include all sources of income, and all people living in your home.

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>368</i>	<i>186</i>	<i>182</i>
Which category best describes your household income? Inc...			
\$0 to \$19,999	8%	9%	7%
\$20,000 to \$39,999	18%	22%	14%
\$40,000 to \$49,999	14%	15%	13%
\$50,000 to \$74,999	24%	18%	30%
\$75,000 to \$99,999	15%	17%	13%
\$100,000 to \$149,999	15%	14%	16%
\$150,000 to \$199,999	4%	2%	5%
\$200,000 or Greater	3%	4%	2%

Q31: What is your marital status?

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
What is your marital status?			
Single/Never Been Married	48%	52%	44%
Married/Living with partner	37%	33%	42%
Separated/Divorced	13%	14%	13%
Widowed	1%	2%	1%
Refused	1%	1%	2%

Q32: Gender

	<i>Total</i>	Tuition benefit amount	
		\$35	\$70
<i>Base</i>	<i>400</i>	<i>200</i>	<i>200</i>
Gender			
Male	78%	76%	80%
Female	22%	24%	21%

APPENDIX: SURVEY INSTRUMENT

INTRODUCTION

1. Hello, I'm _____ calling for the Colorado Department of Transportation. We are conducting a study of people who have recently taken a motorcycle training course. CDOT provided your information for this study. We're gathering opinions related to motorcycle training in order to gather information for future improvements. The survey is voluntary and completely confidential, and it only takes about 10 minutes to complete.

Is this [NAME FROM LIST]?

- a. Respondent is the person [CONTINUE]
 - b. Respondent is not available [ARRANGE CALLBACK]
 - c. No such person [TERMINATE SURVEY]
 - d. Refused [TERMINATE SURVEY]
2. May I begin?
 - a. Yes [CONTINUE]
 - b. Not now [ARRANGE CALLBACK]
 - c. No/refused [TERMINATE SURVEY]
 3. Which ONE of the following types of motorcycles do you ride most frequently? [Asked for categorization purposes only.] [Asked in 2012 study.]
 - a. Road or street motorcycle
 - b. Trail motorcycle that can be used on roads
 - c. Motor Scooter
 - d. Other

GENERAL BACKGROUND AND WARM-UP

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

4. At the time of your motorcycle training course, how long had you been a motorcycle rider? [Included as a warm-up question and for cross-tabulating later.] [Similar question asked in 2012 study]
 - a. I was not a motorcycle rider
 - b. Less than 1 year
 - c. 1-2 years
 - d. 3-5 years
 - e. 6-9 years
 - f. 10-19 years
 - g. 20 years or more
 - h. Unsure [DO NOT READ]

TRAINING

5. **[NOT ASKED IF Q4=a]** Before you decided to take the training course, how would you describe your motorcycle riding behavior?
 - a. I was very careful
 - b. I was somewhat careful
 - c. I was somewhat careless
 - d. I was very careless

6. Before you decided to take the training course, how likely or unlikely did you believe that you would get hurt riding a motorcycle within one year?
 - a. Very likely
 - b. Somewhat likely
 - c. Somewhat unlikely
 - d. Very unlikely

7. Were the following factors a major reason, minor reason, or not a reason why you decided to take a training course? **[DO NOT READ "DON'T KNOW".]** **[RANDOMIZE LIST]** **[A & B asked in 2012 study.]**

	Major Reason	Minor Reason	Not a Reason	Don't Know
a. To receive a discount on motorcycle insurance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. To make getting my endorsement easier.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. To improve my riding skills.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. To become a safer rider.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. What other factors, if any, were reasons why you decided to take a training course? **[OPEN ENDED. RECORD VERBATIM]** **[Similar question asked in 2012 study.]**

9. Now I will read several possible reasons for choosing a specific training provider. Please tell me how important each one was in your decision to take the course you chose. Please tell me if each reason was very important, somewhat important, or not at all important. **[DO NOT READ "DON'T KNOW".]** **[RANDOMIZE LIST]** **[Similar question asked in 2012 study.]**

