

# Florida 2024

Motorcycle Safety Awareness  
Media Survey



Florida Department of Transportation (FDOT)

Final Report

September 2024

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## Motorcycle Safety Awareness Media Survey

**Report Prepared for FDOT by the  
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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 in 58,560 square miles. The 2022 American Community Survey from the U.S. Census Bureau estimates there are 22,244,823 Florida residents over the age of 18. The approximate racial/ethnic breakdown according to the 2022 ACS estimates is as follows: 50.8% White or Caucasian, 14.6% Black or African American, 27.1% Hispanic or Latino, and 2.8% Asian. The Florida Department of Transportation (FDOT) reports a total of 123,816 miles of public roads in their annual Public Road Mileage and Travel (DVMT) Report for 2022.

**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 668 motorcyclist fatalities in 2022, up from 651 in 2021, and 564 in 2020. 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. 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**

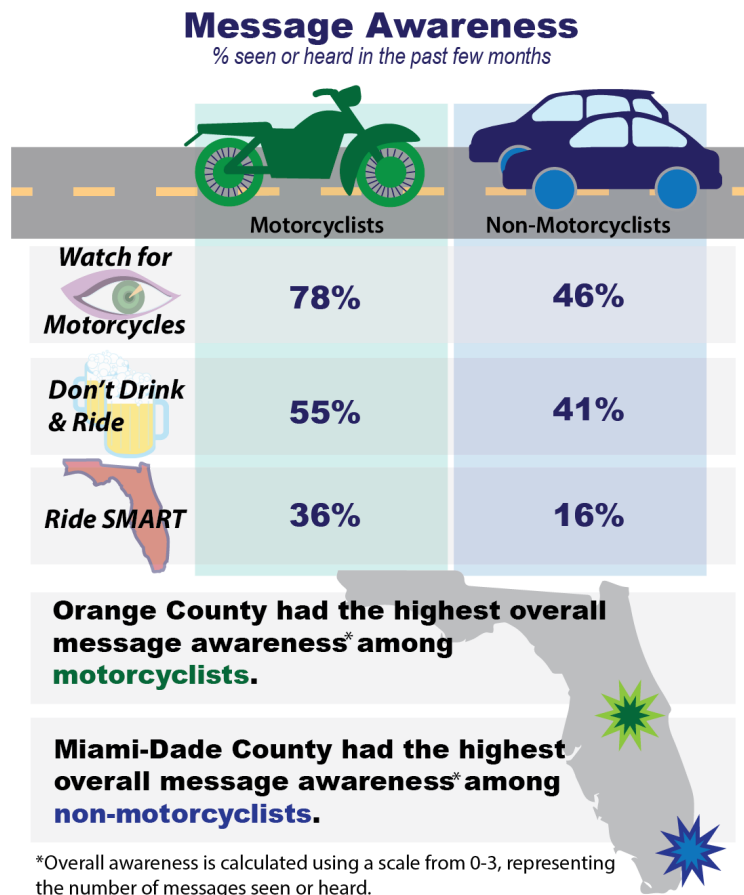
In the effort to accurately capture the awareness and driving habits of adult Florida drivers and motorcycle riders, a mixed-mode approach was used incorporating both telephone and online surveys, for a total sample of 1,698 adult residents in the 10 target counties.

Quotas were placed on 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 (Table 1). An oversample of adult Florida motorcycle riders was used to target motorcyclists who have ridden in the past 12 months.

The online portion of the study was distributed two ways: via text message with unique survey link, and Cint, an online panel provider, that helped create a panel of qualified respondents. Both methods of distribution linked to Qualtrics, a web-based survey platform. Online data collection took place between May 8 and May 20, 2024, and garnered 1,536 completed responses.

Telephone data collection took place at the PORL facility with its 27-station Computer Assisted Telephone Interviewing (CATI) system between May 24

**Figure 1. Executive Summary**



and May 31, 2024, garnering 162 responses. 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. The breakdown of cell phone to landline responses was 98% to 1%, with 1% who refused to answer.

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 +/- 3.28 percentage points, including estimated design effects. Table 1 shows the sample sizes of each of the 10 Florida counties surveyed, and Table 2 displays the overall margins of error for each county, as well as the overall margins of error for motorcyclists and non-motorcyclists. It is important to note that, due to smaller sample sizes, the observations made between small subgroups have higher margins of error, indicating a greater degree of uncertainty toward the true population than that of the entire sample.

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 education, age, sex, race and ethnicity, and geography to the 2022 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 demographic targets derived from motorcyclist data collected in past project years.

