



Florida 2023

Motorcycle Safety Awareness
Media Survey

Florida Department of Transportation (FDOT)

Report

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Motorcycle Safety Awareness Media Survey

Report Prepared for FDOT by the Public Opinion Research Lab at the University of North Florida

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DISCLAIMER

This report was prepared for the FDOT State Safety Office, Department of Transportation, State of Florida, in cooperation with the National Highway Traffic Safety Administration, U.S. Department of Transportation and/or Federal Highway Administration, U.S. Department of Transportation.

The conclusions and opinions expressed in these reports are those of the Subrecipient and do not necessarily represent those of the FDOT State Safety Office, Department of Transportation, State of Florida, and/or the National Highway Traffic Safety Administration, U.S. Department of Transportation and/or Federal Highway Administration, U.S. Department of Transportation, or any other agency of the State or Federal Government.

Introduction

State Demographic Profile

Florida is a peninsula that is geographically located in the most southeastern region of the U.S. and is bordered by Georgia and Alabama. Florida is comprised of 67 counties. The 2021 American Community Survey from the U.S. Census Bureau estimates there are 17,078,449 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2021 ACS estimates is as follows: 52.6% white, 15.1% Black, 26.2% Hispanic/Latino origin, and 2.7% Asian. FDOT’s 2021 Public Road Mileage and Travel (DVMT) Report counts a total of 123,652 miles of public roads in the state of Florida, including interstate, state, county, and city roads.

Project Background

FDOT has several motorcycle safety messages that are distributed to the public by Ride Smart Florida, an extension of the Florida Motorcycle Safety Coalition. Ride Smart Florida uses data-driven research to develop, implement and evaluate measures to prevent motorcycle fatalities, including motorcycle safety campaigns. This report measures exposure to the *Ride Smart* campaign, as well as two safety messages: *Don’t Drink and Ride*, and *Watch for Motorcycles*.

The *Don’t Drink and Ride* safety message targets motorcyclists specifically, while the *Watch for Motorcycles* message is aimed at vehicle drivers.

According to the National Highway Traffic Safety Administration (NHTSA) Motorcycle Traffic Safety Fact Sheet, Florida saw 612 motorcyclist fatalities in 2021, up from 564 in 2020, and 559 in 2019. Traffic fatality data is sourced from Fatality Analysis Reporting System (FARS) Annual Report File (ARF).

Methodology
Study Purpose

This report serves to inform FDOT about the effectiveness of their motorcycle safety campaigns, which were distributed in the hopes of raising motorcycle

awareness and decreasing motorcycle-related crashes. In order to best accomplish this, the Public Opinion Research Lab (PORL) at the University of North Florida (UNF) conducted a survey measuring behavior and awareness surrounding motorcycle safety.

PORL collected information about the attitudes and awareness of adults living in the 10 Florida counties that experience some of the most serious injuries and fatal motorcycle crashes in the State of Florida (see Table 1). Both motorcyclists and non-motorcyclists were asked about FDOT’s motorcycle safety campaigns and their general driving habits. The performance goal is to monitor the progress of FDOT’s motorcycle safety awareness campaigns and their coverage throughout these key counties.

Study Design

In the effort to accurately capture the awareness and driving habits of adult Florida drivers and motorcycle riders, a mixed-mode approach was used, incorporating both telephone and online surveys for a total sample of 1,627 responses.

All surveys were conducted within the 10 counties shown in Table 1 below. Quotas were placed on the

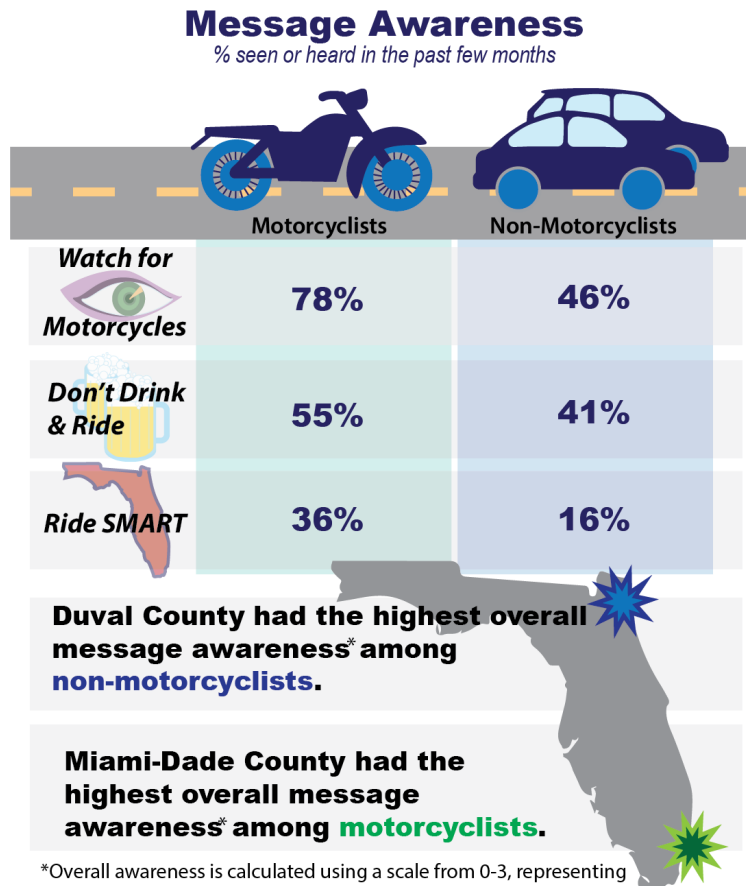
telephone survey for each of the 10 counties to ensure approximately 100 non-motorcyclists were completed for each county. This helps to decrease margin of sampling error when cross analyzing counties (see Table 1).

The online portion of the study was administered using two companies: Qualtrics, a platform used to distribute web based surveys and Cint, an online panel provider, that helped create a panel of qualified respondents. PORL conducted the online survey between June 19 and June 23, 2023. The online sample consists of 1,306 completed responses.

The telephone survey was conducted between June 21 and June 30, 2023 and consisted of licensed drivers in each of the 10 counties, garnering 321 completed responses. An oversample of

adult Florida motorcycle riders was used to target motorcyclists who have ridden in the past 12 months.

Figure 1. Executive Summary



Data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system. A single interviewer, through hand dialing, upon reaching individuals answering on a cell phone or landline telephone sample, asked the first qualified respondent to participate in the telephone survey. For the telephone sample, the breakdown of completed responses on a landline phone to a cell phone was 13% to 87% with less than 1% unknown.

Up to six callbacks were attempted for non-completes with a working residential or cell phone line. To avoid survey bias, surveys were conducted in both English and Spanish. Calls were made from 4:00 p.m. – 9:00 p.m. Monday through Friday and 12:00 p.m. – 5:00 p.m. on Saturday. Marketing Systems Group (MSG) provided all the targeted motorcyclist phone numbers used for the telephone survey.

The response rates for the telephone sample was 4.5% using the American Association of Public Opinion Research (AAPOR) Response Rate 3 (RR3) calculation, which estimates the proportion of cases of unknown eligibility are truly eligible.

The study has an overall margin of error of +/- 3.06 percentage points, including estimated design effects. It is important to note that, due to smaller sample sizes, the observations made between counties have a greater margin of error, indicating a greater degree of uncertainty toward the true population than that of the entire sample. Table 1 shows the sample sizes of each of the 10 Florida counties surveyed, and Table 2 displays the margins of error for each.

To adjust for the oversampling of smaller counties and to correct for non-response bias, weights were applied to the data. To ensure the results presented are representative of the population of study, the data were weighted by age, sex, education, race and ethnicity, and geography to the 2021 ACS 5-year estimates for the adult population of the 10 Florida counties surveyed. Respondents that answered at least one of those questions with 'Don't Know' or 'Refusal' were given a weight of 1. Finally, the motorcyclists were weighted to motorcyclist demographic data collected from the phone samples of the past four project years.

As members of AAPOR, the PORL's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORL is a charter member of the AAPOR Transparency Initiative and a member of the Association of Academic Survey Research Organizations.

For more information about methodology, email Dr. Michael Binder at porl@unf.edu or call (904) 620-2784.

Table 1. County and Sample Size

County	Sample Size (n)		
	<i>(Motorcyclists/Non-Motorcyclists/Total)</i>		
Brevard	n=48	n=91	n=139
Broward	n=50	n=102	n=152
Duval	n=66	n=120	n=186
Hillsborough	n=51	n=123	n=174
Miami-Dade	n=72	n=124	n=196
Orange	n=48	n=112	n=160
Palm Beach	n=50	n=122	n=172
Pasco	n=51	n=99	n=150
Pinellas	n=50	n=107	n=157
Volusia	n=50	n=91	n=141
Total	n=536	n=1,091	N=1,627

Table 2. County and Margin of Error

County	MoE
Brevard	+/-8.31
Broward	+/-7.95
Duval	+/-7.19
Hillsborough	+/-7.43
Miami-Dade	+/-7.00
Orange	+/-7.75
Palm Beach	+/-7.47
Pasco	+/ 8.00
Pinellas	+/-7.82
Volusia	+/-8.25
Total	+/-3.06

Summary of Findings

The figures on the following pages represent data from the 2023 survey, as well as longitudinal data from previous years where applicable. These findings are separated into motorcyclists and non-motorcyclists for comparison.

The infographic below displays the demographic data of the 2023 sample, also broken down by motorcyclists and non-motorcyclists.

Figure 2. Respondent Profile

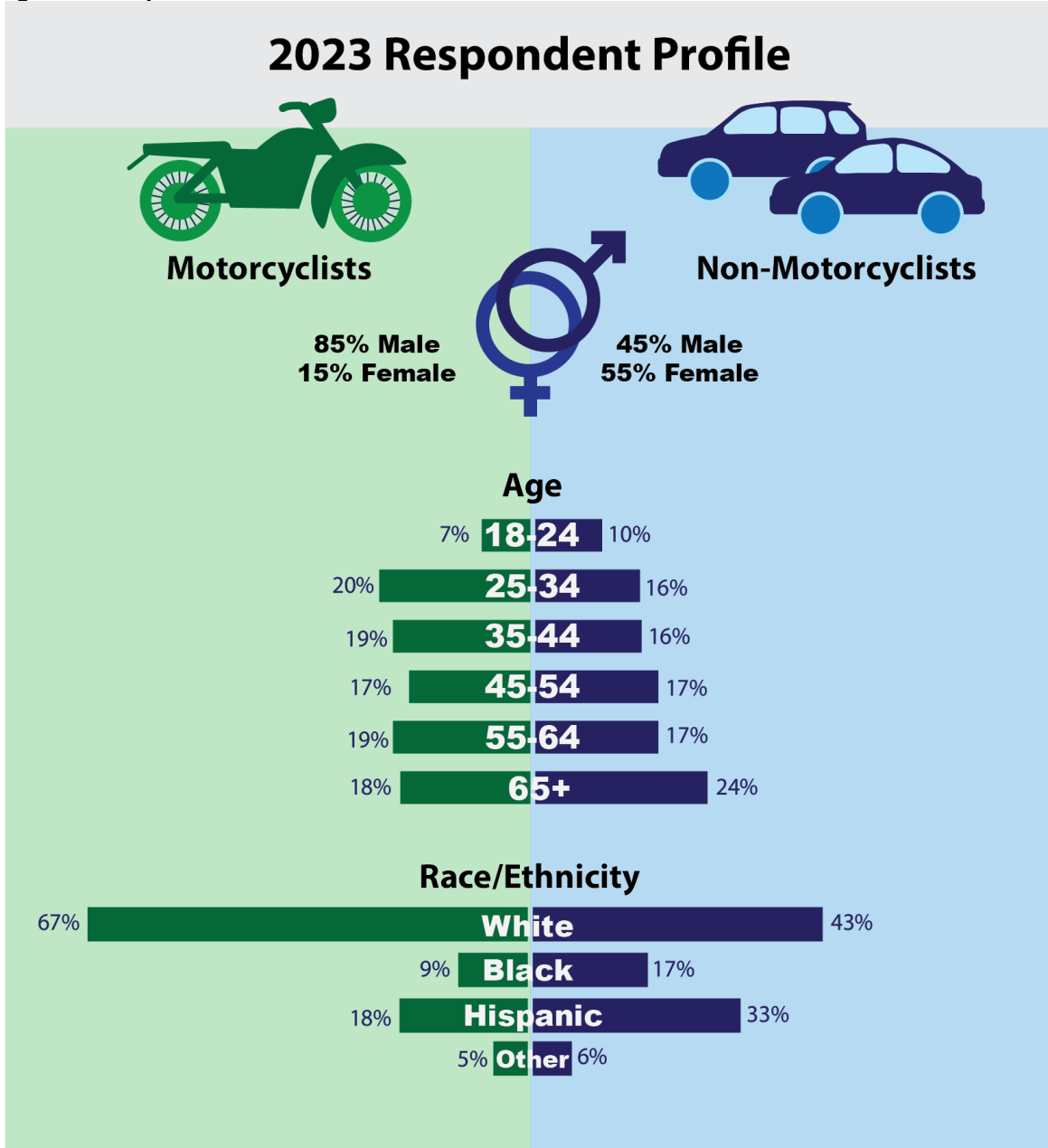
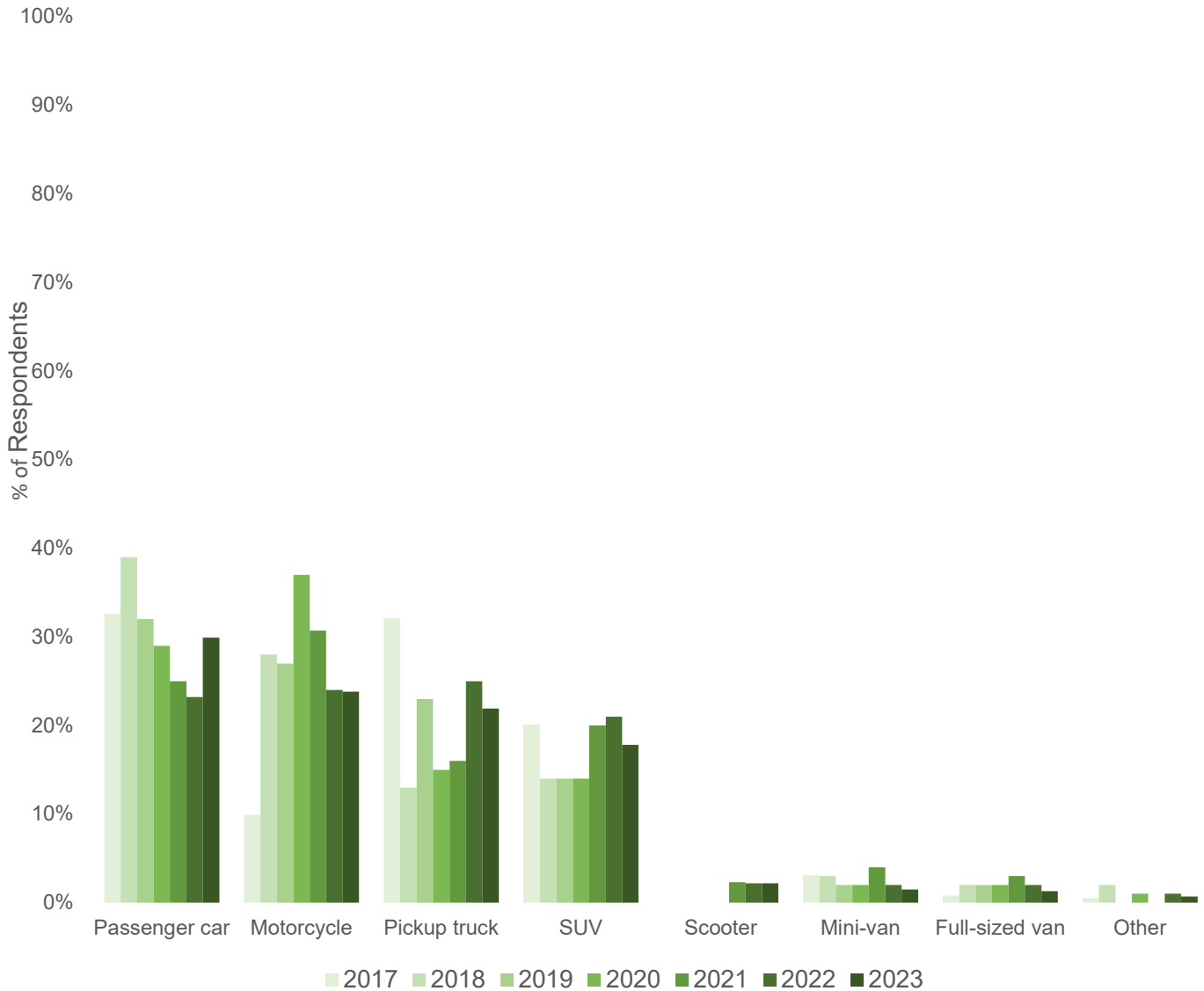


Figure 3a. Motorcyclists Vehicle Driven, 2017-2023

Motorcyclists: In general, what type of vehicle do you drive most often?



All respondents were first asked what type of vehicle they drive most often. Figures 3a and 3b display these responses for each project year, broken down by motorcyclists and non-motorcyclists.

Among motorcyclists, the vehicle type most often driven is the passenger car with 30%, followed by motorcycles at 24%. The percentage of motorcyclists who reported

driving a passenger car most often increased by seven percentage points since 2022, while the percentage who mostly drive motorcycles remained steady. The percentage of motorcyclists who reported driving pickup trucks and SUVs most often also fell in 2023, at 22% and 18%, respectively. Since scooters or mopeds (with 50cc engines or less) was added to the survey in 2021, the percentage has remained steady at 2%.

Figure 3b. Non-motorcyclists Vehicle Driven, 2017-2023

Non-motorcyclists: In general, what type of vehicle do you drive most often?