	Very Important	Somewhat Important	Not at all Important	Don't Know
a. Overall cost to me was appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

b. Location of training facility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Recommendation from someone else	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. A discount or tuition benefit was offered	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Reputation of training provider	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Schedule worked with my availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. Now I will read several statements regarding your actual motorcycle safety course. Please tell me if you Strongly Agree, Somewhat Agree, Somewhat Disagree, or Strongly Disagree with each statement. **[DO NOT READ “DON’T KNOW”.] [RANDOMIZE LIST] [Asked in 2012 study; F-H updated.]**

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't Know
a. The trainer provided a safe training environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I feel more confident as a rider after taking the training course.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. The course provided me with good value for the cost.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I would recommend my training provider to a fellow rider.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. My trainer was well prepared.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. My trainer did a good job discussing the importance of proper gear, such as helmets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. My trainer did a good job discussing the topic of alcohol-impaired riding.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. I liked the pace of the course.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

i. The instruction time on a motorcycle was adequate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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11. In addition to the basic riding course, which includes classroom and on-cycle training, advanced riding courses are also available that focus on additional riding techniques and defensive strategies. Were you aware of these advanced riding courses?

- a. Yes
- b. No
- c. Unsure **[DO NOT READ]**

12. This is not a sales call and you won't be sold to as a result of your answer. How interested would you be in participating in an advance motorcycle training course? Please tell me if you would be very interested, somewhat interested, or not interested.

- a. Very interested
- b. Somewhat interested
- c. Not interested

13. Why would you be **[ANSWER FROM ABOVE]** in advanced training? **[OPEN ENDED. RECORD VERBATIM]**

AWARENESS OF MOST TUITION BENEFIT AND PRICE SENSITIVITY

Let's move on to a few questions about the cost of training programs.

14. Before signing up for your training course, were you aware that your training provider was a part of the Colorado Department of Transportation's Motorcycle Operator Safety Training Program, also known as MOST? **[Asked in 2012 study.]**

- a. Yes
- b. No
- c. Unsure **[DO NOT READ]**

15. Are you aware that the cost of your training was reduced due to the subsidies provided to the trainer by the MOST program? **[Similar question asked in 2012 study.]**

- a. Yes
- b. No
- c. Unsure **[DO NOT READ]**

16. **[If YES, AWARE OF TUITION BENEFIT]** When did you first learn about the tuition benefit? **[Similar question asked in 2012 study.]**

- a. Before you signed up for the course
- b. At the time you signed up for the course
- c. When you arrived to take the course
- d. Sometime during the course

- e. When you completed the course
 - f. After completing the course
17. **[IF YES, AWARE OF TUITION BENEFIT]** How much was your training course cost reduced due to the tuition benefit the trainer received from MOST? _____ (in dollars) **[RECORD '9999' FOR DO NOT KNOW]** [Asked in 2012 study.]
18. How much did you personally end up paying to your training provider for your course? _____ (in dollars) **[RECORD '9999' FOR DO NOT KNOW]** [Asked in 2012 study.]
19. Now I will read several statements regarding the cost of a motorcycle training course. Please tell me “yes” or “no” for each. **[ASK IN ORDER SHOWN. DO NOT READ “DON’T KNOW”.]** [Asked in 2012 study.]

	Yes	No	Don't Know
a. I still would have taken the course if it cost \$35 more than it did.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. [IF A = YES] I still would have taken the course if it cost \$70 more than it did.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. [IF B = YES] I still would have taken the course if it cost \$100 more than it did.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. [IF C = YES] I still would have taken the course if it cost \$150 more than it did.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. What is the furthest distance, in miles, that you would be willing to travel for a motorcycle training course? _____ (in miles) [Asked in 2012 study.]

DEMOGRAPHICS

Finally, I need to ask you some basic information about you and your household. Again, I would like to remind you that all of your responses are completely confidential.