As members of AAPOR, the PORN's goal is to support sound and ethical practices in the conduct of survey and public opinion research. Moreover, the PORN 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](mailto: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=46	n=100	<b>n=146</b>
Broward	n=72	n=151	<b>n=223</b>
Duval	n=42	n=122	<b>n=164</b>
Hillsborough	n=65	n=96	<b>n=161</b>
Miami-Dade	n=89	n=123	<b>n=212</b>
Orange	n=48	n=112	<b>n=160</b>
Palm Beach	n=54	n=121	<b>n=175</b>
Pasco	n=48	n=103	<b>n=151</b>
Pinellas	n=45	n=121	<b>n=166</b>
Volusia	n=44	n=100	<b>n=144</b>
<b>Total</b>	<b>n=553</b>	<b>n=1,149</b>	<b>N=1,702</b>

**Table 2. County and Margin of Error**

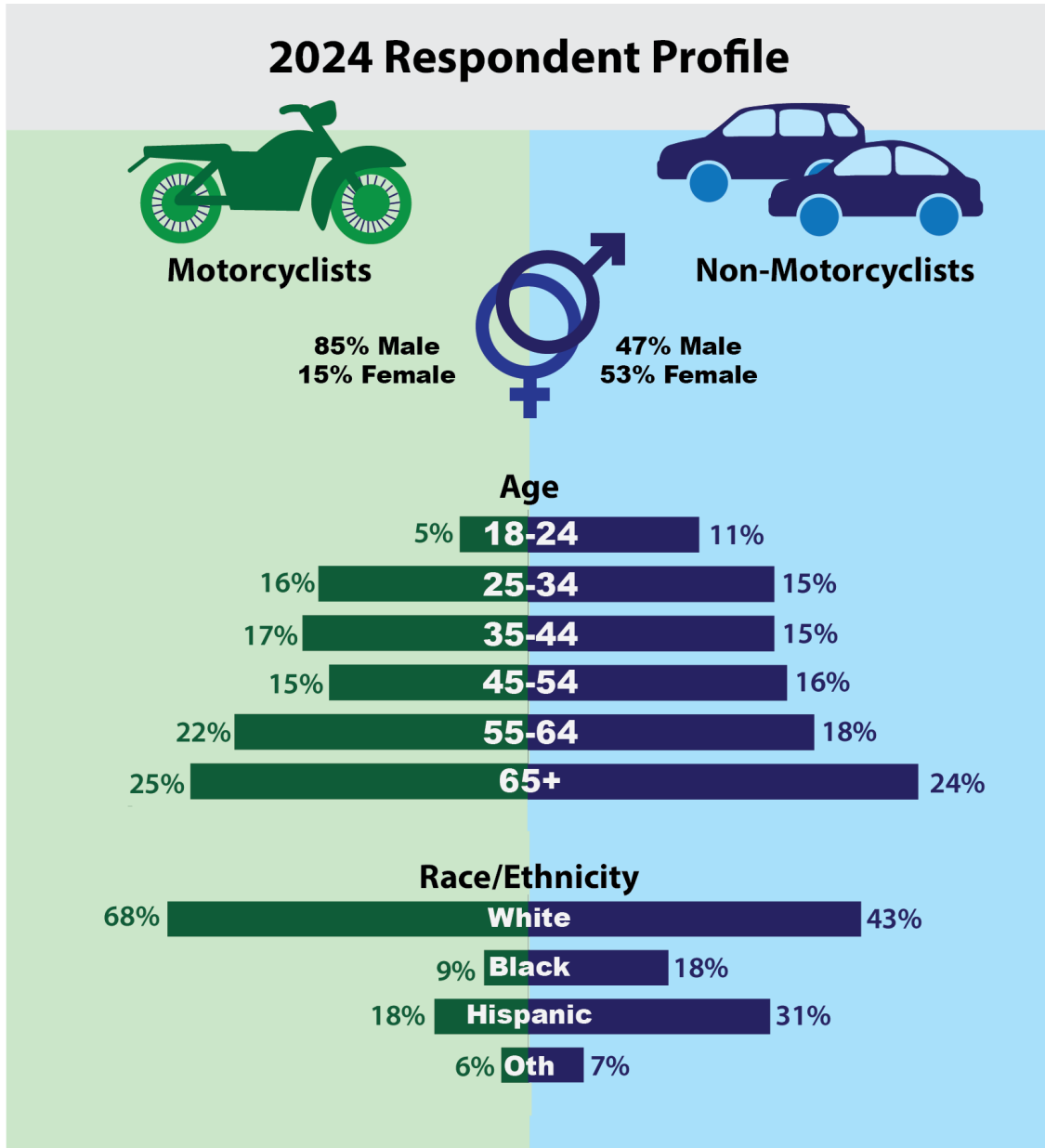
County	MoE
Brevard	+/-8.11
Broward	+/-6.56
Duval	+/-7.65
Hillsborough	+/-7.72
Miami-Dade	+/-6.73
Orange	+/-7.75
Palm Beach	+/-7.41
Pasco	+/-7.97
Pinellas	+/-7.61
Volusia	+/-8.17
<b>Total Motor</b>	<b>+/-5.44</b>
<b>Total Non-Motor</b>	<b>+/-4.20</b>
<b>Total Sample</b>	<b>+/-3.28</b>