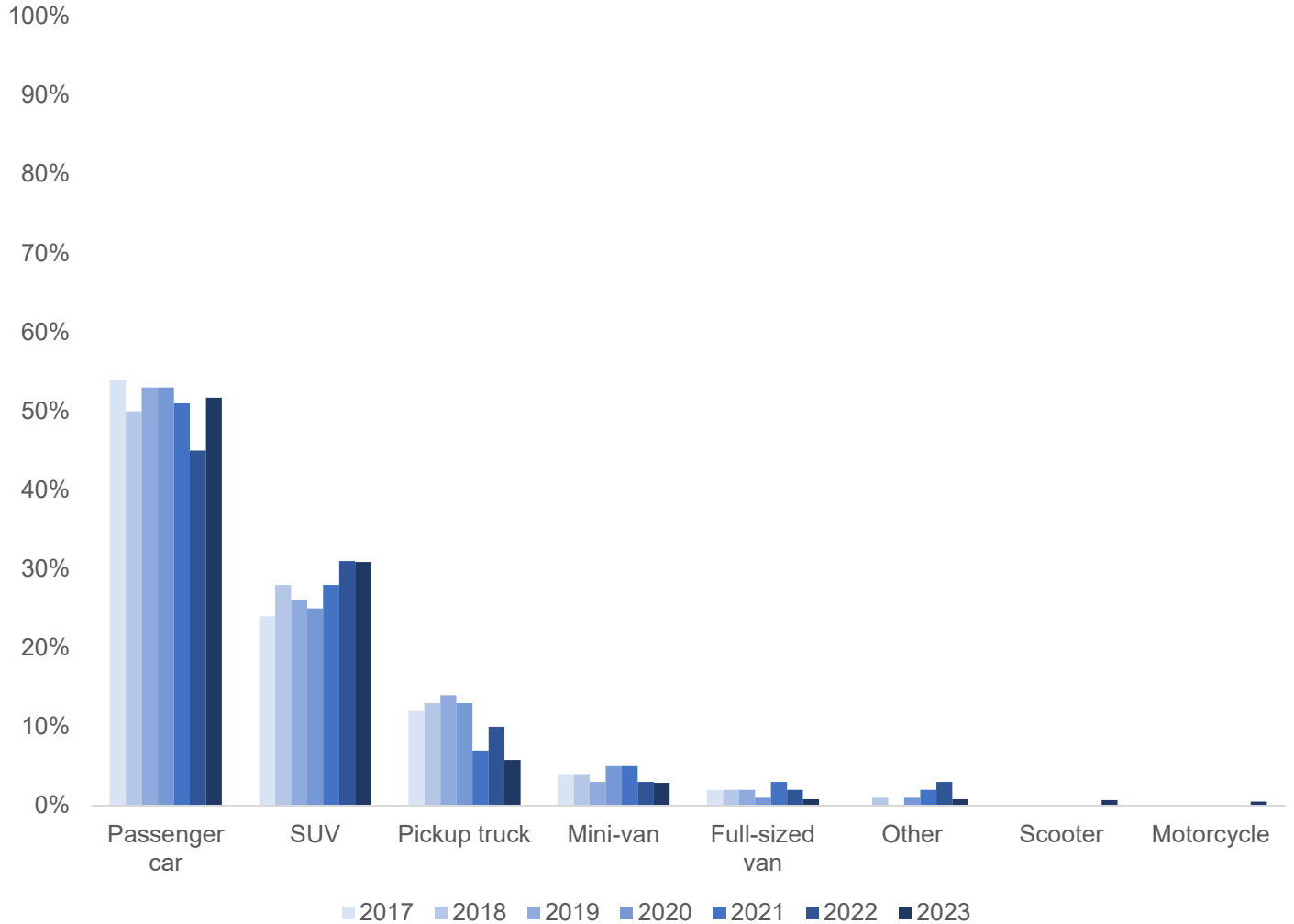
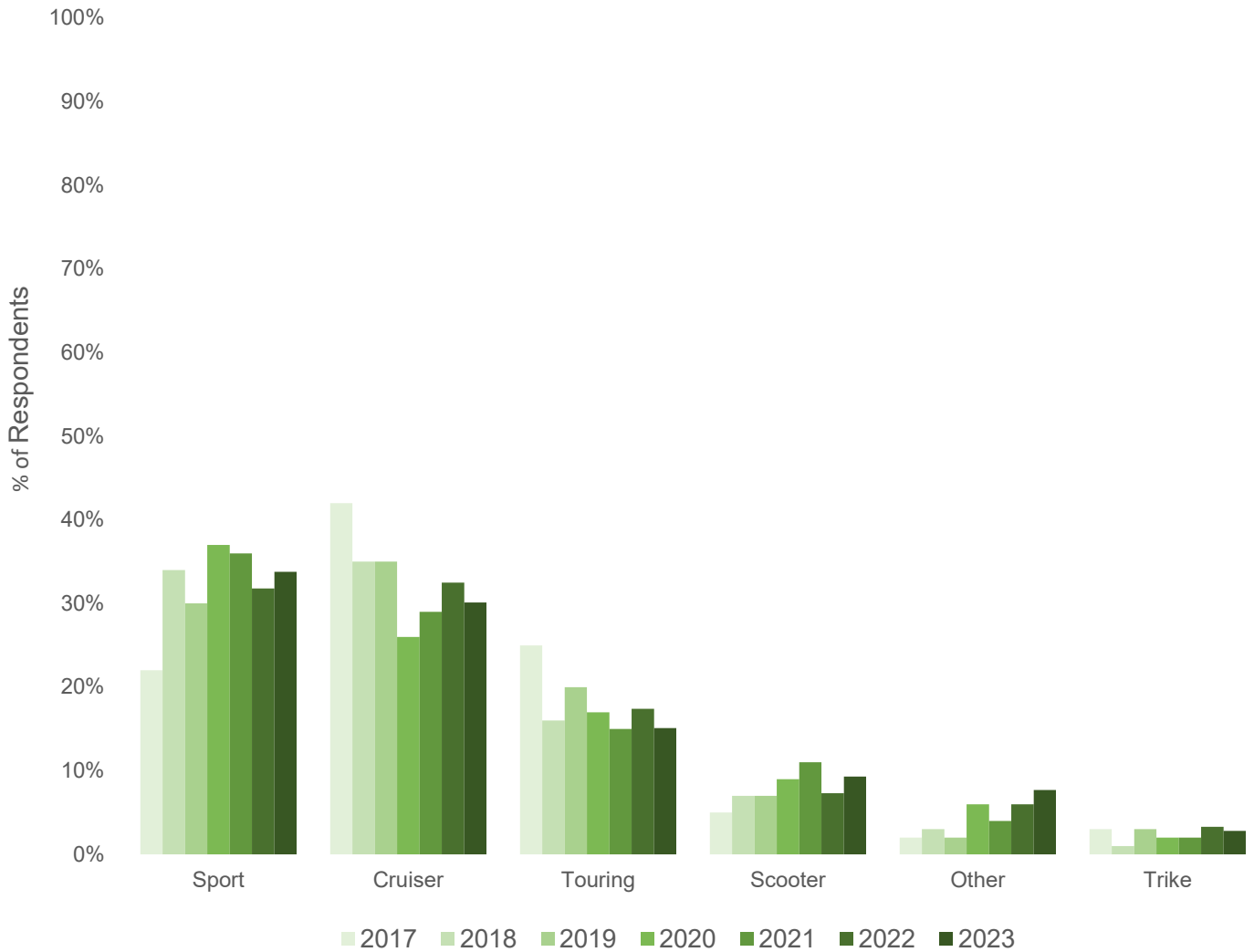


Figure 3b above shows the responses to the vehicle type question among non-motorcyclists for each project year. In all seven years, passenger cars have been the most popular vehicle, jumping up seven percentage points from 45% in 2022 to 52% in 2023. Sports Utility Vehicles (SUVs) continue to come in second place, remaining at 31% in 2023 after increasing steadily through the project years.

This year saw a slight decrease in pickup truck drivers, from 10% in 2022 to 7% in 2023. For the first time since 2017, 1% said the vehicle they drive most often is a motorcycle, even though they reported not having ridden a motorcycle in the past 12 months.

Figure 4. Type of Motorcycle, 2017-2023

Motorcyclists: Thinking of the motorcycle that you ride most often, what type of motorcycle is it?



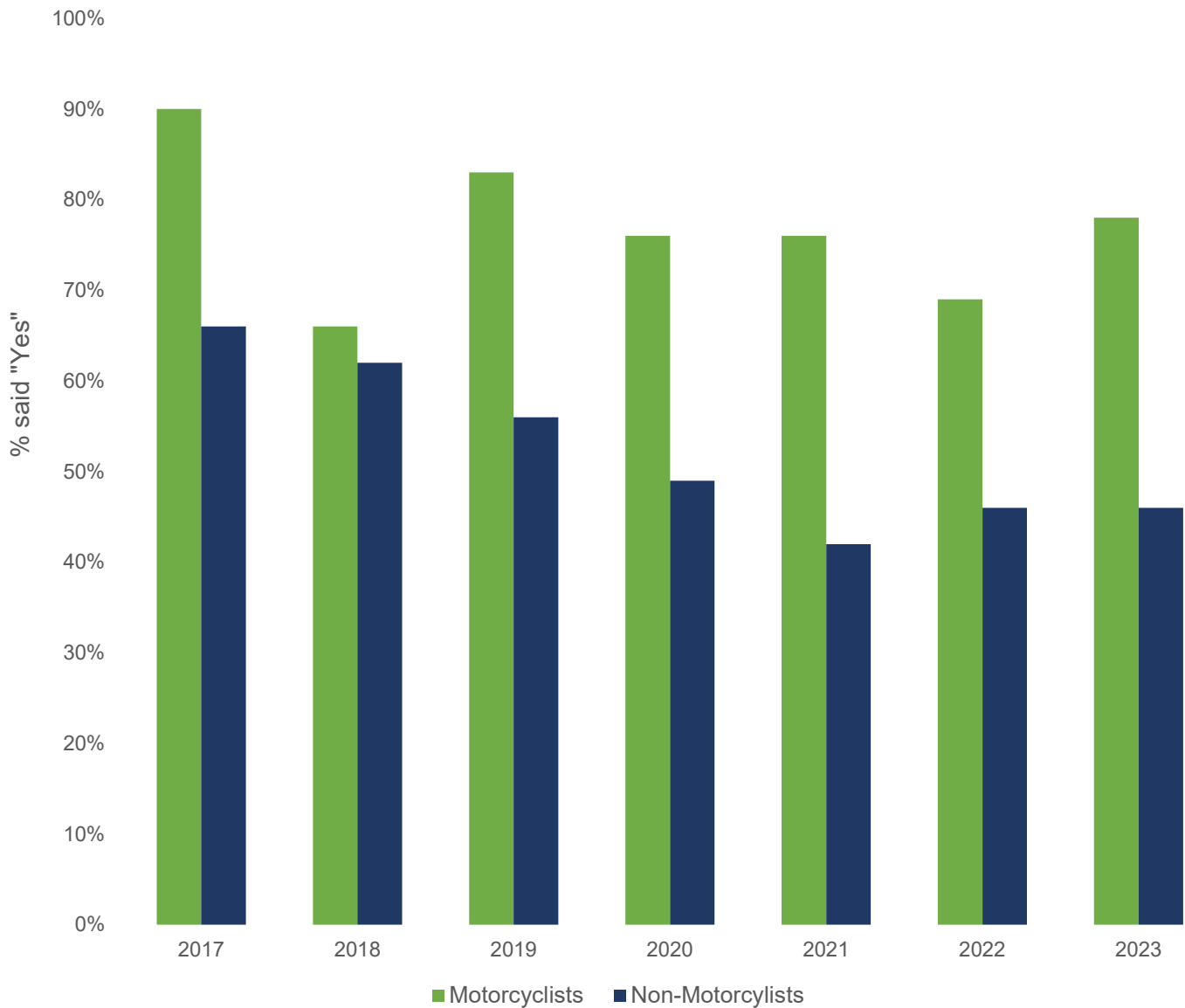
Respondents who reported having driven a motorcycle in the past year were then asked what type of motorcycle they ride most often, displayed above in Figure 4, broken down by project year.

In 2023, sport bikes are the most popular motorcycle type at 34%. Cruisers, the top choice in 2022, are now in

second place with 30%. The percentage of motorcyclists who reported driving a touring most often has decreased by 10 percentage points since 2017, while those who reported driving a scooter (with more than 50cc engines) has increased slightly from 5% in 2017 to 9% in 2023.

Figure 5. Watch for Motorcycles by Motorcyclists and Non-motorcyclists, 2017-2023

In the past few months, have you seen or heard a safety message that said: *Watch for Motorcycles*?



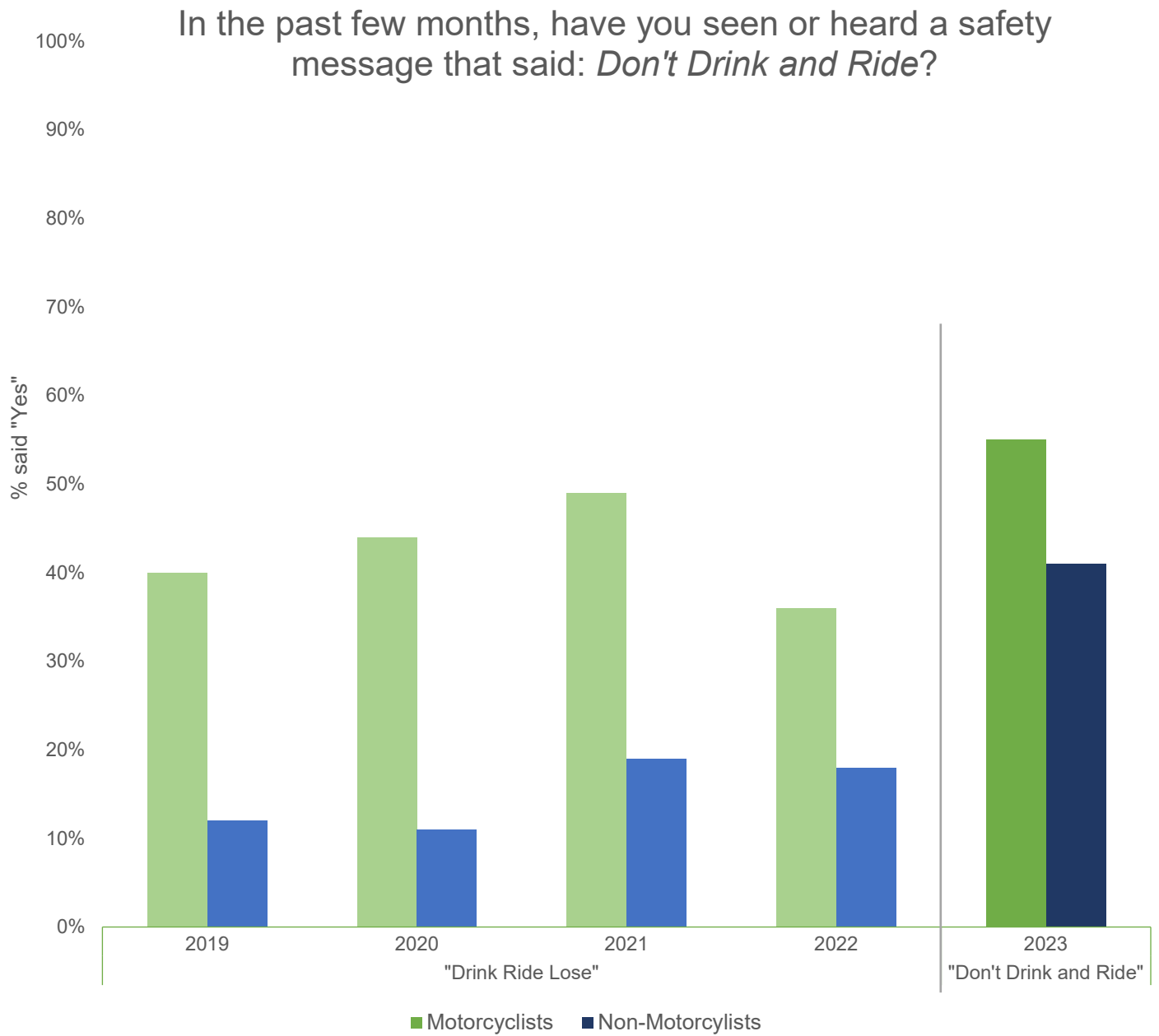
All respondents were asked whether they had seen or heard the safety message *Watch for Motorcycles* in the past few months. These responses are broken down by project year for both motorcyclists and non-motorcyclists in Figure 5.

Among motorcyclists, 78% of respondents reported having seen or heard the message in the past few months, up 9 percentage points from 2022. The percentage of non-motorcyclists who saw the message remained the same at 46%, after experiencing a slow

decline through the project years. Among motorcyclists, awareness has seen an overall decline of 12 percentage points since 2017, while non-motorcyclist awareness has seen a 10-point decrease.

This safety message, which is geared toward non-motorcyclists, has the greatest awareness of all three messages among both motorcyclists *and* non-motorcyclists, as shown in the figures on the following pages.

Figure 6. *Don't Drink and Ride*¹ by Motorcyclists and Non-motorcyclists, 2019-2023

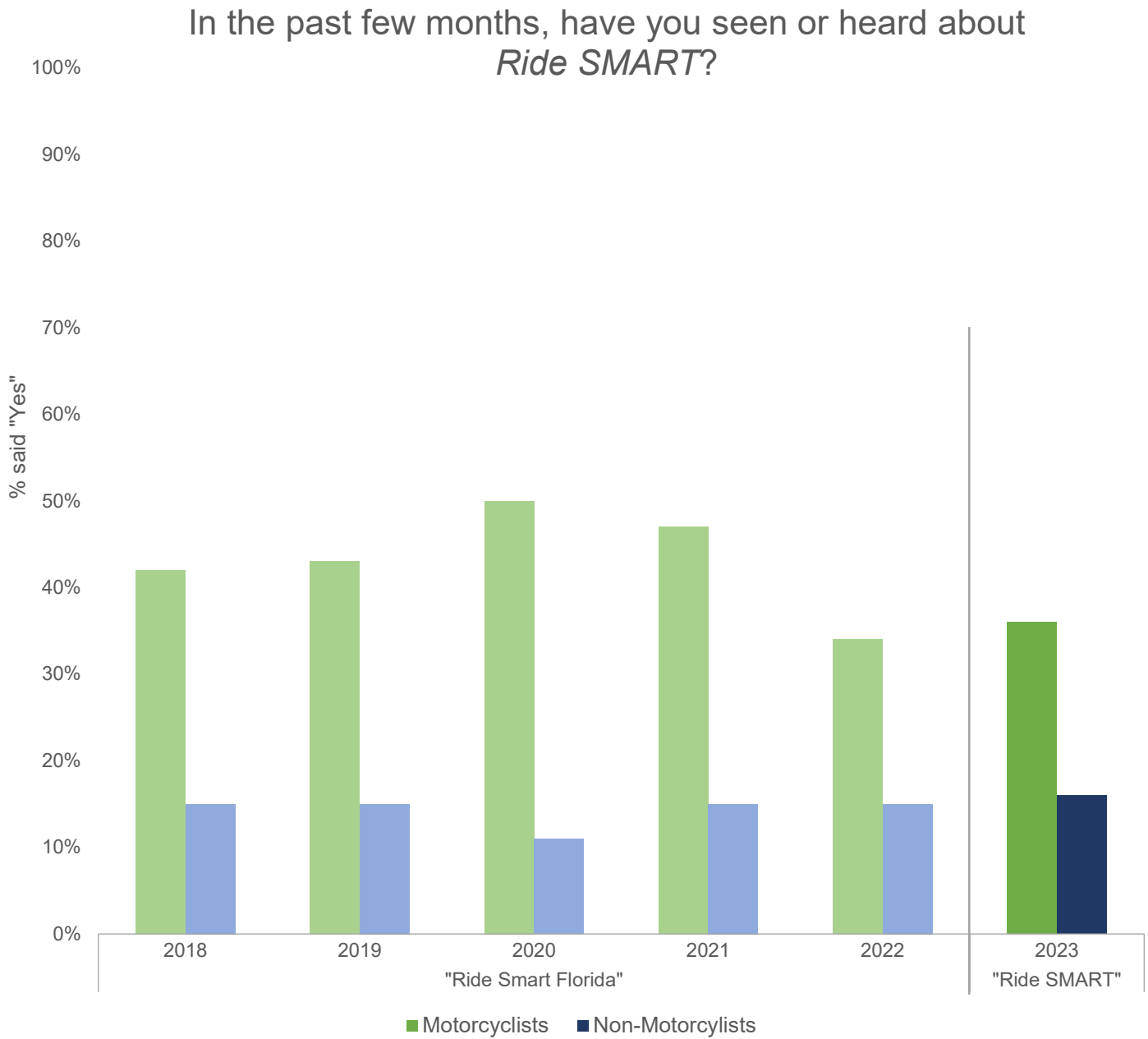


Respondents were also asked whether in the past few months they had seen or heard the safety message *Don't Drink and Ride*, which is geared toward motorcyclists. Prior to 2023, respondents were asked about a similar message, *Drink Ride Lose*, which was added in 2019 and is included in Figure 6 above.

Don't Drink and Ride awareness among both motorcyclists and non-motorcyclists is much greater than that of *Drink Ride Lose* in 2022. Among motorcyclists, awareness increased by 19 percentage points, from 36% to 55%. Although the message is intended for motorcyclists, the increase was even more dramatic among non-motorcyclists, rising 23 points from 18% to 41%.