21. Before your training course, had you ever been in any type of motorcycle accident as a rider?
- a. Yes
 - b. No
 - c. Unsure **[DO NOT READ]**

22. Do you know someone who was in a motorcycle accident?
- Yes
 - No
 - Unsure [DO NOT READ]
23. Before your training course, did you have a motorcycle endorsement on your license?
- Yes
 - No
 - Unsure [DO NOT READ]
24. [IF YES] In what year did you earn your motorcycle endorsement?
- _____ (4-digit year) [RECORD '9999' FOR DO NOT KNOW]
25. [IF NO] Do you currently have a current motorcycle endorsement on your license?
- Yes
 - No
 - Unsure [DO NOT READ]
26. [IF STILL NO ENDORSEMENT] Why do you not have a current motorcycle endorsement?
[OPEN ENDED. RECORD VERBATIM]
27. What county do you live in? [Asked in 2012 study.]
- Adams County
 - Alamosa County
 - Arapahoe County
 - Archuleta County
 - Baca County
 - Bent County
 - Boulder County
 - Broomfield City and County
 - Chaffee County
 - Cheyenne County
 - Clear Creek County
 - Conejos County
 - Costilla County
 - Crowley County
 - Custer County
 - Delta County
 - Denver City and County
 - Dolores County
 - Douglas County
 - Eagle County
 - El Paso County
 - Elbert County
 - Fremont County
 - Garfield County
 - Gilpin County
 - Grand County
 - Gunnison County
 - Hinsdale County
 - Huerfano County

- dd. Jackson County
- ee. Jefferson County
- ff. Kiowa County
- gg. Kit Carson County
- hh. La Plata County
- ii. Lake County
- jj. Larimer County
- kk. Las Animas County
- ll. Lincoln County
- mm. Logan County
- nn. Mesa County
- oo. Mineral County
- pp. Moffat County
- qq. Montezuma County
- rr. Montrose County
- ss. Morgan County
- tt. Otero County
- uu. Ouray County
- vv. Park County
- ww. Phillips County
- xx. Pitkin County
- yy. Prowers County
- zz. Pueblo County
- aaa. Rio Blanco County
- bbb. Rio Grande County
- ccc. Routt County
- ddd. Saguache County (PRONOUNCED Sa-Watch)
- eee. San Juan County
- fff. San Miguel County
- ggg. Sedgwick County
- hhh. Summit County
- iii. Teller County
- jjj. Washington County
- kkk. Weld County
- lll. Yuma County
- mmm. Refused

28. What is the highest grade or year of school you completed? [\[Similar question asked in 2012 study.\]](#)
- a. Some High School, no diploma or GED
 - b. High school diploma/GED
 - c. Some college, no college degree
 - d. Associate degree
 - e. Bachelor's degree
 - f. Graduate/Professional Degree
 - g. Refused **[DO NOT READ]**
29. Are you currently...?
- a. Employed for wages
 - b. Self-employed
 - c. Out of work and looking for work
 - d. Out of work but not currently looking for work

- e. A homemaker
 - f. A student
 - g. Retired
 - h. Unable to work
 - i. Refused [DO NOT READ]
30. Which category best describes your household income? Include all sources of income, and all people living in your home. You may stop me when I reach the right category.
- a. \$0 to \$19,999
 - b. \$20,000 to \$39,999
 - c. \$40,000 to \$49,999
 - d. \$50,000 to \$74,999
 - e. \$75,000 to \$99,999
 - f. \$100,000 to \$149,999
 - g. \$150,000 to \$199,999
 - h. \$200,000 or Greater
 - i. Refused [DO NOT READ]
31. What is your marital status?
- a. Single/Never Been Married
 - b. Married/Living with partner
 - c. Separated/Divorced
 - d. Widowed
 - e. Refused [DO NOT READ]

On behalf of CDOT we appreciate your help and thank you for your time. By completing this survey you are assisting CDOT plan for the future of the MOST program.

APPENDED DATA

The following data will be appended to completed surveys from the original sample.

32. Gender
- a. Male
 - b. Female
33. Age
- a. D.O.B. Year
34. Tuition benefit amount:
- a. \$35
 - b. \$70
35. Corona ID
- a. ID