## Summary of Findings

The figures on the following pages represent data from the 2024 survey, as well as longitudinal data from previous years where applicable. These findings are separated into motorcyclists and non-motorcyclists for comparison.

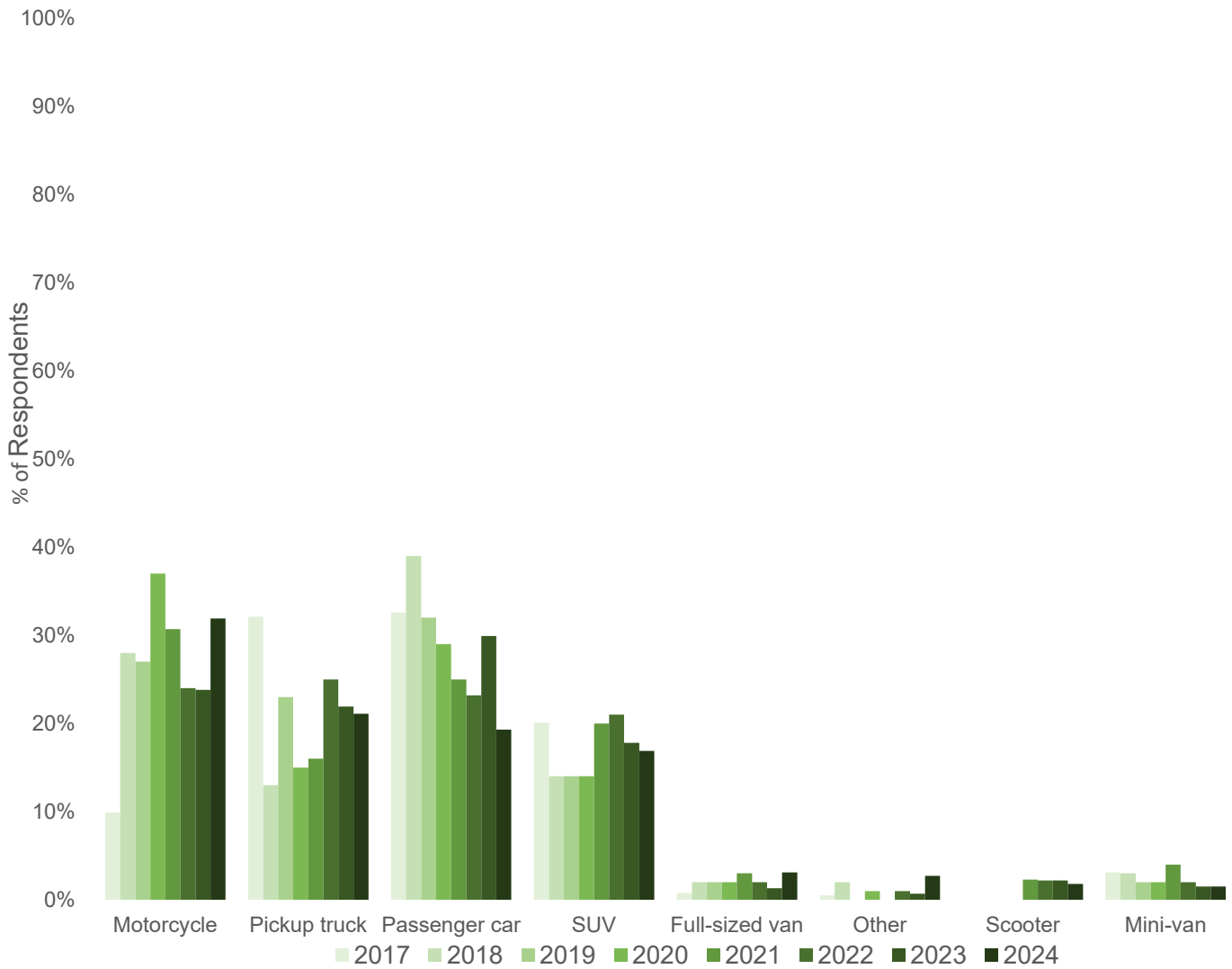
The infographic below displays the demographic data of the 2024 sample, also broken down by motorcyclists and non-motorcyclists.