¹ Prior to 2023, respondents were asked if they had seen or heard "Drink Ride Lose"

Figure 7. Ride SMART² by Motorcyclists and Non-motorcyclists, 2019-2023



Finally, respondents were asked whether they had seen or heard about *Ride SMART* in the past few months. This message also changed slightly in 2023, from *Ride Smart Florida* in previous project years. Both messages are displayed above in Figure 7, broken down by project year.

Although the message wording changed slightly since 2022, awareness remained largely unchanged, increasing by just two percentage points among motorcyclists (36%) and one percentage point among non-motorcyclists (16%).

² Prior to 2023, respondents were asked if they had seen or heard "Ride Smart Florida"

Figure 8. Awareness by Motorcycle Usage, 2023

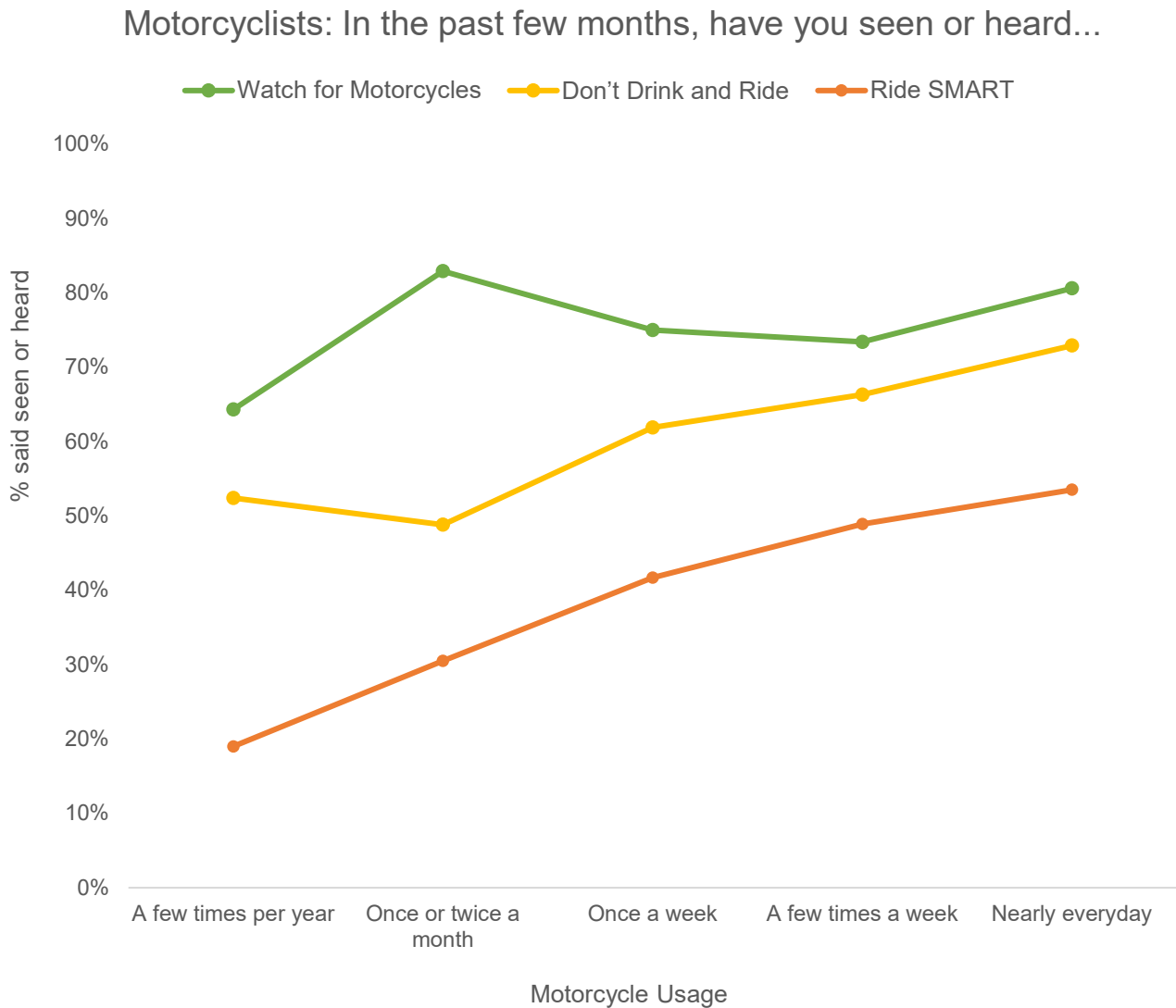


Figure 8 displays the percentage of motorcyclists who indicated they had seen or heard each of the campaign messages, broken down by reported frequency of motorcycle usage.

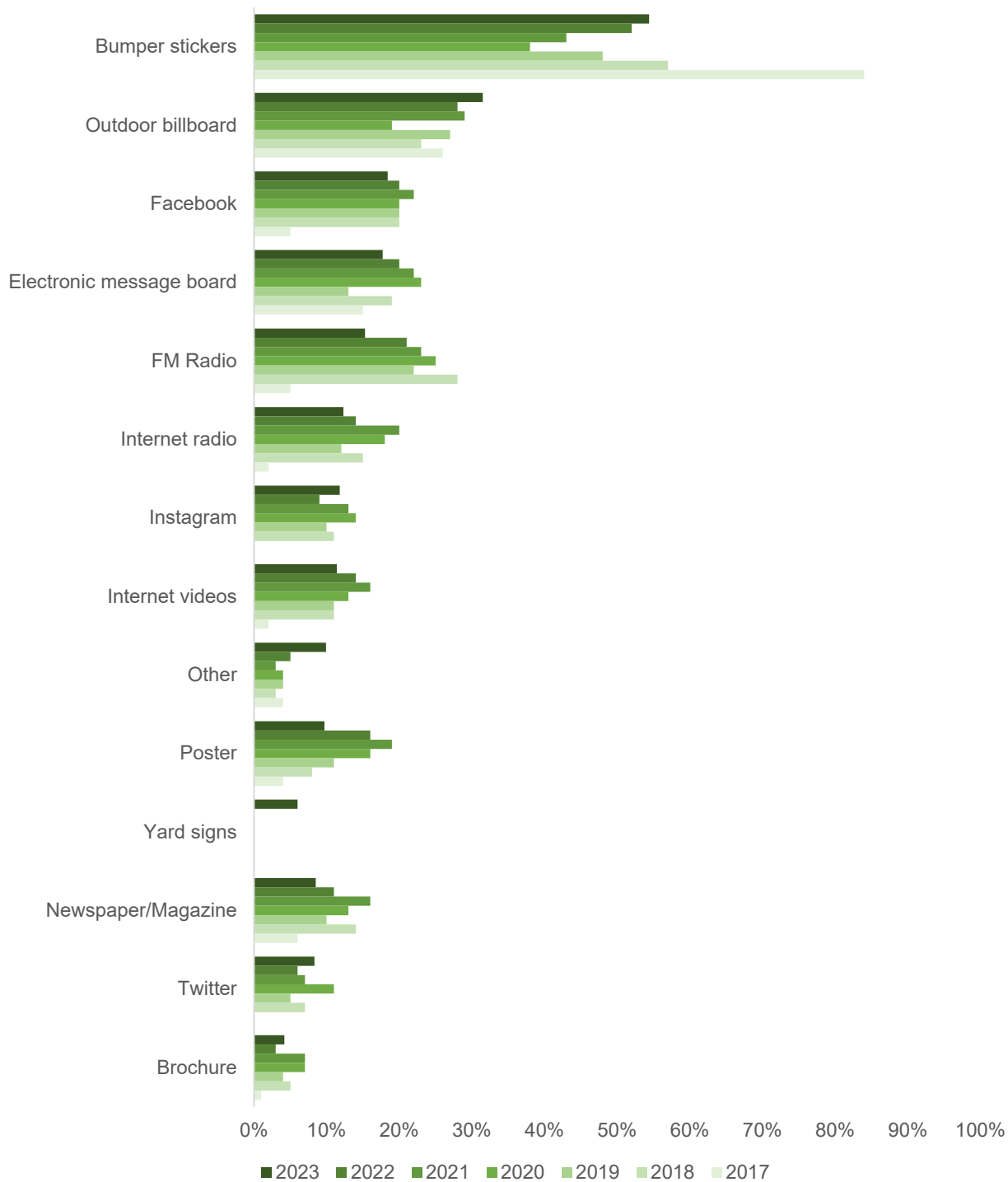
Overall, awareness generally increases with frequency of riding. Exceptions include respondents who report riding once or twice a month, who have the greatest

awareness of *Watch for Motorcycles* at 83%, the lowest awareness of *Don't Drink and Ride* at 49%.

Ride SMART, which has the lowest overall awareness, follows a more linear pattern, with the lowest awareness among those who only ride a few times a year (19%), and highest among those who ride nearly every day (54%).

Figure 9a. Motorcyclists Media: *Watch for Motorcycles*, 2017-2023

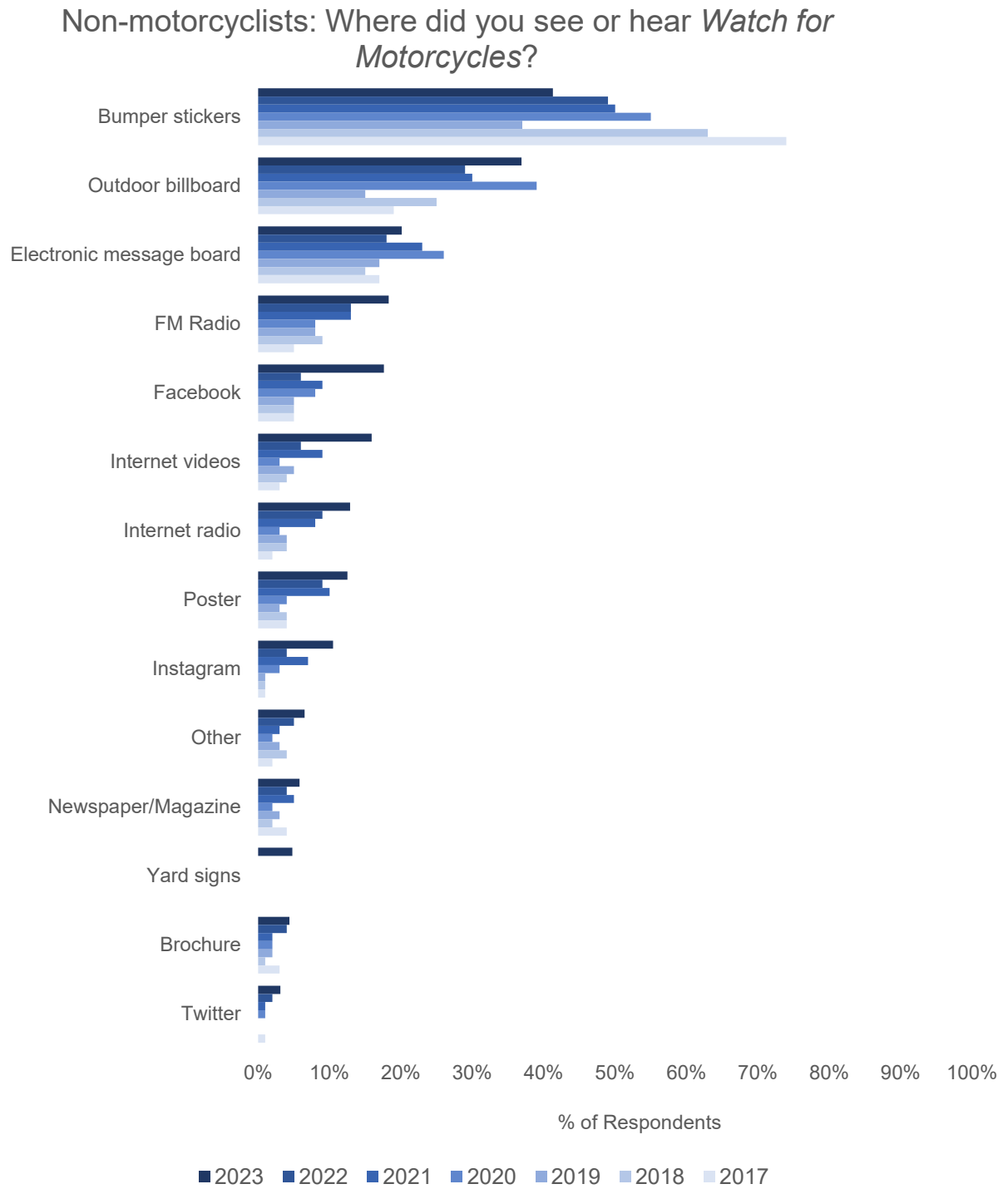
Motorcyclists: Where did you see or hear *Watch for Motorcycles*?



For each safety message, respondents who indicated they saw or heard it in the past few months were then asked *where* they saw or heard it. Figures 9a and 9b display the responses among motorcyclists and non-motorcyclists, broken down by project year. For the seventh year running, the most popular medium on

which motorcyclists reported seeing *Watch for Motorcycles* is bumper stickers, at 54%. This is followed by outdoor billboards with 32% and Facebook at 18%. Yard signs were added as a response in 2023, on which 6% of respondents reported having seen the message.

Figure 9b. Non-motorcyclists Media: *Watch for Motorcycles*, 2017-2023



Bumper stickers are also the top choice among non-motorcyclists at 41%, down from 49% in 2022. This was the only medium that declined in 2023, with all other media choices seeing year-over-year increases. Bumper stickers are again followed by outdoor billboards with

29%, and electronic billboards with 20%. Twitter was the least popular medium for *Watch for Motorcycles*, with just 2% of respondents reporting that is where they saw the message.

Figure 10a. Motorcyclists Media: *Don't Drink and Ride*³, 2019-2023

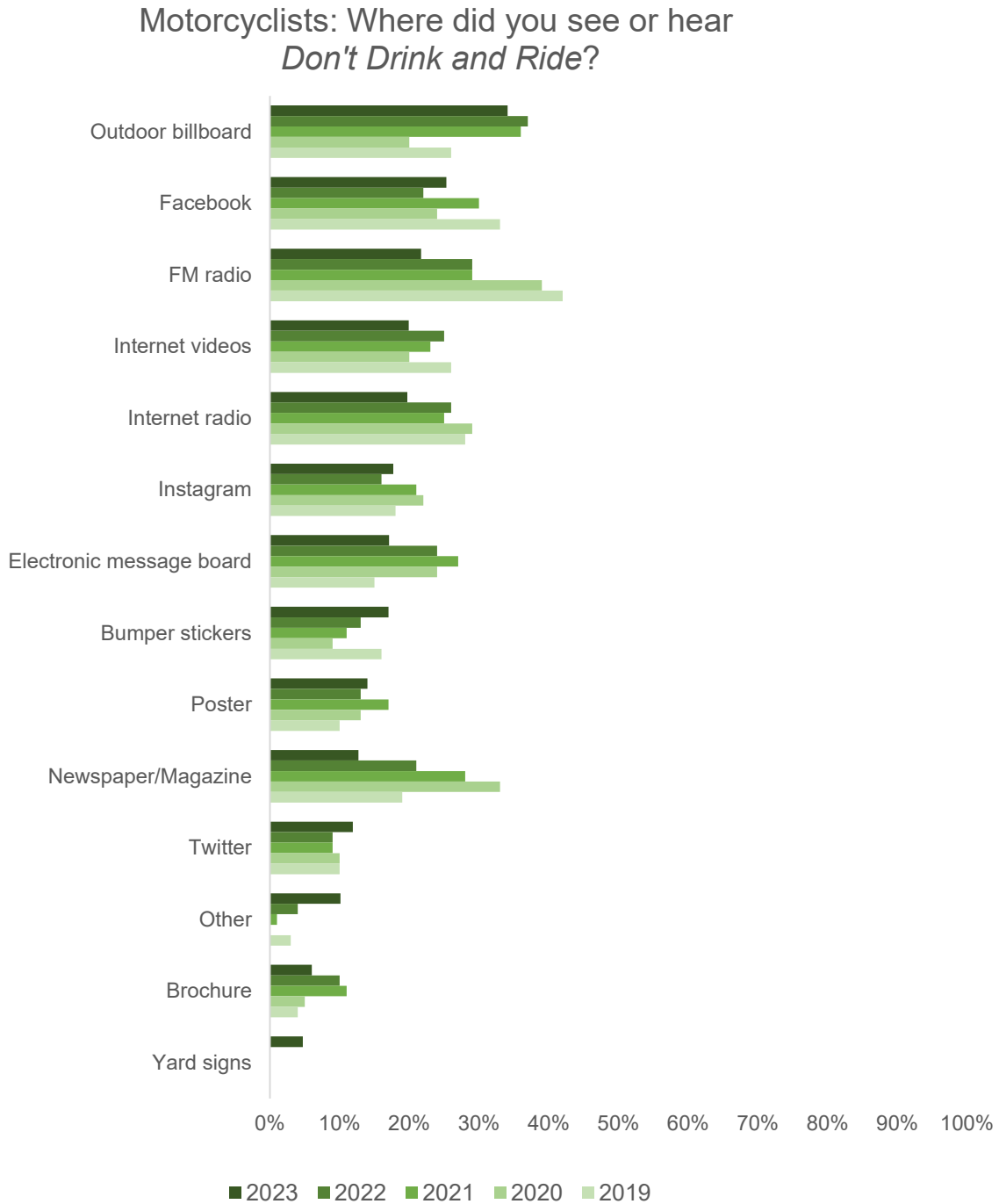


Figure 10a above displays the responses of motorcyclists when asked where they saw or heard *Don't Drink and Ride*, broken down by project year. It is important to note that 2019-2022 percentages reflect the media for *Drink Ride Lose*, the message used prior to 2023.

Outdoor billboard was the most popular response among motorcyclists, down 3 percentage points from 2022, at 34%. Facebook came in second place, with 25%, up from 22% last year. Twenty-two percent of motorcyclists said they heard *Don't Drink and Ride* on FM radio, decreasing from 29% in 2022. Yard signs were the least popular choice, with 5% indicating that is where they saw the message.