Figure 2. Respondent Profile



**Figure 3a. Motorcyclists Vehicle Driven, 2017-2024**

### 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 motorcycles with 32%, followed by passenger cars at 20%. The percentage of motorcyclists who reported

driving a motorcycle most often increased by eight percentage points in 2024, up from 24% in 2023. Conversely, motorcyclists driving passenger cars fell from 30% in 2023.

The percentage of motorcyclists who reported driving pickup trucks and SUVs most often remained largely steady 2024, at 21% and 17%, respectively.

**Figure 3b. Non-motorcyclists Vehicle Driven, 2017-2024**

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

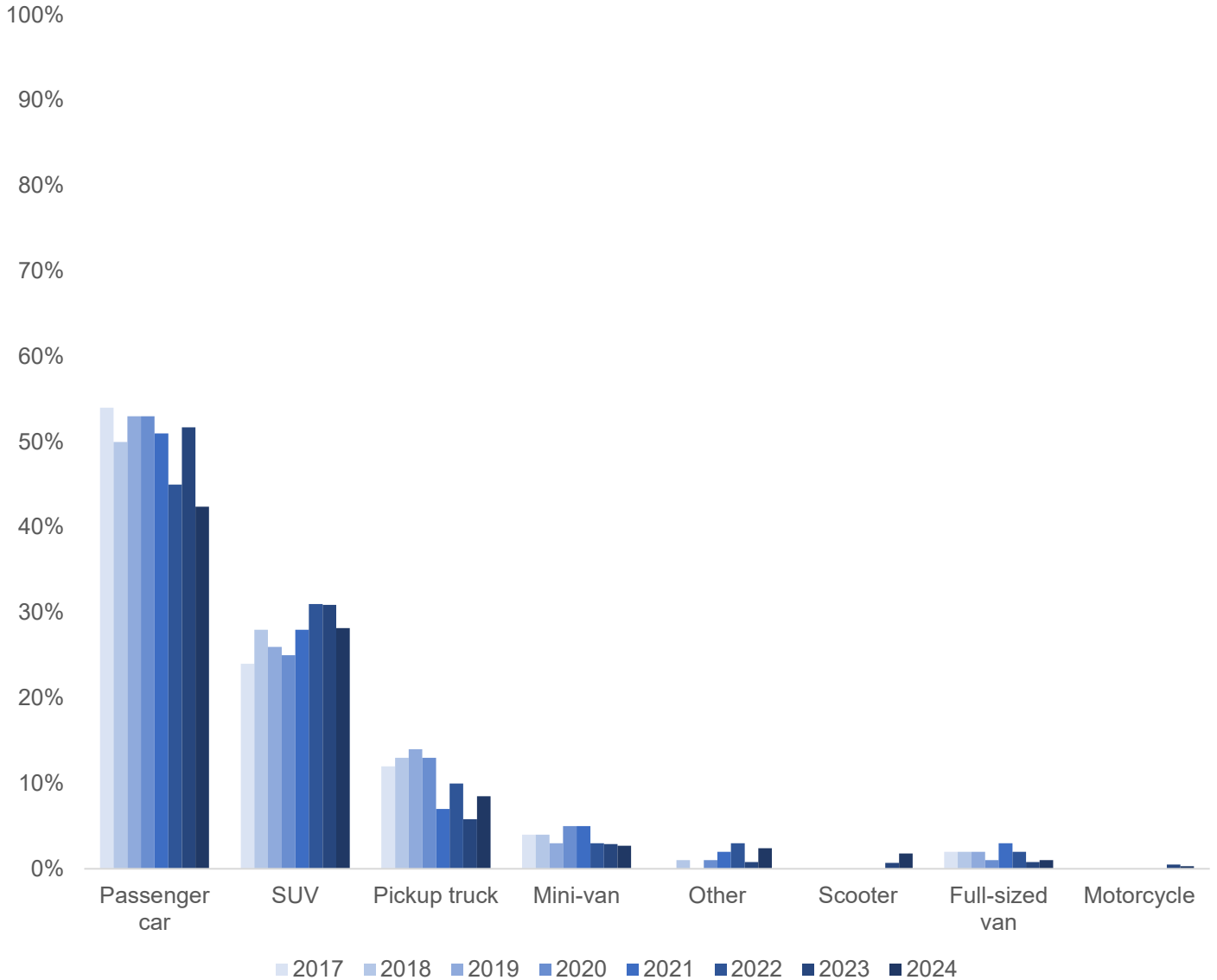
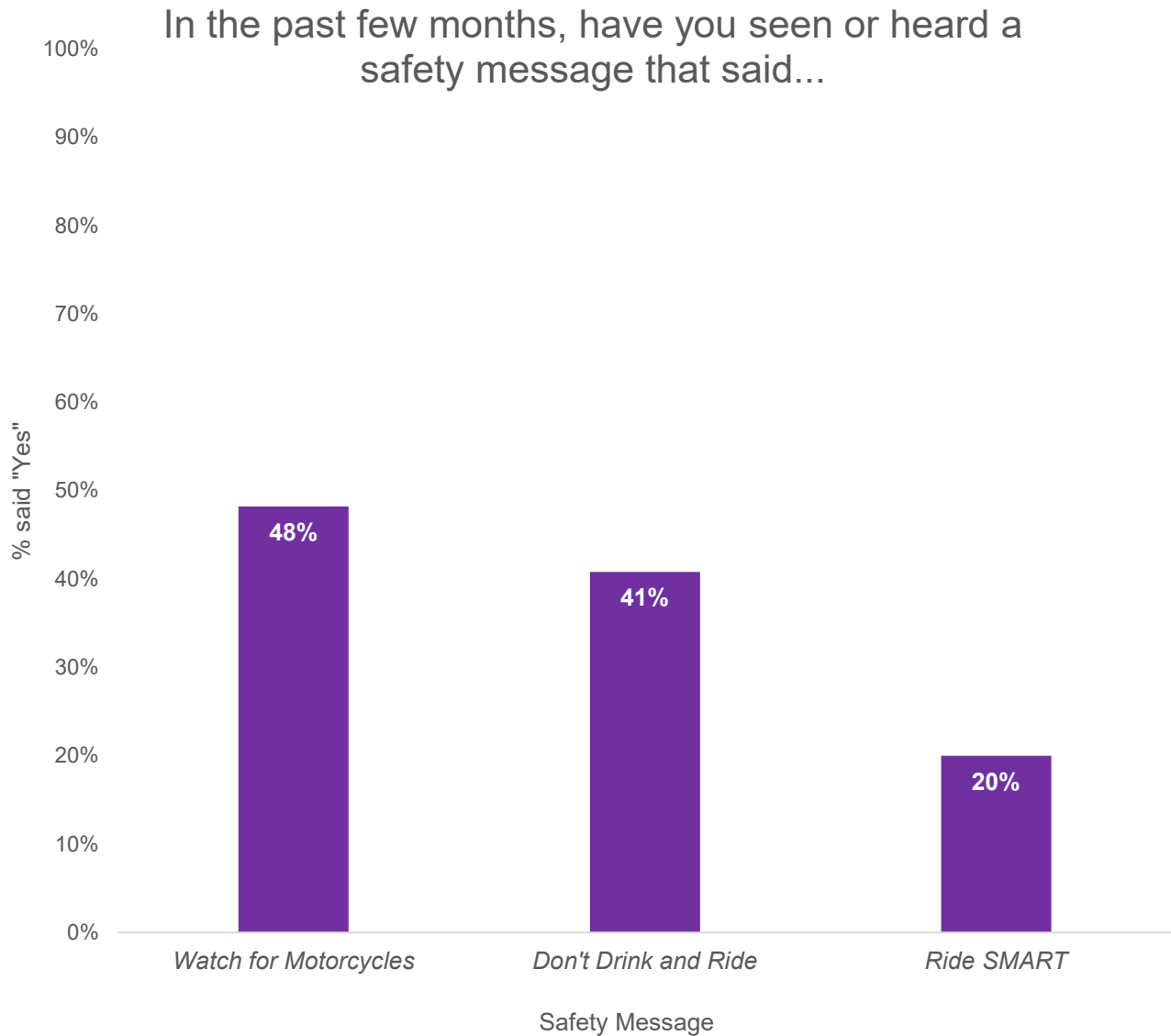


Figure 3b above shows the responses to the vehicle type question among non-motorcyclists for each project year. In all seven years, passenger cars have been the most popular vehicle, although decreasing by 10 percentage points from 52% in 2023 to 42% in 2024.

Sports Utility Vehicles (SUVs) continue to come in second place, at 28%. This year saw a three-point increase in pickup truck drivers, from 6% in 2023 to 9% in 2024.



**Figure 4. Overall Safety Message Awareness**



All respondents were asked whether they had seen or heard three different safety messages in the past few months: *Watch for Motorcycles*, *Don't Drink and Ride*, and *Ride SMART*. Figure 4 above shows the total percentage of respondents (including motorcyclists and

non-motorcyclists) that said they had seen or heard each of the three messages. The message with the greatest overall awareness is *Watch for Motorcycles* with 48%, followed by *Don't Drink and Ride* with 41%, and *Ride SMART* with 20%.

**Figure 5. Watch for Motorcycles by Motorcyclists and Non-motorcyclists, 2017-2024**

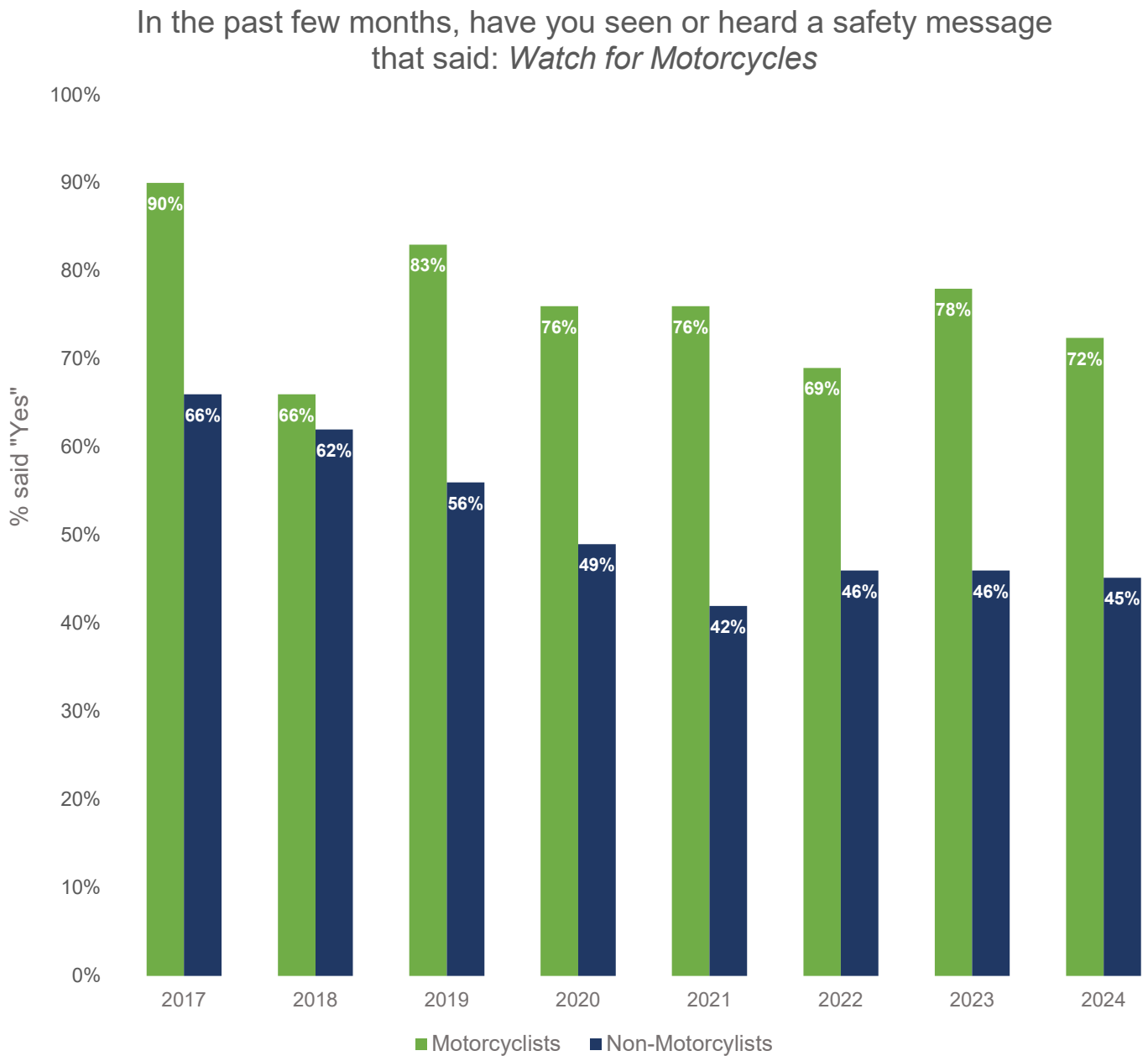


Figure 5 compares the percentage of motorcyclists and non-motorcyclists who reported having seen or heard *Watch for Motorcyclists*, broken down by project year. In 2024, 72% of motorcyclists reported having seen or heard the message in the past few months, down six percentage points from 2023. Among non-motorcyclists, *Watch for Motorcyclists* awareness remained steady at 45%.