³ Prior to 2023, respondents were asked where they had seen or heard "Drink Ride Lose"

Figure 10b. Non-Motorcyclists Media: *Don't Drink and Ride*⁴, 2019-2023

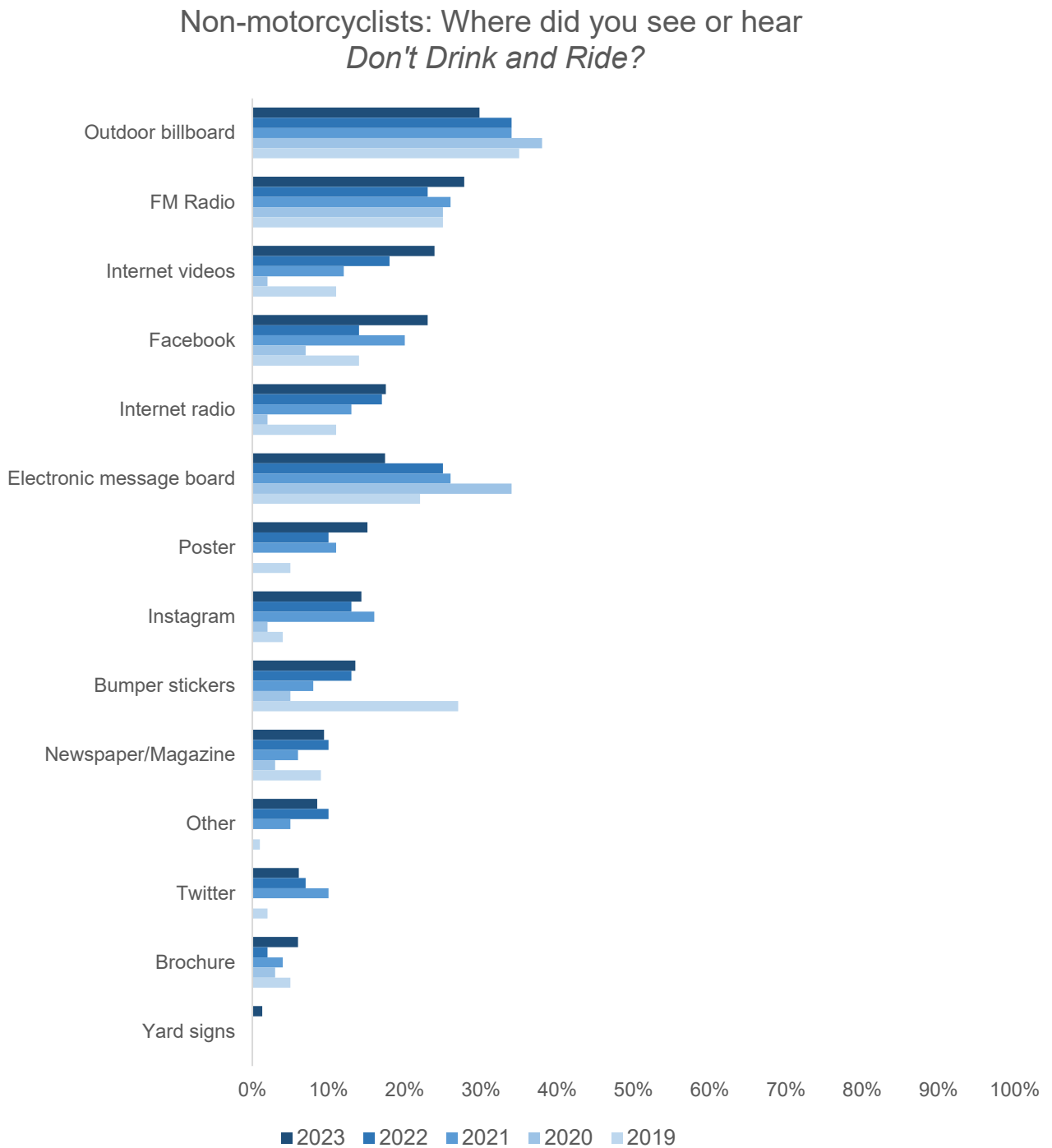


Figure 10b shows where non-motorcyclists saw *Don't Drink and Ride*, broken down by project year. Outdoor billboards also had the greatest percentage of responses among non-motorcyclists when asked where they saw *Don't Drink and Ride* with 30%, decreasing slightly from

34% in 2022 for *Drink Ride Lose*. It is followed by FM radio and internet videos, with 28% and 24%, respectively. Just 1% of non-motorcyclists reported having seen the message on a yard sign.

⁴ Prior to 2023, respondents were asked where they had seen or heard "Drink Ride Lose"

Figure 11a. Motorcyclists Media: *Ride SMART*⁵, 2018-2023

Motorcyclists: Where did you see or hear *Ride SMART*?

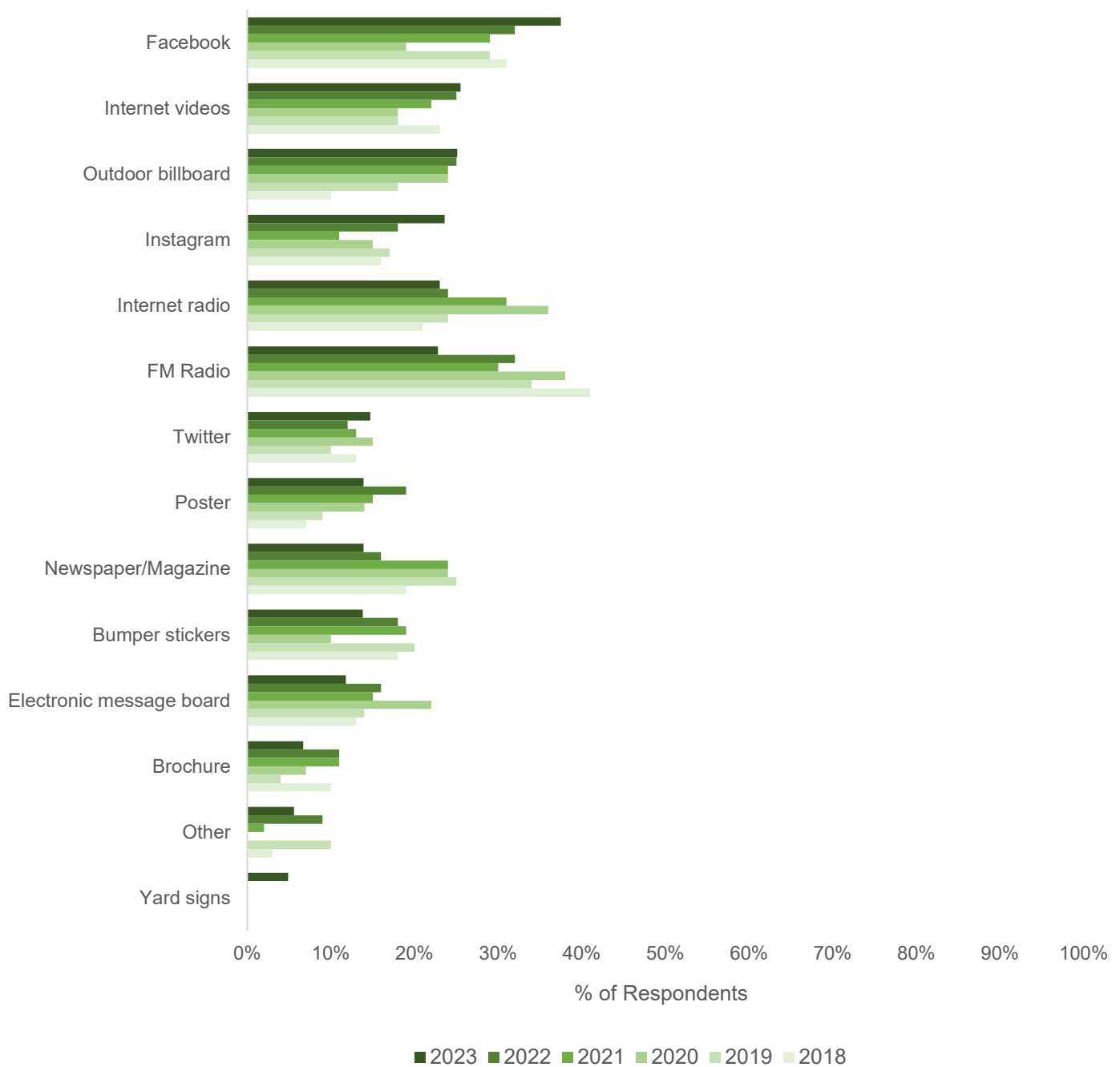
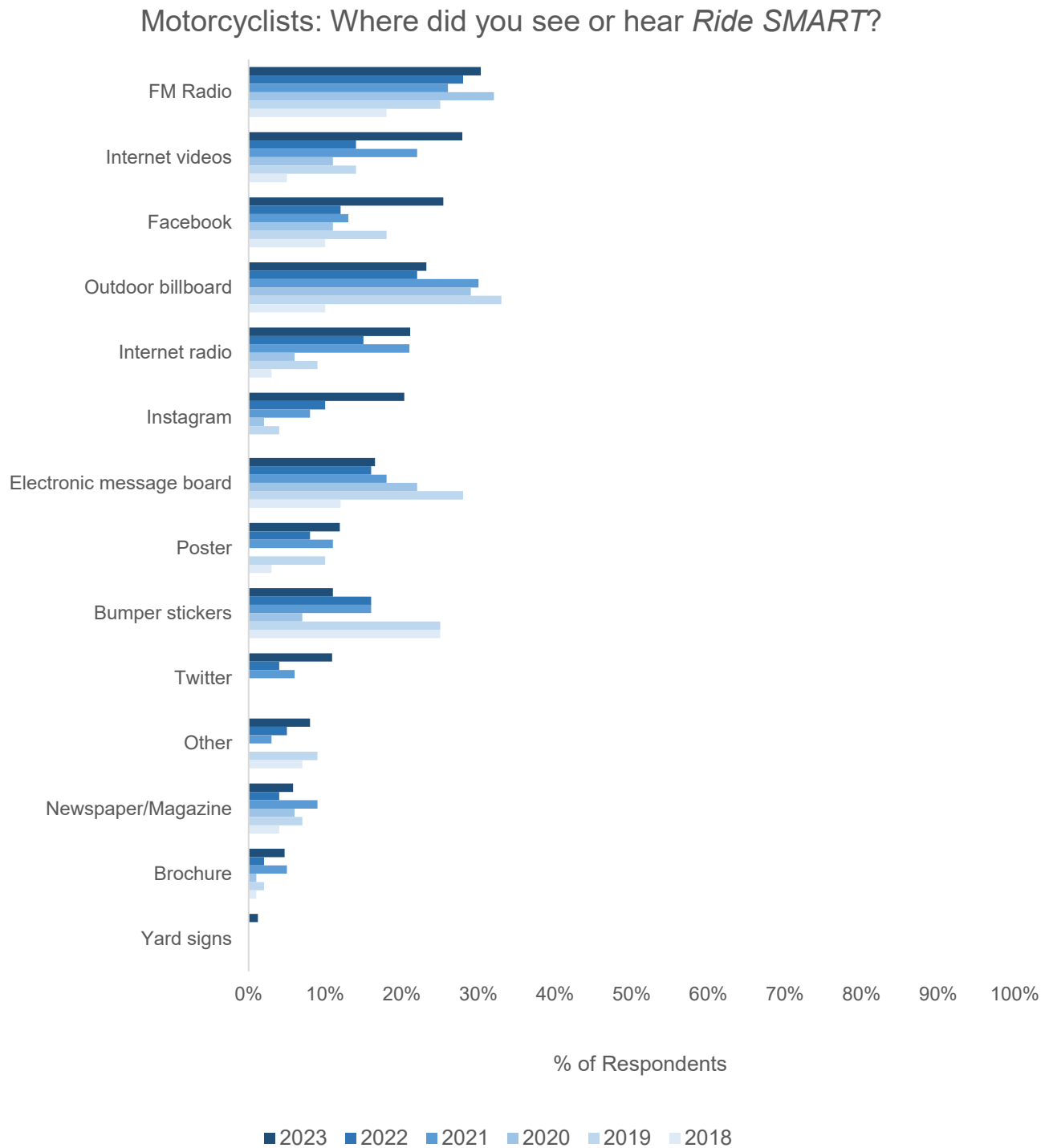


Figure 11a displays the media on which motorcyclists saw *Ride Smart*, along with the *Ride Smart Florida* media in previous years. Motorcyclists reported seeing or hearing about *Ride SMART* on Facebook most frequently in 2023, at 38%, up from 32% in 2022 for *Ride Smart Florida*. Internet videos and outdoor billboards are

in a very close second and third, with 26% and 25%, respectively, each of which increased by one percentage point from 2022. FM radio saw a substantial decrease, from 32% in 2022 to 23% in 2023. Once again, yard signs were the least popular medium, with just 5% of motorcyclists.

⁵ Prior to 2023, respondents were asked where they had seen or heard “Ride Smart Florida”

Figure 11b. Non-Motorcyclists Media: *Ride SMART*⁶, 2019-2023

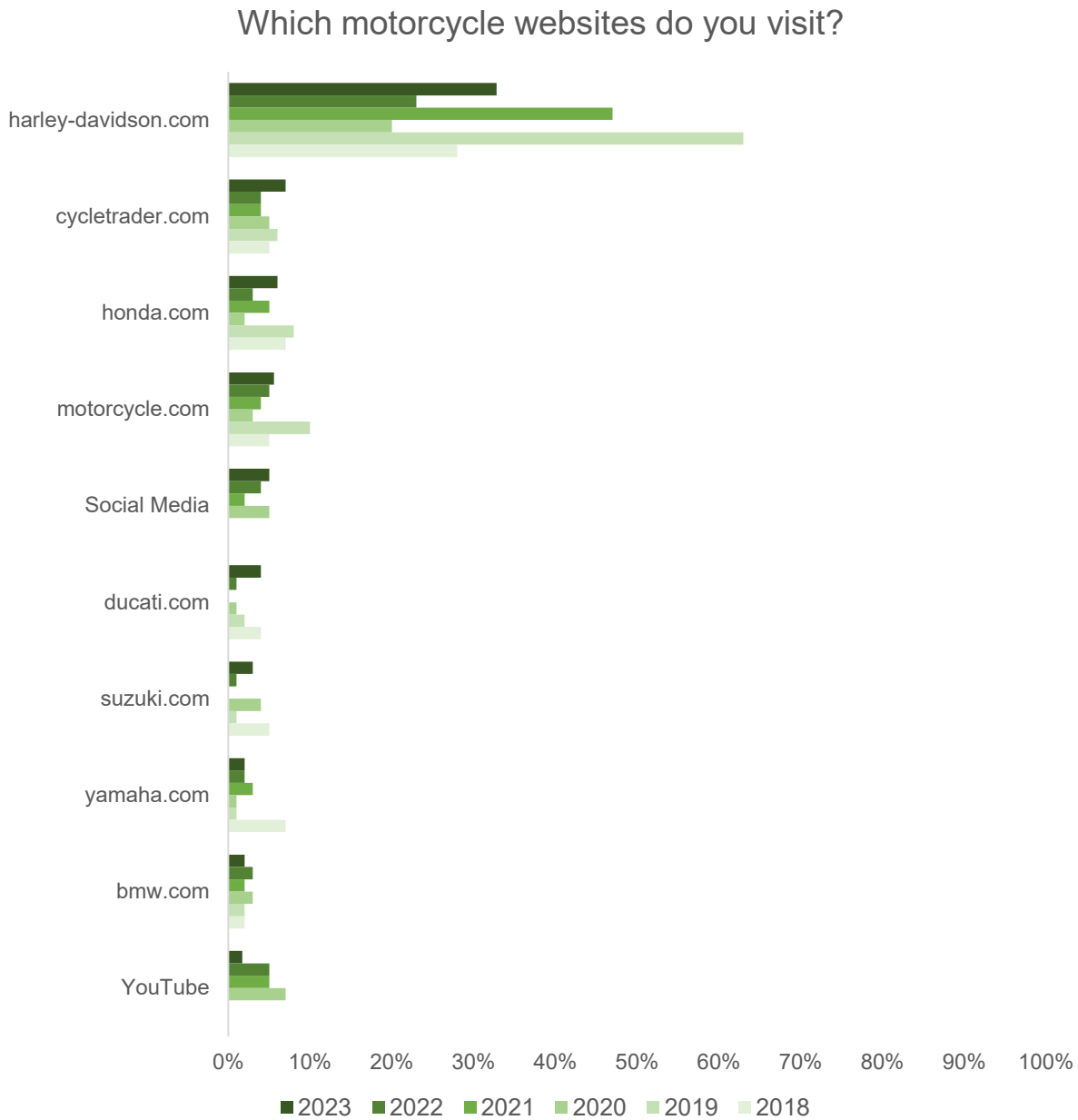


Thirty percent of non-motorcyclists who reported seeing or hearing about *Ride SMART* said they heard about it on FM radio, up slightly from 28% in 2022 with *Ride Smart Florida*. Internet videos are in a close second place with 28%, followed by Facebook with 25%.

Once again, just 1% of non-motorcyclists said they saw *Ride SMART* on a yard sign.

⁶ Prior to 2023, respondents were asked where they had seen or heard “Ride Smart Florida”

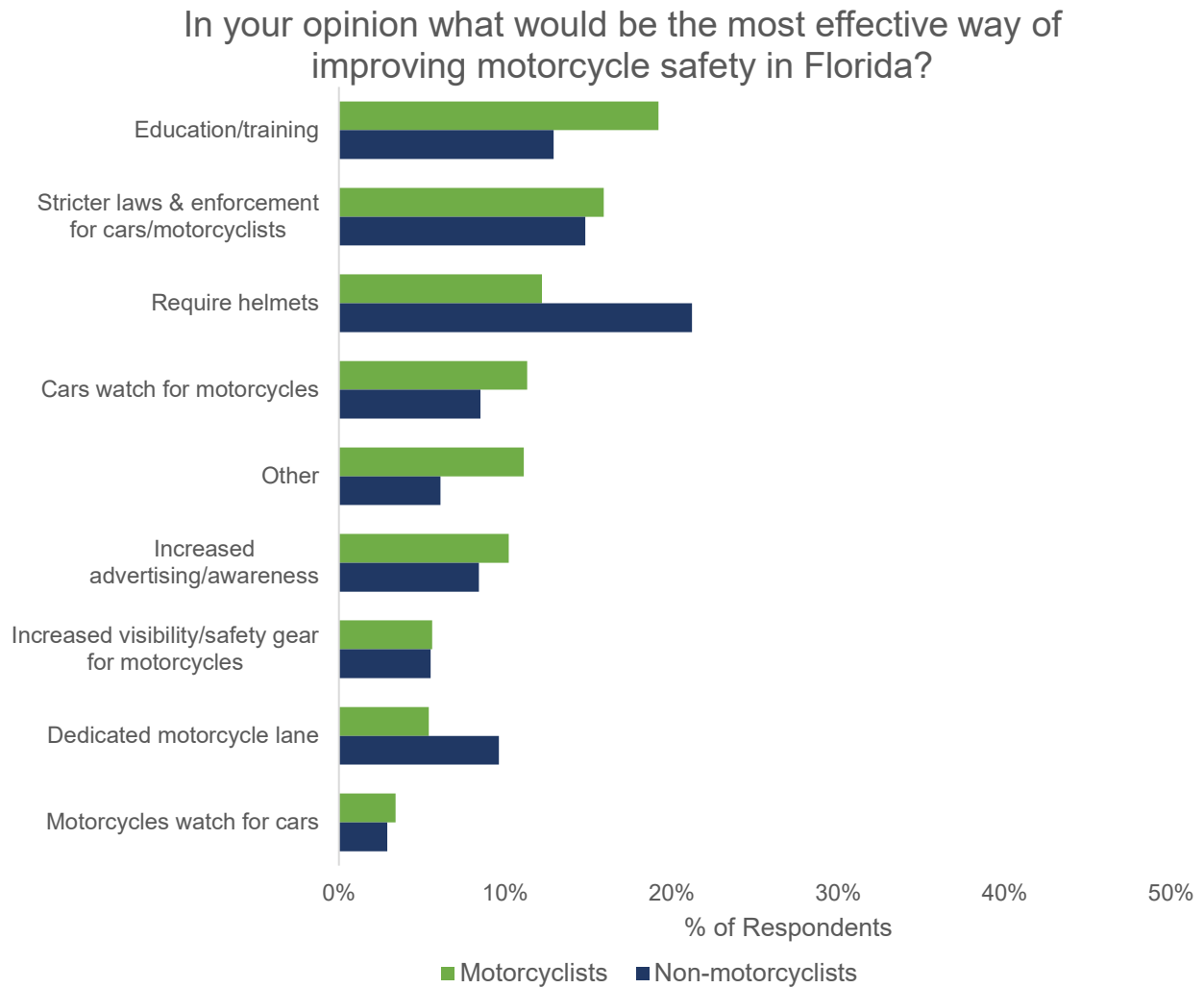
Figure 12. Motorcycle Websites, 2018-2023



Motorcyclists were also asked whether they visit websites specific to motorcycles. Those who answered “yes” were then asked which ones they visit. This question is asked open-ended, and then recorded into categories during data analysis, shown above in Figure 12 broken down by project year. In all project years,

Harley-davidson.com has been the most popular response by a wide margin, increasing by 10 percentage points to 33% in 2023. In a distant second place is cycletrader.com with 7%, followed by honda.com with 6%.

Figure 13. Safety Improvement by Motorcyclists and Non-motorcyclists, 2023⁷



Respondents were asked their opinions about most effective way to improve motorcycle safety in Florida, which was recoded into the categories listed above in Figure 13, broken down by motorcyclists and non-motorcyclists. Among motorcyclists, the most popular response was more education and training. Requiring motorcyclists to wear helmets was the most frequent response from non-motorcyclists,

with 19%. In second place for both motorcyclists (16%) and non-motorcyclists (15%) is stricter laws and enforcement for both vehicle types. Eleven percent of motorcyclists said cars watching for motorcycles would be most effective, along with 9% of non-motorcyclists. The least popular response among both groups, with 3% each, was motorcycles watching for cars.

⁷ Note the axis only goes to 50% for easier visualization

Appendix I: Survey Results ⁸
TOPLINES

Motorcyclists

1. Brevard n=48
2. Broward n=50
3. Duval n=66
4. Hillsborough n=51
5. Miami-Dade n=72
6. Orange n=48
7. Palm Beach n=50
8. Pasco n=51
9. Pinellas n=50
10. Volusia n=50
11. Total =536

Non-motorcyclists

1. Brevard n=91
2. Broward n=102
3. Duval n=120
4. Hillsborough n=123
5. Miami-Dade n=124
6. Orange n=112
7. Palm Beach n=122
8. Pasco n=51
9. Pinellas n=107
10. Volusia n=91
11. Total =1,091

⁸ Percentages located in topline consist of weighted data, observations listed below are raw, unweighted totals. For more information about weighting, see the “Methodology” section.

Motorcyclists: Method of Contact * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Online	30% 161	63% 30	24% 12	17% 11	8% 4	1% 1	- 0	44% 22	69% 35	46% 23	46% 23
Telephone	70% 375	38% 18	76% 38	83% 55	92% 47	99% 71	100% 48	56% 28	31% 16	54% 27	54% 27

Non-motorcyclists: Method of Contact * County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
Online	15% 160	22% 20	8% 8	17% 20	14% 17	7% 8	10% 11	16% 20	20% 20	15% 16	22% 20
Telephone	85% 931	78% 71	92% 94	83% 100	86% 106	94% 116	90% 101	84% 102	80% 79	85% 91	78% 71

Motorcyclists: In general, what type of vehicle do you drive most often? * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Motorcycle	24% 159	24% 12	37% 21	19% 16	23% 15	38% 31	37% 17	22% 14	16% 10	23% 13	18% 10
Scooter	2% 14	1% 1	2% 1	5% 2	- 0	9% 4	4% 1	<1% 1	4% 1	2% 2	1% 1
Passenger car	30% 158	38% 17	24% 12	19% 17	41% 18	28% 23	30% 14	33% 14	29% 15	28% 14	27% 14
Pickup truck	22% 80	29% 13	9% 3	33% 15	3% 1	3% 1	15% 6	22% 8	29% 11	30% 13	23% 9
SUV	18% 98	5% 3	28% 12	17% 12	23% 12	16% 9	11% 8	16% 9	17% 11	18% 8	30% 14
Mini-van	2% 9	1% 1	<1% 1	- 0	8% 3	- 0	4% 2	2% 1	2% 1	- 0	- 0
Full-sized van	1% 10	- 0	- 0	2% 1	3% 1	6% 4	- 0	<1% 1	4% 2	- 0	- 1
Other	1% 4	1% 1	- 0	2% 1	- 0	- 0	- 0	2% 1	- 0	- 0	1% 1
Does not drive	1% 4	- 0	- 0	2% 2	<1% 1	- 0	- 0	3% 1	- 0	- 0	- 0
Don't Know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: In general, what type of vehicle do you drive most often? * County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
Motorcycle	1% 6	1% 1	1% 1	2% 2	0	1% 1	- 0	- 0	<1% 1	- 0	- 0
Scooter	1% 6	- 0	1% 1	- 0	2% 2	1% 1	- 0	1% 1	2% 1	- 0	- 0
Passenger car	52% 553	54% 51	54% 53	44% 51	42% 52	52% 62	60% 67	54% 68	44% 43	58% 63	48% 43
Pickup truck	6% 72	7% 5	6% 7	6% 8	9% 11	3% 4	5% 5	4% 5	10% 12	10% 9	6% 6
SUV	31% 345	28% 27	28% 30	33% 39	36% 44	27% 33	29% 32	36% 42	36% 35	28% 31	36% 32
Mini-van	3% 30	1% 1	6% 5	4% 5	5% 5	2% 4	2% 3	2% 2	2% 2	- 0	3% 3
Full-sized van	1% 7	1% 1	1% 1	1% 1	- 0	2% 2	1% 1	- 0	2% 1	- 0	- 0
Other	1% 11	- 0	2% 2	1% 1	1% 1	1% 1	1% 1	1% 1	- 0	2% 2	3% 2
Does not drive	5% 59	7% 5	1% 2	10% 13	5% 8	11% 15	2% 2	2% 3	5% 4	2% 2	6% 5
Don't Know/Refusal	<1% 2	- 0	- 0	- 0	- 0	1% 1	1% 1	- 0	- 0	- 0	- 0

Motorcyclists: Thinking of the motorcycle that you ride most often, what type of motorcycle is it? * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Cruiser	30% 144	33% 16	18% 10	17% 10	24% 11	17% 13	27% 14	34% 16	35% 18	38% 18	38% 18
Sport	34% 212	30% 16	38% 20	48% 35	45% 24	47% 32	54% 24	29% 17	19% 12	33% 16	31% 16
Touring	15% 61	15% 6	20% 7	12% 7	18% 7	10% 7	4% 2	20% 8	20% 7	13% 6	10% 4
Scooter	9% 66	5% 3	16% 8	14% 9	8% 5	23% 17	15% 7	9% 5	7% 3	10% 6	3% 3
Trike	3% 15	4% 2	<1% 1	7% 3	3% 2	- 0	- 0	<1% 1	8% 5	- 0	1% 1
Other	8% 31	13% 5	4% 2	2% 2	<1% 1	3% 2	<1% 1	9% 3	10% 5	5% 3	16% 7
Don't Know/Refusal	1% 7	- 0	4% 2	- 0	3% 1	<1% 1	- 0	- 0	1% 1	2% 1	1% 1

Motorcyclists: Approximately how often do you ride a motorcycle? * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Nearly everyday	21% 129	29% 13	38% 19	20% 13	18% 12	34% 25	26% 11	22% 12	14% 8	18% 12	6% 4
A few times a week	35% 184	33% 15	36% 18	34% 23	44% 20	31% 23	41% 19	34% 17	32% 16	18% 8	49% 25
Once a week	17% 84	11% 5	9% 4	12% 9	26% 12	16% 12	15% 7	17% 9	21% 9	30% 12	11% 5
Once a month	17% 82	19% 11	13% 5	12% 10	8% 5	6% 5	7% 5	17% 7	29% 15	18% 10	18% 9
A few times a year	8% 42	6% 3	4% 4	20% 9	5% 2	6% 3	11% 5	10% 5	0 0	12% 6	11% 5
Other	1% 10	1% 1	- 0	2% 2	- 0	3% 2	<1% 1	- 0	2% 2	3% 2	- 0
Don't Know/Refusal	1% 5	- 0	- 0	- 0	- 0	3% 2	- 0	- 0	1% 1	- 0	4% 2

Motorcyclists: Which social media platforms have you used in the last seven days?⁹ * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Facebook	69% 384	62% 31	65% 35	71% 48	74% 36	72% 51	59% 33	70% 36	71% 37	82% 42	64% 35
Instagram	45% 318	28% 15	61% 32	45% 37	55% 34	90% 68	74% 38	54% 31	27% 17	32% 21	45% 25
YouTube	52% 350	37% 19	67% 37	62% 48	77% 41	87% 61	93% 46	59% 32	26% 17	33% 22	49% 27
Other	9% 45	4% 2	11% 6	10% 5	11% 5	6% 4	7% 2	7% 3	10% 5	15% 8	13% 5
I do not use social media	17% 57	29% 13	11% 4	10% 4	5% 2	- 0	7% 2	15% 6	25% 12	15% 6	20% 8
Don't Know/Refusal	1% 3	- 0	2% 1	- 0	5% 2	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: Which social media platforms have you used in the last seven days?¹⁰ * County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
Facebook	72% 811	71% 65	71% 74	83% 99	66% 87	69% 85	68% 76	72% 87	80% 79	81% 84	82% 75
Instagram	56% 576	36% 34	64% 66	48% 59	52% 65	70% 90	64% 73	52% 63	33% 33	45% 51	44% 42
YouTube	67% 706	63% 57	72% 72	67% 80	66% 82	70% 86	76% 82	63% 73	53% 56	62% 66	58% 52
Other	13% 146	13% 11	9% 12	7% 10	10% 14	15% 19	15% 19	16% 19	15% 16	12% 14	15% 12
I do not use social media	6% 64	8% 8	3% 2	4% 4	14% 13	1% 1	5% 5	7% 9	9% 7	7% 7	10% 8
Don't Know/Refusal	1% 7	4% 3	- 0	1% 1	1% 1	- 0	1% 1	- 0	2% 1	- 0	- 0

⁹ Percentages may add up to greater than 100% for this select-all question

¹⁰ Percentages may add up to greater than 100% for this select-all question

Motorcyclists: Do you visit websites specifically related to motorcycles? * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Yes	52% 314	41% 20	60% 34	51% 39	66% 35	74% 51	74% 35	48% 27	58% 29	38% 21	46% 23
No	48% 221	60% 28	40% 16	49% 27	34% 15	26% 21	26% 13	53% 23	42% 22	62% 29	54% 27
Don't Know/Refusal	<1% 1	- 0	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Which sites do you visit? * County

	Total n=314
harley-davidson.com	33% 95
motorcycle.com	6% 22
cycletrader.com	7% 18
honda.com	6% 18
yamaha.com	2% 8
suzuki.com	3% 10
bmw.com	2% 4
ducati.com	4% 8
Social Media	5% 14
YouTube	2% 3
Other	40% 124
Don't Know/Refusal	10% 29

Motorcyclists: In the past few months, have you seen or heard a motorcycle safety message that says *Don't Drink and Ride?* * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Yes	55% 340	41% 21	67% 37	71% 49	76% 37	71% 55	78% 39	41% 25	46% 24	44% 22	55% 31
No	44% 193	56% 26	33% 13	29% 17	24% 14	29% 17	22% 9	59% 25	54% 27	56% 28	38% 17
Don't Know/Refusal	1% 3	3% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	7% 2

Non-motorcyclists: In the past few months, have you seen or heard a motorcycle safety message that says *Don't Drink and Ride?* * County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
Yes	41% 421	35% 30	37% 39	47% 55	42% 54	55% 67	38% 42	30% 34	31% 30	33% 37	39% 33
No	59% 667	65% 61	63% 63	53% 65	57% 68	45% 57	61% 69	70% 88	70% 69	67% 69	61% 58
Don't Know/Refusal	<1% 3	- 0	- 0	- 0	1% 1	- 0	1% 1	- 0	- 0	1% 1	- 0

Motorcyclists: Where did you see or hear it? ¹¹

	Total n=340
FM Radio	22% 95
Internet Radio/Pandora/Spotify	20% 89
Newspaper/Magazine	13% 52
Electronic Message Board over the Road	17% 63
Outdoor Billboard	34% 118
Poster	14% 55
Brochure	6% 25
Bumper Stickers	17% 63
Yard Signs	5% 20
Internet Videos	20% 80
Facebook	25% 91
Instagram	18% 82
Twitter	12% 46
Other	10% 20
Don't Know/Refusal	4% 7

¹¹ Percentages may add up to greater than 100% for this select-all question

Non-motorcyclists: Where did you see or hear it? ¹²

	Total n=421
FM Radio	28% 116
Internet Radio/Pandora/Spotify	18% 77
Newspaper/Magazine	9% 34
Electronic Message Board over the Road	17% 78
Outdoor Billboard	30% 119
Poster	15% 55
Brochure	6% 20
Bumper Stickers	14% 59
Yard Signs	1% 7
Internet Videos	24% 95
Facebook	23% 104
Instagram	14% 421
Twitter	6% 55
Other	9% 21
Don't Know/Refusal	- 0

¹² Percentages may add up to greater than 100% for this select-all question

Motorcyclists: In the past few months, have you seen or heard a motorcycle safety message that says *Watch for Motorcycles?* * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Yes	78% 407	76% 38	69% 35	76% 48	82% 41	65% 48	82% 34	73% 35	82% 41	85% 45	84% 42
No	22% 129	24% 10	31% 15	24% 18	18% 10	36% 24	19% 14	27% 15	18% 10	15% 5	16% 8
Don't Know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: In the past few months, have you seen or heard a motorcycle safety message that says *Watch for Motorcycles?* * County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
Yes	46% 552	53% 52	36% 39	49% 61	52% 66	38% 50	42% 48	40% 50	61% 61	62% 69	61% 56
No	54% 538	47% 39	64% 63	51% 59	49% 57	62% 74	58% 63	60% 72	39% 38	38% 38	39% 35
Don't Know/Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it? ¹³ * County

	Total n=407
FM Radio	15% 83
Internet Radio/Pandora/Spotify	12% 73
Newspaper/Magazine	9% 44
Electronic Message Board over the Road	18% 78
Outdoor Billboard	32% 139
Poster	10% 51
Brochure	4% 19
Bumper Stickers	54% 198
Yard Signs	6% 32
Internet Videos	11% 67
Facebook	18% 95
Instagram	12% 66
Twitter	8% 39
Other	10% 29
Don't Know/Refusal	1% 2

¹³ Percentages may add up to greater than 100% for this select-all question

Non-motorcyclists: Where did you see or hear it? ¹⁴ * County

	Total n=552
FM Radio	18% 96
Internet Radio/Pandora/Spotify	13% 67
Newspaper/Magazine	6% 32
Electronic Message Board over the Road	20% 109
Outdoor Billboard	37% 197
Poster	13% 60
Brochure	4% 22
Bumper Stickers	41% 251
Yard Signs	5% 25
Internet Videos	16% 78
Facebook	18% 97
Instagram	11% 50
Twitter	3% 13
Other	7% 40
Don't Know/Refusal	1% 5

¹⁴ Percentages may add up to greater than 100% for this select-all question

Motorcyclists: In the past few months, have you seen or heard about Ride SMART? * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Yes	36% 229	22% 12	54% 31	41% 31	54% 27	42% 31	52% 24	39% 23	29% 16	28% 17	33% 17
No	63% 304	76% 34	46% 19	60% 35	46% 24	58% 41	48% 24	61% 27	67% 34	72% 33	67% 33
Don't Know/Refusal	1% 3	3% 2	- 0	- 0	- 0	- 0	- 0	- 0	4% 1	- 0	- 0

Non-motorcyclists: In the past few months, have you seen or heard about Ride SMART? * County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
Yes	16% 175	15% 15	16% 17	21% 25	12% 15	17% 23	18% 20	13% 15	17% 17	15% 16	13% 12
No	84% 913	85% 76	85% 85	79% 95	88% 107	83% 101	80% 90	87% 107	83% 82	85% 91	88% 79
Don't Know/Refusal	<1% 3	- 0	- 0	- 0	1% 1	- 0	2% 2	- 0	- 0	- 0	- 0

Motorcyclists: Where did you see or hear it? ¹⁵ * County

	Total n=229
FM Radio	23% 64
Internet Radio/Pandora/Spotify	23% 62
Newspaper/Magazine	14% 39
Electronic Message Board over the Road	12% 36
Outdoor Billboard	25% 57
Poster	14% 41
Brochure	7% 16
Bumper Stickers	14% 31
Yard Signs	5% 16
Internet Videos	26% 69
Facebook	38% 81
Instagram	24% 64
Twitter	15% 34
Other	6% 9
Don't Know/Refusal	5% 7

¹⁵ Percentages may add up to greater than 100% for this select-all question

Non-motorcyclists: Where did you see or hear it?¹⁶ * County

	Total n=175
FM Radio	30% 48
Internet Radio/Pandora/Spotify	21% 33
Newspaper/Magazine	6% 10
Electronic Message Board over the Road	17% 22
Outdoor Billboard	23% 43
Poster	12% 20
Brochure	5% 9
Bumper Stickers	11% 16
Yard Signs	1% 2
Internet Videos	28% 48
Facebook	25% 46
Instagram	20% 28
Twitter	11% 15
Other	8% 14
Don't Know/Refusal	1% 2

¹⁶ Percentages may add up to greater than 100% for this select-all question

Motorcyclists: In your opinion what would be the most effective way of improving motorcycle safety in Florida?

	Total n=536
Education/Training	19% 91
Require helmets	12% 63
Cars watch for motorcycles	11% 62
Motorcycles watch for cars	3% 17
Increased advertising/awareness	10% 58
Stricter law enforcement for cars or motorcyclists	16% 85
Dedicated motorcycle lanes	5% 45
Increased visibility and safety gear	6% 31
Other	11% 48
Don't know/Refusal	6% 19%

Non-motorcyclists: In your opinion what would be the most effective way of improving motorcycle safety in Florida?

	Total n=1,091
Education/Training	13% 147
Require helmets	21% 239
Cars watch for motorcycles	9% 97
Motorcycles watch for cars	3% 34
Increased advertising/awareness	8% 87
Stricter law enforcement for cars or motorcyclists	15% 157
Dedicated motorcycle lanes	10% 99
Increased visibility and safety gear	6% 59
Other	6% 67
Don't know/Refusal	10% 105

Motorcyclists: Which of the following age categories best describes you? * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
18-24	5% 66	1% 1	9% 9	10% 11	10% 9	13% 16	8% 7	7% 7	2% 3	<1% 2	1% 1
25-34	16% 114	9% 5	22% 11	21% 16	26% 12	39% 27	42% 19	14% 7	2% 1	12% 7	16% 9
35-44	17% 115	22% 12	28% 15	17% 15	23% 13	26% 18	19% 9	17% 11	12% 8	12% 9	6% 5
45-54	15% 67	17% 7	7% 2	14% 8	13% 6	10% 5	19% 8	7% 3	17% 10	17% 8	21% 10
55-64	22% 80	11% 7	13% 4	17% 8	18% 7	10% 4	<1% 1	27% 11	30% 11	34% 13	32% 14
65 or older	25% 88	41% 16	13% 5	21% 8	8% 3	3% 2	12% 4	29% 11	36% 18	25% 11	23% 10
Don't Know/Refusal	1% 6	- 0	9% 4	- 0	3% 1	- 0	- 0	- 0	- 0	- 0	1% 1

Non-motorcyclists: Which of the following age categories best describes you? * County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
18-24	10% 110	6% 7	10% 13	4% 7	8% 11	15% 23	13% 17	10% 14	2% 3	5% 7	7% 8
25-34	16% 174	16% 15	21% 20	26% 31	10% 16	17% 20	19% 22	8% 9	9% 10	18% 21	10% 10
35-44	16% 195	10% 11	14% 15	15% 20	18% 28	20% 29	19% 26	10% 15	14% 17	12% 17	15% 17
45-54	18% 182	14% 14	26% 27	16% 18	23% 25	13% 17	12% 12	18% 20	17% 17	14% 14	21% 18
55-64	17% 162	18% 13	13% 10	21% 24	16% 16	11% 11	21% 16	17% 16	27% 22	25% 21	18% 13
65 or older	24% 256	33% 28	16% 17	18% 20	24% 25	24% 23	15% 18	37% 47	29% 28	26% 26	28% 24
Don't Know/Refusal	1% 12	4% 3	- 0	- 0	1% 2	<1% 1	1% 1	1% 1	3% 2	1% 1	1% 1

Motorcyclists: What is your racial background? * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
White/Caucasian	67% 301	83% 38	42% 21	56% 32	51% 26	13% 11	65% 27	64% 29	91% 45	64% 31	83% 41
Black/African American	9% 92	<1% 1	20% 15	29% 25	13% 8	16% 15	8% 9	10% 9	<1% 1	5% 5	6% 4
Hispanic	18% 114	13% 7	27% 9	15% 8	23% 12	72% 46	27% 12	15% 7	4% 2	15% 7	10% 4
Other	5% 20	3% 1	11% 5	<1% 1	10% 4	- 0	- 0	7% 3	5% 2	12% 4	- 0
Don't Know/Refusal	2% 9	1% 1	- 0	- 0	3% 1	- 0	- 0	3% 2	1% 1	5% 3	1% 1

Non-motorcyclists: What is your racial background? County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
White/Caucasian	43% 661	74% 74	39% 53	42% 62	50% 77	10% 20	29% 48	59% 84	77% 85	81% 94	58% 64
Black/African American	17% 162	8% 6	21% 21	37% 38	25% 25	13% 18	15% 16	21% 22	3% 2	4% 4	14% 10
Hispanic	33% 218	16% 10	31% 21	10% 9	21% 17	70% 78	49% 42	19% 15	13% 8	7% 4	23% 14
Other	6% 42	0 0	9% 7	10% 9	3% 2	8% 8	6% 4	1% 1	5% 3	7% 5	6% 3
Don't Know/Refusal	1% 8	1% 1	- 0	2% 2	1% 2	- 0	1% 2	- 0	2% 1	- 0	- 0

Motorcyclists: What is the highest grade in school or year of college you have completed? * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Less than high school degree	2% 10	1% 1	- 0	10% 4	- 0	- 0	- 0	2% 1	2% 1	5% 2	3% 1
High school graduate/GED	32% 167	28% 11	31% 16	45% 30	28% 14	29% 20	33% 14	27% 14	37% 16	37% 19	28% 13
Currently in college/has AA degree	25% 133	32% 16	18% 11	21% 14	23% 15	23% 18	30% 14	19% 9	28% 14	20% 8	28% 14
Bachelor's degree (B.A./B.S.)	28% 158	24% 12	27% 15	14% 11	33% 16	32% 23	22% 13	34% 18	28% 16	30% 17	30% 17
Graduate degree/post-graduate degree	13% 66	15% 8	22% 7	10% 7	15% 6	16% 11	15% 7	19% 8	4% 3	8% 4	11% 5
Don't Know/Refusal	<1% 2	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0

Non-motorcyclists: What is the highest grade in school or year of college you have completed? * County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
Less than high school degree	3% 33	1% 1	3% 3	3% 3	4% 4	1% 2	4% 4	5% 5	3% 4	2% 2	6% 5
High school graduate/GED	38% 400	48% 38	30% 25	57% 62	42% 48	34% 41	35% 33	33% 35	48% 43	44% 41	40% 34
Currently in college/has AA degree	24% 251	22% 21	28% 28	18% 23	22% 25	20% 24	28% 30	27% 30	24% 24	22% 23	26% 23
Bachelor's degree (B.A./B.S.)	24% 284	21% 22	30% 33	17% 24	22% 32	30% 39	23% 31	21% 32	17% 19	22% 29	24% 23
Graduate degree/post-graduate degree	11% 118	7% 8	10% 13	5% 7	10% 14	15% 18	9% 12	14% 19	7% 9	10% 12	4% 6
Don't Know/Refusal	<1% 5	1% 1	- 0	1% 1	- 0	- 0	1% 2	1% 1	- 0	- 0	- 0

Motorcyclists: Am I reaching you today on a landline or cell phone? [Phone sample only] * County

	Total n=161	Brevard n=30	Broward n=12	Duval n=11	Hillsborough n=4	Miami-Dade n=1	Orange n=0	Palm Beach n=22	Pasco n=35	Pinellas n=23	Volusia n=23
Landline	11% 18	10% 3	17% 2	27% 3	- 0	- 0	- 0	9% 2	3% 1	17% 4	13% 3
Cell phone	88% 142	90% 27	83% 10	73% 8	100% 4	100% 1	- 0	91% 20	94% 33	83% 19	87% 20
Don't Know/Refusal	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	3% 1	- 0	- 0

Non-motorcyclists: Am I reaching you today on a landline or cell phone? [Phone sample only] * County

	Total n=160	Brevard n=20	Broward n=8	Duval n=20	Hillsborough n=17	Miami-Dade n=8	Orange n=11	Palm Beach n=20	Pasco n=20	Pinellas n=16	Volusia n=20
Landline	14% 23	15% 3	- 0	15% 3	6% 1	- 0	9% 1	15% 3	25% 5	6% 1	30% 6
Cell phone	85% 136	85% 17	100% 8	85% 17	88% 15	100% 8	91% 10	85% 17	75% 15	94% 15	70% 14
Don't Know/Refusal	1% 1	- 0	- 0	- 0	6% 1	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Sex of respondent * County

	Total n=536	Brevard n=48	Broward n=50	Duval n=66	Hillsborough n=51	Miami-Dade n=72	Orange n=48	Palm Beach n=50	Pasco n=51	Pinellas n=50	Volusia n=50
Male	85% 359	84% 32	85% 32	81% 39	80% 32	90% 57	85% 32	93% 40	83% 32	83% 31	83% 32
Female	15% 175	17% 16	15% 18	19% 27	21% 19	10% 15	12% 15	7% 10	17% 19	17% 19	16% 17
I use a different term	<1% 2	- 0	- 0	- 0	- 0	- 0	4% 1	- 0	- 0	- 0	1% 1
Don't Know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Non-motorcyclists: Sex of respondent* County

	Total n=1,091	Brevard n=91	Broward n=102	Duval n=120	Hillsborough n=123	Miami-Dade n=124	Orange n=112	Palm Beach n=122	Pasco n=99	Pinellas n=107	Volusia n=91
Male	45% 442	32% 26	51% 49	43% 49	47% 56	54% 65	44% 46	43% 51	32% 31	36% 39	38% 30
Female	55% 644	69% 65	49% 53	57% 71	53% 66	46% 59	55% 64	58% 71	68% 68	63% 67	61% 60
I use a different term	<1% 5	- 0	- 0	- 0	1% 1	- 0	1% 2	- 0	- 0	1% 1	1% 1
Don't know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

Motorcyclists: Language of Interview [Phone sample only] * County

	Total n=161	Brevard n=30	Broward n=12	Duval n=11	Hillsborough n=4	Miami-Dade n=1	Orange n=0	Palm Beach n=22	Pasco n=35	Pinellas n=23	Volusia n=23
English	11% 18	10% 3	17% 2	27% 3	- 0	- 0	- 0	9% 2	3% 1	17% 4	13% 3
Spanish	88% 142	90% 27	83% 10	73% 8	100% 4	100% 1	- 0	91% 20	94% 33	83% 19	87% 20

Non-motorcyclists: Language of Interview [Phone sample only] * County

	Total n=160	Brevard n=20	Broward n=8	Duval n=20	Hillsborough n=17	Miami-Dade n=8	Orange n=11	Palm Beach n=20	Pasco n=20	Pinellas n=16	Volusia n=20
English	14% 23	15% 3	- 0	15% 3	6% 1	- 0	9% 1	15% 3	25% 5	6% 1	30% 6
Spanish	85% 136	85% 17	100% 8	85% 17	88% 15	100% 8	91% 10	85% 17	75% 15	94% 15	70% 14

Appendix II: Survey Instrument

2023 Motorcycle Safety Awareness Survey Instrument

INTRODUCTION

Hello, I am a student calling from the University of North Florida. How are you this evening? We're calling people in Florida to ask them a few questions about their driving habits and their opinions about highway safety

[In INTRO]

LANG. Language the interview was conducted in [Interviewer-determined]

1. English
2. Spanish

S1. Have you operated a motorcycle in the past 12 months?

1. Yes [SKIP to S3]
2. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

S2. Has anyone in your household operated a motorcycle in the past 12 months?

1. Yes
2. No [SKIP to S3]
8. Don't Know [VOLUNTEERED] [SKIP to S3]
9. Refusal [VOLUNTEERED] [SKIP to S3]

CALLBACK. May I please speak to that person?

1. Person comes to phone [SKIP to Intro]
2. Person unavailable [Continue survey with person on phone]

S3. Do you have a driver's license and are you 18 years of age or older? [Suspended is acceptable]

1. Yes
2. No [END SURVEY]

COUNTY. What county in Florida do you currently live in?

1. Brevard
2. Broward
3. Duval
4. Hillsborough
5. Miami-Dade
6. Orange
7. Palm Beach
8. Pasco
9. Pinellas
10. Volusia
11. Other Florida county [END SURVEY]
12. Doesn't live in Florida [END SURVEY]
99. Refusal

INFORMED CONSENT

Thank you for your time. We're conducting public opinion research on highway safety. This survey should take about 6 minutes to complete, your identity is unknown, your responses are completely anonymous, and your participation is voluntary. If there are any questions you do not wish to answer, please let me know, and we will move on to the next one.

VEHICLE) In general, what type of vehicle do you drive most often?

1. Motorcycle (Scooter/Moped more than 50cc)
2. Scooter/Moped (50cc or less)
3. Passenger car
4. Pickup truck
5. Sport utility vehicle (SUV/Jeep)
6. Mini-van
7. Full-sized van
8. Other _____
9. Does not drive [VOLUNTEERED]
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

[IF S1 > 1 SKIP TO INTER]

TYPE. Thinking of the motorcycle that you ride most often, what type of motorcycle is it?

1. Cruiser
2. Sport
3. Touring
4. Scooter
5. Trike
6. Other _____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[IF S1 > 1 SKIP TO INTER]

APPROX. Approximately how often do you ride a motorcycle?

1. Nearly everyday
2. A few times a week
3. Once a week
4. Once or twice a month
5. A few times per year
6. Other _____
8. Don't Know
9. Refusal

SOCIAL. Which social media platforms have you used in the last seven days? [SELECT ALL THAT APPLY]

1. Facebook
2. Instagram
3. YouTube
4. Other _____
5. Does not use social media [ONLINE: I do not use social media]
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[IF S1 != 1 SKIP]

WEB. Do you visit any websites specifically related to motorcycles?

1. Yes
2. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[SHOW IF WEB = 1]

WEBO. Which motorcycle sites do you visit? [SELECT ALL THAT APPLY]

1. Harley-davidson.com
2. Motorcycle.com
3. Cycletrader.com
4. Honda.com
5. Yamaha.com
6. Suzuki.com
7. Bmw.com
8. Ducati.com
9. Social Media
10. YouTube
11. Other: _____
88. Don't Know
99. Refusal

[RANDOMIZE ORDER OF CAMPAIGNS IN QUESTIONS CREATE THREE BLOCKS OF 2-QUESTIONS AND RANDOMIZE THESE BLOCKS]

DRINK. In the past few months, have you seen or heard a safety message that says, "Don't Drink and Ride"?

1. Yes [GO TO DRINKSEE]
2. No [GO TO NEXT BLOCK]
8. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

DRINKSEE. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. FM radio
2. Internet radio/Pandora/Spotify
3. Newspaper/Magazine
4. Electronic message board over road
5. Outdoor billboard
6. Poster
7. Brochures
8. Bumper stickers
9. Yard Signs
10. Internet videos (YouTube)
11. Facebook
12. Instagram
13. Twitter
14. Other _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

WATCH. In the past few months, have you seen or heard a safety message that said, "Watch for Motorcycles"?

1. Yes [GO TO WATCHSEE]
2. No [GO TO NEXT BLOCK]
8. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

WATCHSEE. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list as DRINKSEE.

RIDE. In the past few months, have you seen or heard about, "Ride SMART"?

1. Yes [GO TO RIDESEE]
2. No [GO TO NEXT BLOCK]
8. Don't Know [VOLUNTEERED] [GO TO NEXT BLOCK]
9. Refusal [VOLUNTEERED] [GO TO NEXT BLOCK]

RIDESEE. Where did you see or hear it? [SELECT ALL THAT APPLY]

1. Same list as DRINKSEE.

SMART. What does Ride SMART mean to you?

1. [INTERVIEWER-CODED]

EFFECTIVE. In your opinion what would be the most effective way of improving motorcycle safety in Florida? [PHONE: INTERVIEWER-CODED]

1. Education/Training
2. Require helmets
3. Cars watch for motorcycles
4. Motorcycles watch for cars
5. Increased advertising/awareness
6. Stricter law enforcement for cars
7. Stricter law enforcement for motorcyclists
8. Dedicated motorcycle lanes
9. Increased visibility and safety gear for motorcyclists
10. Other _____
88. Don't Know [VOLUNTEERED]
99. Refusal [VOLUNTEERED]

These last few questions are about you, so we can compare your responses to others in the survey.

YEAR. In what year were you born?

8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

[IF YEAR == 9]

AGE) Which of the following categories best describes your age? Are you:

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65 or older
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

HISP. Are you of Latino or Hispanic ethnic background?

1. Yes (SKIP to EDU)
2. No
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

RACE. What is your racial background? Are you:

1. White/Caucasian
2. Black/African American
3. Asian
4. Native American
5. Other _____
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

EDU) What is the highest grade in school or year of college you have completed?

1. Less than high school degree
2. High school graduate/GED
3. Currently in college or has AA degree
4. Bachelor's degree (B.A. or B.S.)
5. Graduate degree or post-graduate degree (M.A., M.S., MBA, PhD, M.D., J.D.)
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

LLCELL. Am I reaching you today on a landline or cell phone today?

1. Landline
2. Cell phone
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

ZIPCODE. To help compare your results to others in your area, may I have the zip code where you live in Florida?

1. _____ (5 character requirement)
8. Don't Know [VOLUNTEERED]
9. Refusal [VOLUNTEERED]

SEX) What is your sex? [PHONE: INTERVIEWER-CODED]

1. Male [VOLUNTEERED]
2. Female [VOLUNTEERED]
3. Other [VOLUNTEERED]
4. Don't Know [VOLUNTEERED]
5. Refusals [VOLUNTEERED]

CLOSING

Thank you for your time. As mentioned, this survey is being conducted by the Public Opinion Research Laboratory at the University of North Florida on behalf of the Florida Department of Transportation and the National Highway Traffic Safety Administration to learn about people's driving habits and their opinions about highway safety. If you have any questions regarding this survey or the rights of research subjects, please contact Dr. Michael Binder at 904-620-2784.

Appendix III. Ride SMART Open-Ended Responses

What does Ride SMART mean to you?

Non-motorcyclists

specific

what Ride SMART is

A car game

A different way to travel

A form of transportation

A form of Uber or Lyft

A new kind of way to get around ride share

A newer and better way to ride share

A ride share program

A smart alternative for transportation, or a new Uber, Taxi, etc.

a smart system for vehicles

A smarter way to ride

A special Motorcycle

A vehicle that has advanced tecg

A way to drive safer

alert careful attentive

Algo con Motocicletas

ALGO DE CONDUCIR INTELIGENTEMENTE.

All I know is that it is a school for motorcycle riders.

Always be cautious when driving

Always be aware of your surroundings

An app to ensure safety

Apply the basic rules of the road, follow speed signs, and do not follow cars to

As a former biker. it mean awareness and driving for others, not just yourself.

As a previous motorcycle rider, I would imagine that means to look out for cars. Also, don't speed, don't do tricks on your bike and don't drive between lanes between cars.

auto safety

AWARE OF THOSE AROUND YOU...4 OR 2 WHEELS

be intelligent when driving, not drink, or don't use cell phone

Based on the ad - . Don't know what they are saying.

Be a careful sober driver

be a defensive rider

Be a focused driver

Be a responsible operator and passenger on a motorcycle

Be a safe driver

Be a safe driver

be a safe motorcycle rider

Be a safe motorcycle rider

Be alert and aware of your surroundings.

Be alert and fully be compliant to the law.

Be alert and watch for other drivers

Be alert do drive intoxicated or text

Be alert on the road

Be alert, don't take chances

Be alert, wear a helmet, be sober

Be are of your surrounding.

be attentive and defensive when riding

Be attentive and safe

Be aware of other vehicles and 2 wheel vehicles

be aware of others driving
Be aware of others on the road, don't operate impaired or recklessly
Be aware of riders & vice versa.
be aware of surroundings
Be aware of surroundings
Be aware of surroundings.
Be aware of what you're doing and don't drive distracted
Be aware of your surroundings
Be aware of your surroundings
Be aware of your surroundings
Be aware of your surroundings
Be aware of your surroundings
be aware of your surroundings and drive within the laws
Be aware of your surroundings at all times.
Be aware of your surroundings while driving
Be aware of your surroundings, don't drink and drive
Be aware of your surroundings, speed limit, check mirrors, weather
Be aware of what is around you.
Be careful Don't text while you drive.
be careful when driving
Be careful
be careful
Be careful
be careful
Be careful
be careful
BE CAREFUL
Be careful
Be careful
Be careful ,pay attention when riding your bike.
Be careful and drive defensively
be careful and follow the law
Be careful and mindful on the road
Be careful and ride with the proper safety equipment
Be careful and safe
be careful and vigilant
Be careful and watch out for other people
be careful but cautious
Be careful driving leave a safe distance
Be careful how you ride
Be careful in riding a motorcycle
Be careful in traffic
Be careful of others on road
be careful on a road
Be careful riding a motorcycle - wear helmet and drive safely.
Be careful when driving, drive smart
Be careful when riding
Be careful when riding.
Be careful when you drive
Be careful when you ride
Be careful when you ride a motorcycle.
Be careful when you're driving
Be careful while driving and paying attention
Be careful while operating a motorcycle

Be careful, don't take unnecessary chances
Be careful, drive safely, stay alive
Be careful, follow traffic laws while riding a motorcycle.
Be carefull, be smart
be cautious and careful on the roads
Be cautious when riding
be creful, follow driving rules, do not speed
Be extra careful and pay attention to the road, drivers, surroundings
Be extra cautious riding motorcycles especially in today's time baby's alot of people
Be on the lookout wear a helmet
Be present and aware when operating a motorcycle. Use common sense, don't ride drunk or high or impaired. Be smart.
Be responsible
be responsible for ur actions behind the wheel
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe
Be safe and smart when riding
Be safe don't do dumb things
Be safe follow rules
Be safe on a motorcycle
Be safe on the road
Be safe west a helmet
Be safe when driving and riding a bike
Be safe when riding on a motorcycle
Be safe, don't speed don't be careless
Be safe, drive safe and don't hurt anyone/drive drunk
Be safe. Obey the law.
be safety proactive when riding
Be smart about diving which means being attentive and defensive as well.
Be smart about driving
Be smart about driving motorcycles
Be smart about things
Be smart when driving
Be smart when driving.
Be smart when using a motorcycle
be smart while driving
Be smart with you riding your bike
BE SOBER AND CAREFUL
Be sober and safe
Beaware of all of your surroundings
Being a defensive driver and putting safety first.

Being a safe driver
Being aware and focused and not distracted
Being aware of what you are doing
Being aware of your surroundings and not taking risks on a bike
Being aware of your surroundings, wearing your seatbelt, and not being on your phone.
Being careful around motorcycles.
being cautious with your choices
Being conscious of the rights and duties driving a vehicle on the streets.
Being observant of everything around you and following the rules of the road
Being on the lookout for motorcyclists
Being safe
Being safe and not doing stupid things.
Being safe obeying speed limits driving defensively
Being safe on a motorcycle
Being safe on the road
Being safe when driving
Being safe when driving
Being safe while you ride. Probably about helmets too
Being safe, dressing for safety, following the rules and being aware of what's going on around you
being smart about riding on the road
Being very careful while you are driving
bicycle and cycling fundraiser
Bike safety
buckle up
buckle up no drinking
Car pool, don't look at phone, or drive under influence
Car service
Car share ride
Careful of your surroundings, pay attention to safety laws
Carpool
Carpooling
Carpooling. Be aware of who you are riding with.
CAUTIOUS DRIVING
Cautiously
city bus
clean, no emissions
Concentrating on driving without distractions.
Continued visual scanning of the road, pay attention to all rules of the road and stay away from congestion if at all possible
Defensive driver
Defensive riding
Do not get in car with someone under the influence.
Do not drink and drive
Do not drink and drive or text and drive. Be aware of your surroundings.
Do not drink and ride.
DO NOT DRIVE INCAPACITATED!
DO NOT GET IN A VEHICLE W/SOMEONE WHO IS NOT WELL OR SOBER
do not know
Do not know
Do not put yourself or others in danger.
Do not text while driving, wear your seat belt, obey all traffic laws and respect fellow drivers and watch for pedestrians.
doesn't mean anything
Don't know

Don't be a dumbass
Don't be a dumbass
Don't be drunk while riding
Don't do dumb
Don't do stupid activities while driving
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive, stay off your phone
Don't drink and drive. Be aware of your surroundings.
Don't drink and ride a motorcycle?
Don't drink and ride also wear a helmet
Don't drink when drunk
Don't drive if drunk
Don't drive too fast and always watch where you're going
Don't drive recklessly
Don't get into a car with an impaired driver
Don't know
Don't know
Don't know
Don't know
Don't make dumb dumb on the road
Don't ride a motorcycle under the influence
Don't ride dumb
Don't speed and obey traffic signs
Don't tailgate give cars the right amount of space watch out for others and don't speed or txt and drive
Don't text and drink and drive
Don't text and drive
Don't text and drink while driving
Don't be a dummy while riding
Don't be an aggressive motorcyclist and be ready to drive defensively rather than offensively.
Don't be dumb and ride without a helmet
Don't be impaired
Don't be reckless when driving be alert.
don't be reckless
don't distract a driver
Don't do anything to put yourself, your passengers or other drivers at risk
don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive
Don't drink and drive and don't ride with someone who is under the influence
Don't drink and drive and wear seat belt when driving

Dont drink and drive use someone to drive you
Don't drink and drive, and obey the laws of the road
Don't drink and drive.
Don't drink and drive.
Don't drink and ride.
Don't drink then get on your bike
Don't drink while driving
Don't drink while riding
Don't drink, text, smoke marijuana, nor fall asleep while driving
dont' drive drunk, be safe when you drive
Don't drive impaired or text while driving
Don't drive reckless
Dont drive recklessly snd be careful on the road
Don't drive recklessly!
don't drive under influence
Don't drive your bike after drinking.
dont expect the other guy to stop defensive driving
Don't get caught drinking or driving be smart.
Don't get on a motorcycle if you are unprepared.
dont have anything in or on the vehicle that could destract you
Don't in a car w someone who has been drinking
Don't know first time hearing about it.
Don't make stupid decisions on your motorcycle
Don't no
Dont ride a motorcycle impaired
Don't ride alone, share the ride.
Don't ride like an a-hole, don't lane split.
don't ride motorcycles under the influence
dont ride stupid
Dont speed
don't speed and swerve in and out of lanes like an idiot
Don't text amd drive
Don't text and drive, be aware
Dont text and drive, take public transportation
Don't text or drive drunk
Don't use your phone while driving
Drive a motorcycle defensively, watch for other motorists and pedestrians
Drive and follow the rules
Drive careful
Drive careful
drive careful
Drive careful
drive carefully
Drive carefully
drive carefully
Drive carefully
Drive carefully
Drive carefully
Drive carefully
Drive carefully and be cautious of others on the road.
Drive carefully and look out for motorcycles and/or motorcycle riders drive carefully.
drive carefully?

Drive defensively. If you are on a motorcycle use turn signals, don't zig-zag between cars; don't speed and expect people to always watch out for you; Don't ride like an a**hole or you'll wind up with a broken face and body; wear a helmet and remember you are the most vulnerable on the road so don't ride damn crotch rockets or expect to be in an early grave.

Drive for others

drive like you know how to

drive responsiveness

Drive safe

drive safe

DRIVE SAFE

Drive safe

Drive safe

Drive safe

Drive safe

Drive safe and aware at all times

drive safe and be responsible

drive safe and carefully checking mirrors and blind spots

Drive safe.

Drive safely

Drive safely

Drive safely

Drive safely

Drive safely

Drive safely

Drive safely

Drive safely

Drive safely

drive safely

Drive safely

Drive safely

Drive safely

Drive safely

Drive safely

Drive safely and carefully

Drive safely and don't be under the influence

Drive safely and using all protective gear such as helmet and pads

Drive safely around or on motorcycles

Drive safely for the protection of yourself and others around you.

Drive safely without distractions

Drive safely, eyes on road, NO TEXTING WHILE DRIVING,, WHERE YOUR SET BELT

Drive safely.

Drive safer, driving with more caution

Drive safely.

Drive smart

Drive smart

drive smart

Drive smart (be visible, stay in lanes)

Drive Smarter

drive sober, pay attention, don't text, be cautious and follow traffic signs and rules

drive under right laws; wear a helmet

drive/ride with regard to safety.

Driver of the bike must obey the laws like everyone else, and be aware of the other

driver safety

Driver safety. Helmets when on a motorcycle.

Driving a motorcycle responsibly
Driving alert and safely.
Driving responsibly
Driving safe
Driving safe and not getting in a vehicle with anyone under age or under the influence.
Driving safely
Driving safely
driving safely
Driving Safety
Driving very fast and safe
Driving while being aware of surroundings and without distractions
Driving with rules and abiding to driving laws.
Driving without being distracted by your phone
East ride
eco friendly
Education on how to improve your motorcycle safety
Efficient and effective
el amor que me das el corazón
Electric vehicles
Everything
Ex DC ttb l'm free evil m deer deer gum yin deer weevil him
Faster and neweer
Follow rules of road...ise common sense
Follow the driving regulations.
Follow the laws and ride your bike properly
follow the rules
Follow the rules
Follow the rules when you ride
Follow the speed limit. Stay in lane. Get out of left lane when not passing.
follow traffic laws and not zoom out of traffic
Follow traffic laws, be aware of road conditions and other drivers
Following all safety guidelines
following traffic laws, wearing protective gear, dress for the slide, not the ri
For motorcycles drive carefully.
For motorcycles its prob an acronym for safety, attentiveness and stuff
Get a ride if drinking
Get a ride if you can't drive
Get a ride incase your drunk
Get you somewhere the smart way
Getting a ride home if you are drunk
Getting there safely
Good message to ride safe
havenr heard of it
Having a way to get home safely
I am assuming it means be a responsible motorcycle operator and do not make risky moves when riding a motorcycle.
I assume it means being responsible driver in a car
I believe that ride smart means motorcycle safety
I do not know
I do not know what that is
I don't know
I don't know
I don't know
I don't know

I don't know
I don't know
I don't know
I don't know
I don't know what it is...then again smart probably is an numonic device and a program so people don't ride their motorcycles drunk
I dont know
I dont know
I genuinely have no idea what that is
I geuss to be alert and safe.
I guess to ride safe and aware
I have never heard the term but I can imagine it means to drive safely and be more aware
I have no idea
I have no idea. I am not familiar with it
I have not heard of it, but would like to know what it is about.
I know this
I no wonder if she has
I really don't know I don't think about it
I suppose that these are tips to drive safe
I think it means ride your vehicle while thinking.
I think it means to be extremely cautious and aware of your surroundings while riding and/or driving
I think it means to think carefully whenever driving, like don't do anything you'll regret
I think it's a annual trip by bicycle in Florida somewhere
I think it's for road safety when it comes to motorcycles
I truly don't know
I would say save money on ride sharing
I would think not to drink
I'm not sure
If they are referring to motorcyles I would say always wear a helmet,
If you're too impaired to drive it's a way to get you home
Im assuming dont drink and drive
I'm assuming it's for motorcycle riding
I'm not sure what the ad is for
Improving motorcycle safety
Inexpensive way to travel
Is an excellent bussines for buy and lease motorcycles to best prices
It is a good message
It is smart to make sure that the driver is safe to drive.
It means be aware of your surroundings
It means be responsible, don't drink and drive, and pay attention while behind the wheel.
It means don't drive crazy in a motorcycle follow the rules of the road
It means don't text or talk on the phone and don't goof off and pay attention
It means drive a motorcycle safely
It means paying attention as a driver and as a passenger.
It means that I should be careful when riding motor vehicles
It means the bikers should ride in a safe and alert fashion.
it means to be careful of your riding actions
It means to be careful, to drive defensively
It means to be responsible on the road and watch for others
it means to be safe, and drive carefully
It means to dont drink and drive and always pay attention to the roads
It means to drive safeand make smart decisions
It means to drive sober and make good decisions. Don't be a stereotypical Florida driver.
It means to drive sober, fasten seatbelt, and drive carefully and responsibly.

It means to drive/ride safely without being under the influence
It means to make good decisions while you ride a motorcycle.
It means to make smart choices when you're behind the wheel of a car.
It means to not drink and drive.
it means to pay attention
It means to ride safe, not intoxicated
It means to ride smart with the best.
It means to ride smart.
It means to wear your seat belt or helmet, and to be cautious
it sounds like a ride service similar to uber or lyft but maybe for club hopping
It sounds like an app or program that helps with your driving
It would be paying attention to what you are doing and riding a helmet.
It's seem really cool I would like to play it one day
It's a way to help protect people who drive motorcycles
It's a PSA about operating a motor vehicle safely.
It's about cars i think
It's means being smart and safe within the motorcyclists community.
Joint rides
Just another form of Uber and lyft
Just drive safely and pay attention like the drivers handbook says
Just drive with responsibility and caution. Don't drive carelessly on the road
Just what it says and I think driving a motorcycle you should wear a helmet. People drive crazy in Florida
keep eyes open
Keep you eyes out for motorcycle drivers
Keep your eye on the road
keep your eyes on the road, use your indicators, dont speed
Like some type of risdeshare
look and pay aticion on things around u
Look out for others while driving
Look out for others; drive carefully
Look out for the other people and distance and protect yourself
looking around you before making a turn or changing lanes
Looking out for riders
Looks to be a public service announcement about motorcycle safety
Maintain safety and keep technologies out of hand because motorcyclists are on the rosd with us. Motorcyclists
are at risk otherwise.
Make good choices
Make intelligent decisions before getting on the road.
Make smart decisions and keep your eyes on the rode
Make sure if drive wisely
Make sure to be safe
Making the right/smart choices when on the road
Maybe if you drink don't drive
Meaning be responsible for how you drive
Means be asmart rider.
Means don't drive recklessly
Means make the right decision when riding
Means safety
Means to be smart when operating a motor vehicle. Like, don't text while driving, watch out for other vehicles, just
use what God has given you. Common Sense.
More advanced
More convenient way of getting around
motorcycle and riding smart and making sure youre aware of your surrounding
Motorcycle awareness

motorcycle drivers pay attention
Motorcycle insurance
Motorcycle mindfulness on the road
motorcycle safety
Motorcycle safety
Motorcycle safety campaign
Motorcycle safty
Motorcycle training
motorcycles should pay attention
Motorcycling for mature individuals
Motorcyclists should be as aware of other vehicles on the road as the vehicles should be aware of motorcyles.
Never heard of it
Never heard of it
never heard of it
Never heard of it
Never heard of it
Never heard of it!!!
Nice way of putting safety in our minds
no
No
no clue
no clue
No drinking
No drinking and no speeding
no idea
No idea
no idea
No idea
No idea
No idea
no idea
No idea.
No sé
No speeding no cell phone
No speeding, no drinking and driving, stay alert.
No speeding, no swerving through traffic, no drinking and driving
No texting and driving
None
None
None
Not being distracted
Not drinking and driving
Not driving like a maniac
not much
Not much
Not much
Not playing with your phone
Not really sure
Not riding dumb
not running a red light
Not sure other than be snart when riding. Lol
Not sure what it is
Not sure, sounds like a motorcycle safety campaign
Not sure. Checks your writing and spelling.

Not sure. Maybe related to being less distracted while driving.
not to drink and drive
Not to drive crazy on a motorcycle
Obey all laws. Wear a helmet.
Obey all rules of the road.
Obey all traffic rules and don't drive crazy.
obey road laws and be attentive
Obey safety instructions to ride safe
obey safety laws
Obey the law and don't drink and ride
obey the law.
obey the laws of the road
Obey the laws while riding in the vehicle with someone driving.
Obey traffic laws, wear your seatbelt, minimize distractions
Obey traffic laws.
Obeying traffic laws
Okay traffic laws, watch for car signals
Passengers are the ones who ride so where your seatbelt dont be distracting to the driver
Pay attention
Pay attention
pay attention
Pay attention
Pay attention
pay attention
Pay attention and be aware.
pay attention and don't be stupid
pay attention and follow the laws
Pay attention and watch for bikes. Don't drink and drive
Pay attention for motorcycles
Pay attention on the road.
Pay attention on your motorcycle
Pay attention to avoid motorcyclists
Pay attention to both the road and your surroundings
Pay attention to everything and don't take chances.
Pay attention to other drivers
Pay attention to other vehicles, they may not always see you
Pay Attention to others
Pay attention to the road
Pay attention to the road and do not drink and operate any heavy machines
Pay attention to the road.
Pay attention to what is going on around you
Pay attention to what is going on around you and don't be distracted while driving.
Pay attention to what you are doing, don't drive reckless
pay attention to what you're doing on the road and follow rules
Pay attention to where you are going
Pay attention to your surrounding and make sure that you are doing everything legally
Pay attention to your surroundings and attention to other drivers
Pay attention to your surroundings and be safe
Pay attention to your surroundings and drive defensively
Pay attention to your surroundings, don't speed and don't be reckless on the road.
Pay attention to your surroundings, dress appropriately, wear protective gear
pay attention while driving
Pay attention, keep distance from cars and watch speed

pay attention; use caution
Pay very close attention while driving and so not get distracted
Paying attention
paying attention fully to driving
Paying attention to motorcycles
People on motorcycles need to ride smart to be safe. Making smart decisions and do not take chances. Riding responsibly
Perhsp's teaming up with passengers to ride in a vehicle
Pertains to motorcycles, wear a helmet, obey traffic laws, drive defensively
Please drive conscience and safely on your motor vehicle. Do not forget motorcycle are very dangerous and can cause serious injuries or death. Remember to drive safely for yourself and others..
Pre ride safety check
Probably a way to drive smarter
Public transport
Public transportation
Public transportation.
Put on your seatbelt, no texting and driving.
qatch how you drive and dont drink and drive
Related to motercycles
Reminders of how to stay safe operating a motorcycle.
Rent a ride save your money wear and tear on your personal vehicle
Rent scooters
Responsible use of a motorcycle
Ride a motorcycle with caution
ride carefully
Ride carefully and follow the law
Ride carefully and pay attention
Ride carefully on your motorcycle
Ride defensive
Ride in a safe way
ride intelligently.
Ride responsible
Ride responsibly
Ride responsibly
ride responsibly, dont ride fast, dont drive like an idiot
Ride safe
Ride safe
Ride safe
Ride safe
Ride safe
Ride safe
Ride safe
Ride safe as a motorcycle rider
ride safe or related to seatbelts
Ride safely
Ride safely
Ride safely
ride safely
Ride safely
Ride safely, aware of your surroundings, and other vehicles
Ride share
Ride share company
Ride sharing
Ride sharing service

Ride smart
Ride smart
Ride smart
ride smart
Ride smart for motorcycles not to dash in traffic and wear helmet
Ride Smart is a 165 miles bicycle from Miami to key west that will take place in november 2023
Ride smart mean to not drink and drive or text and drive. It means to be smart and think about how badly things can go by being neglectful
Ride smart means riding a motorcycle responsibly. Never drinking and driving and always being aware of your surroundings.
Ride smart means riding with safety and thinking about others on the road. Eg. Seatbelt, checking your mirror, blind spots, etc.
Ride Smart means to be safe and careful while you are driving.
Ride Smart means to devote your full attention to operating your motor vehicle.
Ride SMART means to me is to obey the laws
Ride smart means to ride carefully and make good decisions
Ride smart means to ride with caution to protect yourself and others around you. Wear your seatbelt, etc.
Ride Smart means to wear protective gear and to be sober while operating a motorcycle.
Ride smart sounds like a safety class teaching about riding the smart way to on the road but I could be wrong.
Ride SMART to me means to always think about the safety of your life as well as the people in the car with, even other drivers.
Ride SMART to me means to drive responsibly and respect others on the road and to always be safe.
Ride SMART to me would mean to utilize all safety measures and follow all rad rules and signs.
Ride sober and look out for other drivers
Ride sober and ride alert
Ride sober and safely
Ride sober, pay attention
Ride the bike correctly
Ride using technology as an aid
Ride with another person to maybe be safer
Ride with safety and discretion
Ride with the help of technology
Ride without alcoholic beverages
Ride without being under the influence or no drugs in your system, also to wear your day equipment
Ride your bike according to the rules of the road. No stunts, weaving in and out of traffic and even though they are hot wear a helmet.
Ride your motorcycle carefully and be aware of your surroundings.
Ride your motorcycle defensively
Ride your motorcycle safely, obey rules of the road, don't drink and ride
Rideshare or a better way to drive
Rideshare you can trust
Ridesharing
Riding
Riding a vehicle safely
Riding according to rules without drinking or being under influence
Riding different vehicles
Riding economically.
Riding in awareness of those around you. Riding a motorcycle safely
Riding safe
riding safely
Riding Smart
riding smart and learning
Riding the smart way
Riding with people

Right smart means to me to ride with other people in mind don't text and ride ride with your seatbelt on don't speed
while riding
Road safty
Safe
Safe drive
Safe driving
Safe Driving
Safe driving
Safe driving
Safe driving
safe driving campaign for motorcycles
Safe motorcycle driving
Safe travel
Safely
Safely
safer driving
Safety
Safety
Safety for Motorcyclists
Safety when riding
Safety. Wear a helmet and ride smart.
Saftey for motorcycle riders
Save energy and money
Save on gasoline
Saving money
Seat belt no drinking
Seatbelts
Self driving car
Self driving car
sense of not drinking while driving
Share a car with somebody else
share a ride
sharing rides
should not be drinking during driving, o smoking
Similar to ubet or lift
slow down
Smart driving
Smart is probably an acronym to remind riders of safety protocols
Smart mean inteligent ,stay safe, drive smart
Sober and distraction free
Sober driver
Some kind of a taxi service
some kind of vehicle
Some type of ride share program
someone drives for you
Something like Uber or lift
something to do wiht motorcycles
Something to do with being smart while riding a motercycle, so wearing a helmet,
Sounds like a program about safety while riding a bike or motorcycle
Sounds like an driving app
stay alert
Stay alert on the roads
stay alert, wear your protective gear
Stay aware of your surroundings

Stay aware, and abide by the traffic rules that apply to your vehicle.
Stay calm the road rage
stay off your cell phone, wear your seatbelts.
Stay off your phone
Stay to the left on a motorcycle. Do not follow too closely. Be aware of surroundings
staying alert. be prepared for the other guy who may not be alert.
Staying safer on a motorcycle
sue precautions and check for motorcycles
Support for operating motor vehicles in a safer manner
take a bus or uber
Take a bus?
Take all of the safety and diligence issues into account when negotiating a motorcycle
Take the road in a safety form
Taking extra care
Taking necessary precautions to prevent yourself from being involved in an accident.
Targeted to motorcycle riders, safe riding
taxi service
Teaching bicycle safety to young children, so they develop good habits and carry them into adulthood.
tells riders to be alert and know their surroundings and be sober.
tener precaución en la carretera
That a motorcycle pays more attention to the surroundings also not driving/riding irradically
that drive safe and be attentive
That motorcyclists need to operate their vehicle at a safe speed and by paying attention to other motorists.
That the motorcyclist pays attention and for not drive/ride radically.
That you are aware of what's around you on the road.
That you drive safely in your vehicle.
That you should be smart on a motorcycle. Wearing protective gear and following the rules of the road
The advertisement was confusing and I wasn't sure as to what the product was
The Car Is A Smart Car
The same thing as ride safe
The word; riding in a smart capacity.
The you do not speed and look out for others.
Things like Uber or Lyft
Think about what you're doing when you ride. As far as your safety and others
Think before you drive
This means to glance behind you to make sure there are no upcoming vehicles or bicyclists before you turn, just
like you would if you were operating a vehicle. Signal your intentions.
To be alert and don't take chances
To be alert while driving.
To be alert, sober and always on defensive
To be aware when riding or driving
To be careful
To be careful of motorcycle drivers on the road
To be careful of your surroundings
To be careful when riding your motorcycle especially on the road
To be careful while riding a motorcycle.
To be cautious of motorcycles
To be conscious when you're behind the wheel of a motorcycle
To be mindful when riding a motorcycle so you ride safe
To be safe
To be safe
To be safe
To be safe and aware when operating a motorcycle
To be safe on the road

To be smarter while driving?
 To be vigilant when riding a motorcycle, while driving and following the rules and guidelines of the road.
 To drive and always be aware of everything around you
 To drive carefully
 to drive properly, be aware of your surrounding
 To drive responsibly...with seatbelt and attentiveness
 to drive safe
 to drive safely
 To drive safely
 To drive safely on the road
 To drive the vehicle safely and be a mindful driver
 to drive with no distractions
 to focus when driving and not to be distracted.
 To have the proper gear and not drink and ride
 To look out for people
 To make good driving decisions.
 To make smart choices when riding a motorcycle
 To make sure they are practicing safety precautions when operating any type of vehicle.
 To make sure you are paying full attention to the road while riding a motorcycle or bicycle
 To me it means be sober when you're driving
 To me it means to drive safely and carefully
 To me ride smart would mean with safety precautions and right gear depending on your form of transportation.
 To not fuck around with people's lives
 To obey traffic laws and wear a helmet.
 To pay attention and follow the rules
 To pay attention to motorcycles
 To practice safe driving procedures while operating a motor vehicle.
 To ride a motorcycle or another vehicle safely and carefully. Being thoughtful while riding
 To ride in a cognizant way
 To ride in a vehicle that is economical with gas and is green.
 to ride motorcycles safely
 To ride responsibly and follow the rules of the road.
 To ride safely
 To ride safely with all proper equipment and drive safely on the road with other vehicles
 to ride smart
 to ride smart
 to ride smart
 To ride your motorcycle carefully, don't speed or break traffic laws
 To stay safe
 To tell motorcycle riders to exercise safety when riding
 To wear helmet, use lights, use turn signals, stay vigilant
 Transportation service
 Travel together to save gas
 Trusted source
 trying to drive better
 Uber
 Uber
 Use a helmet and all other safety features for motorcycles.
 Use caution
 Use common sense
 Use common sense while riding on the road
 Use public transportation
 Use public transportation.
 use public transportation??

use signals
Use your head and don't be foolish
Use your head, be safe
Using extra care when Rossi my
using your mind and wear your helmet, gloves, drive safe, intersections cars do
Utilizing the service to prevent you from drinking and driving
Very little
Watch cars as you ride
watch for the bikes
Watch out for all motor vehicles especially motorcycles
Watch out for car and motorcycle
Watch out for idiots in cars and trucks!
Watch out for motorcycle
Watch out for motorcycles
Watch out for motorcycles
watch out for motorcycles
watch the road & traffic. Drive with sense
Watch the road, wear a helmet, and stay focused.
Watch your surroundings while driving don't drink and drive, obey the law of the road
Ways to be a vigilant and careful motorcyclist.
Wear a helmet
wear a helmet
wear a helmet
wear a helmet
Wear a helmet and drive defensively.
Wear a helmet and drive the speed limit.
Wear a helmet and safety glasses for eye protection and pay attention around you
Wear a helmet drive safe
Wear a helmet when on motorcycle, don't weave in and out of lanes, drive safely and respectfully
Wear a helmet!
Wear a helmet, and obey the laws.
Wear a helmet, follow rules of the road, do not speed or drink and drive
Wear a helmet, glasses and jacket, always have your light on, don't be intoxicated.
Wear a helmet.
Wear a helmet. Be alert to other drivers don't drink and drive.
wear all of your safety equipment.
Wear helmet.
Wear helmets on motorcycles
Wear helmets when riding a motorcycle
Wear protective equipment when on a motorcycle
Wear protective equipment, don't split lanes.
Wear seabealt
Wear seatbelt. Don't text.
Wear your halmet
Wear your seatbelt
Wearing a seatbelt, not drinking and driving
Wearing protective gear
when riding a motorcycle be wise
When riding take more precaution and make sure you are fully aware of your mental state.
When you are riding not only drive for you but for others on the road too
where a helmet
With safety and precaution
you ride your bike safely
You aware of everything that's going on on the road

Motorcyclists

A better purchase with my money

A combination of all the gear and the time. Pretend you are invisible to others,

A guide to drive well

A lot they're very amazing employees

a place to learn about motorcycles

A safety group

Alot it's so helpful

Always assume the other drivers are going to do something wrong. Drive sober

Always ride with your helmet and go with the flow with the traffic and never ride with two motorcycles in one lane

Always watch and follow traffic laws.

Always wear helmets

Awareness of road safety and regulations

Be a defensive driver

Be alert

be alert, awake, and defensive

Be alert, be careful, wear safety gear, watch out for drivers being stupid nearby

Be attentive, watch the road

be aware

be aware

Be aware and have caution when riding

Be aware and looking for escape routes.

Be aware of surroundings. Not speed

Be aware of your surroundings

Be aware of your surroundings, don't do stupid tricks

Be aware. Follow the rules. Don't drink and drive

Be careful

Be careful

be careful

Be careful

Be careful and cautious when riding

Be careful and ride conservatively

Be careful and steady on the road

Be careful look out for motorcycles

be careful of others

Be careful of your surroundings

Be careful pay attention

Be careful watch your surroundings

Be careful when you ride

Be careful, look around and look again

Be careful, watch out for traffic, follow all the safety lost my helmet

Be carful

be cautious

Be cautious

Be cautious of surrounding. Don't drink and ride.

Be considerate and not stupid when riding in any vehicle

Be cool

be experienced, be aware of surroundings, can't be impaired

Be more aware of your surroundings

Be responsible

Be responsible when driving and think before doing something you will regret while driving

Be safe

Be safe

Be safe
be safe
be safe
Be safe
Be safe and be aware of your surroundings. Follow the rules for motorcycles.
Be safe and follow the rules of the road
be safe when driving a motorcycle
Be safe when riding on the road and don't take any chances
Be safe, wear helmet. Watch out for cars. And cars watch out for motorcycle
Be smart
Be smart driving
be smart in how you drive and common sense
be smart when riding
Be smart when riding motorcycle
Be smart when you ride
Because of the way that it is going to be home for a while and
Being a smart and educated motorcycle rider and also paying attention to other motorcyclists around you
being as safe as possible
being aware
Being aware of others and surroundings, using signal and being
being aware of surroundings
Being aware of surroundings at all times.
being careful on the road
being cautious
Being cautious, speed control
Being safe
Being safe
Being safe
Being safe and alert
Being safe and mindful
Better coverage
Bike driver should pay attention
Bike riders
Bikers drive defensively
campaign to encourage rules of the road wear helmet
Careful
Careful driving
Careful with your speed
Class tip.
Clean smart
common sense riding
complete caution, situational awareness
Corporate.
Defensive
Defensive
Defensive driving
defensive driving
defensive riding
defensively
demonstrate safe motorcycle riding technique
Do not drink and drive
do not speed
Don't be a squid when riding
Don't be an idiot

Don't be a dumbass
Don't be a jackass
Don't be an asshole
don't be an idiot
don't be an idiot
Don't be crazy
Don't be stuipid
Don't be stupid
don't crash
Don't die
Dont do anythinf stupid that put's your life or other lives in danger
Don't do dumb stuff
Don't do stupid things
Dont do stupid things on a motorcycle!
dont drink and drive and assertive driver
Dont drink and drive, and respect other motorist.
Don't drink and pay attention
don't drink, make yourself visible, wear helmet, stay in control and train
Don't drive under the influence, use your road etticit when driving
dont know
Don't look at your phone while you're driving
Don't ride above your abilities
Don't ride dumb
Don't ride intoxicated
Dont ride unsafely
don't speed dont follow too close..geico ad
Dont spped drive or drive and watch traffic and don't show off
don't weave in and out of traffic
Drive a motorcycle safely. And look out for motorcycle drivers.
Drive like your supposed to
Drive responsibly
drive responsibly
Drive safe
Drive safely
Drive safely
Drive safely, wearing helmet, not very fast
DRIVE SAFETY
Drive saft
Drive smart
drive without committing infractions
Driving safely
Driving the right way
Drivng safely with a helmet
educate people how to be safe on the road
Educating drivers or riders
Educational class.
Epic adventures
everybody should ride smart
Everything good about bikes
Follow all the safety rules, be alert and pay attention
Follow all traffic laws and rules and wear your helmet and watch out for others
follow directions and laws
Follow the rules
follow traffic laws and wear helmet

Following all road rules and paying attention to what's going on around me
Fun but safe
Get a ride in an economical situation
Getting instruction in handling and safety
Glance behind you to make sure there are no upcoming vehicles or bicyclist before you turn
Good decisions
Good make sure u are safe riding
Have fun on the open roa but be aware of your surroundings at all times
Helmet
helmet
helmet, jacket
Helmet.and speed
help people ride smarter
Help you learn a little more on how to ride and operate a motorcycle
Holistic approach to transporation.
how you would ride on the road
I haven't heard of it but i feel as it can help me ride better and safer
I never heard about that
I think its interesting
I would like to hear more before answering the question
I would say it is paying attention to personal safety. And others, while biking
If you want to survive the 4 wheelers, then ride smart and live to ride another day.
Important
Improved safety for motorcycle riders. Educating riders and non riders about safety
Improving motorcycle safety throughout Florida.
In my opinion I feel it means riding the correct way
inteligente
Intelligence
Is a really good brand that I can trust
it .eans be safe and smart
It boils down to just being safe
It has something to do with safety.
It is a platform for motorcycles
It looks like a cool website
It means be careful on the road for your self and other drivers. Its about wearing proper gear when riding and haveing everything working on the bike you ride.
It means be safe and wear your fear
It means being aware of our surroundings and recognizing that there are people who ride motorcycles who are vulnerable to accidents
It means do not drive under the influence pay attention to those around you and be courteous to other drivers
It means don't just drive crazy
It means for you to obey all laws. Pay attention to other drivers. Do the speed limit. And most importantly do not drink and drive.
It means intelligence ride
It means my life if you don't ride safe your not smart
It means one should know what they are doing when they are riding.
It means pay attention
It means ride safely
It means riding while being smart and also wearing protection.
it means roaming around
It means to be cautious and respectful of your surroundings
It means to be safe on the road while driving a motorcycle
It means to be safe when riding
It means to be safe, courteous, defensive and alert and green if you can

It means to not ride dangerously, to be careful
It means to ride smart and quick
It means very unique
It means wearing a helmet and not drinking and driving.
It means you should ride smart and be safe all the time
It's a cool motorcycle website
it's a good motivation to the community about safety
It's a great company.
It's very meaningful to me especially since I am a rider and I feel like there public in general has to be more cautious of us
Just be aware when riding for sure for me. It's common sense really.
Just like drive smart
keep eyes and ears open
Keep eyes open and make sure you are seen if will save your life aba others
Keep head on swivel, watch traffic
Keep your eyes open, wear your gear, be careful
Keep yourself and your bike in view
Knowing everything of the road and your limits
Like better be safe than sorry
Look at your surroundings to avoid accidents
look both ways
Look both ways twice for motorcycles
Look out for Drivers who aren't paying attention about being a smart rider
Look out for my self and other vihecles in the road .safety while riding
looking for the idiots
Looking out for you fellow drivers
Make me healthy
Make sure you drive a quarter so you will not get hurt
making good choices
Making safe choices when riding and using safety riding equipment when riding. Pay attention to your surroundings and stay alive
Making sure your careful and responsible on how you ride your vehicle
May is Motorcycle safety month
Mean to be safe
means safe and smart driving
Means that you are doing well with the new
More to the rider and anyone on highway
MOTORCYCLE EXPERT
Motorcycle safety
Name of the class he took to get a motorcycle endorsement
never heard about it before
No alcohol and be aware of your surroundings
no drinking and driving
No drinking and riding, wear a helmet, be aware of traffic around you
not being silly and do the right thing when riding
Not drinking and driving
Not drunk driving
Not to drink and drve
obay the law and don't do crazy stunts
Obey the rules and saftey. Don't drink and ride.
Obey the rules and wear protective gear
pay attention
Pay attention
pay attention

Pay attention
Pay attention to others
Pay attention to surroundings
Pay attention to your surroundings and wear a helmet
pay attention when behind the wheel
pay attention when driving to the people around you
Pay close attention of your surroundings and your actions
Paying attention
paying attention
Paying attention to your surroundings
practicing riding smart
Probably to be safe
putting your best foot forward with driving
Quality
really relevant in order to be cautious and wary when riding a motorcycle
Ride aware of others and myself in relation to each other.
ride bike carefully
Ride by law rules and safe
ride careful and pay attention to all other motorist
ride carefully
ride defensively
Ride fast
ride good
Ride in a responsible way
Ride motorcycle well version of the best decisions
ride properly, sensibly
Ride responsible and not retarded
Ride responsibly
Ride responsibly
Ride responsibly.
Ride safe
Ride safe
Ride safe
Ride safe
Ride safe
ride safe
Ride safe and get to where u need to go
Ride safe but fun
ride safe for your self ab others dont drive careless its a big responsibilitie
Ride safe toy with a motorcycle that can protect you
Ride safe with helmet
Ride safely
Ride safely
ride safely
Ride safely
ride safely
Ride safely
Ride safely and Responsibly
Ride safely no speeding and watch out for other cara
Ride safely.
Ride safety
ride sensitivley
Ride sharing to reduce emissions
Ride smart

Ride smart
Ride Smart for me is drive smart as you have family waiting for you when you home
Ride smart helmet and gear
Ride smart i believe is what is best for us and our future generations
Ride smart is basically a school that teaches about the fundamentals of motorcycling
Ride smart means to be safe and smart while your riding your bike
Ride SMART means to be wise while driving.
Ride smart means to me to be safe drive safely and make sure to have your helmet watch the crossroads don't
text while drive watch the lights ahead .
Ride smart means wear a helmet and protective gear and don't drink and drive
Ride smart not dumb
ride smartly
Ride sober!
Ride with a helmet and do not drive drunk
Ride with a helmet, look both ways, use signalz
Ride with appropriate safety features and in a safe state of mind/control
ride with your brain be smart
Ride with your helmet watch out for cars and got the speed it says
riders traning
Riding at a discount
riding like nobody is paying attention
Riding protectivley. Looking out for people around you.
riding safe
Riding safe
riding safely
riding safely on motorcycles
Riding smaet
Riding smart
riding smart and safe
Riding your motorcycle the right way
Right smart to memes no drinking and driving
Right the right way don't drink a drive
Safe driver
Safe driving
Safe driving
Safe driving for bike riders
Safe driving rules always look twice
Safe measurable attainable reactive telemetry
Safe motorcycles
Safe ride
Safe riding
safe riding
Safe, with a helmet, watch for others don't speed
safely
Safely
safety
Safety
Safety
Safety
Safety
safety
Safety and learning
safety awareness for cars

Safety first
Safety gear helmets
safety is always first
safety is important
Safety measures specifically for motorcyclists
safety products
Safety while riding motorcycle no drinking stay seen and stay up to date on rules
Saftey
saftey
saftey
Share the road and watch out for bikers
smart driving
SMART is an anagram that tells you how to be safe
Smart motorcycles
smart riding
smart riding
Sober, maintaining safe distances, staying in one lane, wearing your helmet and leather/protective apparel.
something about security while driving
Sounds like motorcycle safety awareness
Special
stay alert, and don't let people run you over.
Stay free of distractions and always look
Stay vigilant
staying alive
Staying safe on the road. Always using a helmet when driving, working protective gear. Be aware of your surroundings, and wear gloves to have better grip on the handles.
Take safety precautions while driving
Teaching safety
That you should always wear a helmet
The safety of riding a motorcycle and why you should be careful
The word it's perfect , to ride safely
They are offering some kind of dealership or bike insurance
think before you go, plan route, dont drink and drive
This means to glance behind you to make sure there are no upcoming vehicles or bicyclists before you turn, just like you would if you were operating a vehicle.
This means to observe and get to know that there is no vehicle coming behind you
to always be aware of what is around you
To be a safe driver
to be alert and do what is right
To be careful and watch for other people around you.
To be careful while driving
To be careful while riding my motorcycle and while driving my car to be extra cautious near motorcycles
To be responsible andc wear protective items
to be safe
To be safe
To BEAWARE OF YOUR SURROUNGDS
To don't ride wreckless like weaving in and out of traffic
To drive safe
To drive safely
To drive safely.
To drive the correct way according to the laws provided
to keep speed reasonable
To make wise decisions such as don't speed, text on phone, and drink while driving.
To me Ride Smart means to be very careful wile riding in the street.

To not do tricks on a bike
To not drink while driving
To pay attention and ride right.
To pay attention and to ride professionally
To ride responsibly without any danger.
To ride safely and ride when you should and how you're supposed to
To ride safely and smart
To ride smart
to ride smart
To use safety
To watch for other riders
To watch the road in order to not get hit
Training and safety awareness with motorcycle
Unsure never remember
Use a helmet
Use a helmet ,ride safe,do the speed limit
Use common sense. Be careful. See and be seen.
use your head, wear a helmet, don't drink and ride, share the road
Use your helmet gloves bike gear and be safe
Use your protective gear and equipment
Using the riders, friends and family to help with the organization re: motorcycle safety among other things.
watch for other drivers
Watch out for drivers that are not paying attention be more defensive
Watch your surroundings
Watch your surroundings, keep an eye out, slow down
watching out for old people
Watching out for the other drivers, never get in a blind spot. Just be smart when
wear a helmet
wear a helmet and be careful
wear a helmet and riding sober
Wear a helmet watch the drivers watch the road
Wear a helmet, pads all the stuff you want to have and not need then to need and not have.
Wear helmet and other protective gear. Be on high alert for other drivers. Keep up with maintenance tires, etc.
Wear protective gear and always be aware of your surroundings
Wear safety equipment and go the speed limit
wear safety gear from head to toe and watch all four corners; and don't drink and
wear the proper types of clothes. don't drink and ride
wear your gear
Wearing protective equipment and being smart about your decisions
what I'm doing being careful
Where are your gear
With a helmet obeying laws
You better know what the hell you're doing, pay attention all the time
you follow the rules of the road and handle your vehicle appropriately
You need to have knowledge
You use a lot of sense or else dead