Among motorcyclists, awareness has seen an overall decline of 18 percentage points since 2017, while non-motorcyclist awareness has seen a 21-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.

**Figure 6. *Don't Drink and Ride*<sup>1</sup> by Motorcyclists and Non-motorcyclists, 2019-2024**

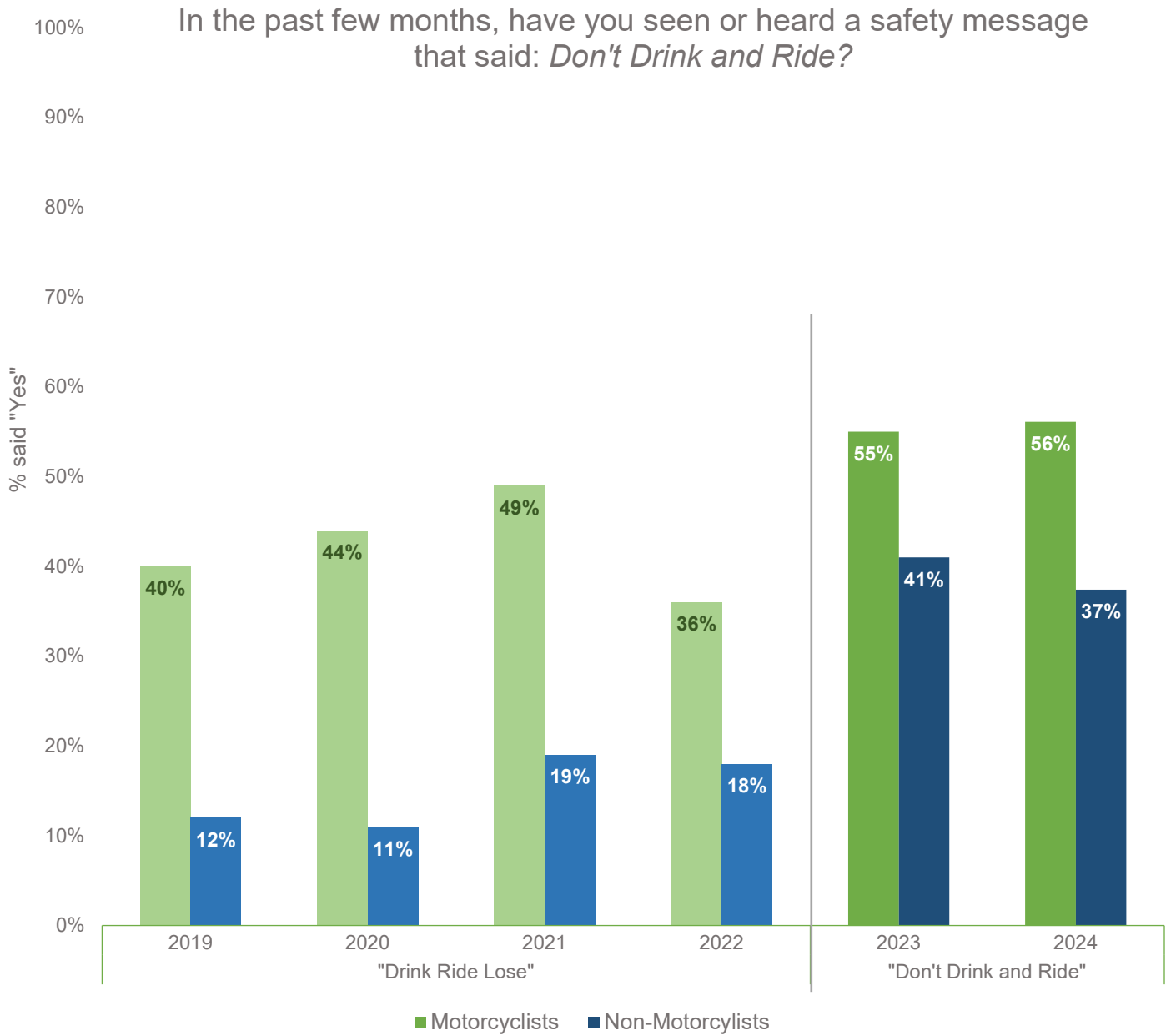
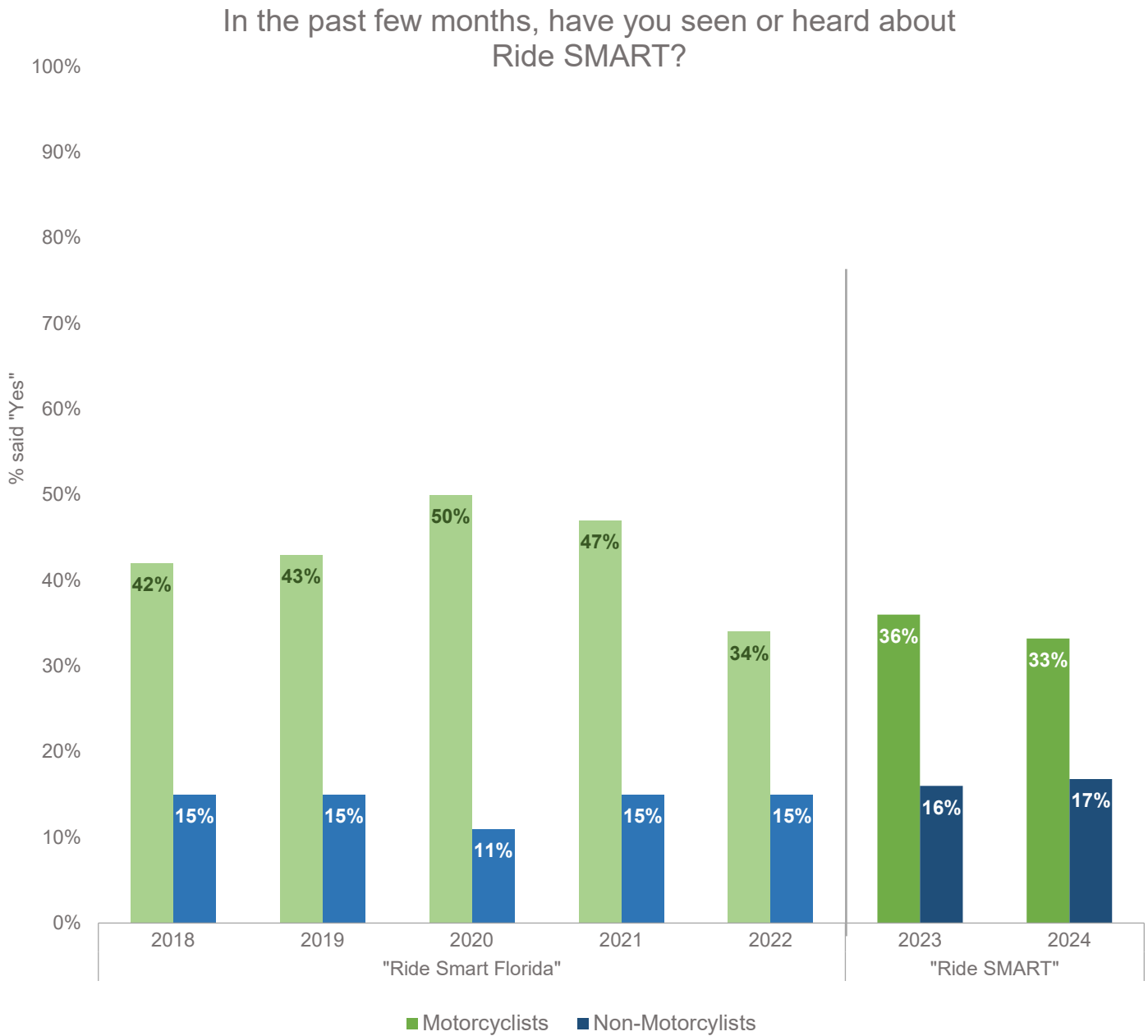


Figure 6 compares *Don't Drink and Ride* awareness among motorcyclists and non-motorcyclists for each project year. Prior to 2023, respondents were asked about a similar message, *Drink Ride Lose*, which was added in 2019. Both messages are largely geared toward motorcyclists, rather than non-motorcyclists.

*Don't Drink and Ride* awareness among both motorcyclists and non-motorcyclists generally remained steady in 2024, after a dramatic increase in 2023 when the message changed.

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

**Figure 7. Ride SMART<sup>2</sup> by Motorcyclists and Non-motorcyclists, 2019-2024**



The *Ride SMART* message also changed slightly in 2023, from “Ride Smart Florida” in previous years. Both messages are displayed above in Figure 7, comparing awareness among motorcyclists and non-motorcyclists by project year.

Despite the change in wording, awareness among both groups has remained largely unchanged since 2022. Awareness is much higher among motorcyclists than non-motorcyclists in all project years, with 33% and 17%, respectively, in 2024.

<sup>2</sup> Prior to 2023, respondents were asked if they had seen or heard “Ride Smart Florida”

**Figure 8. Awareness by Motorcycle Usage, 2024**

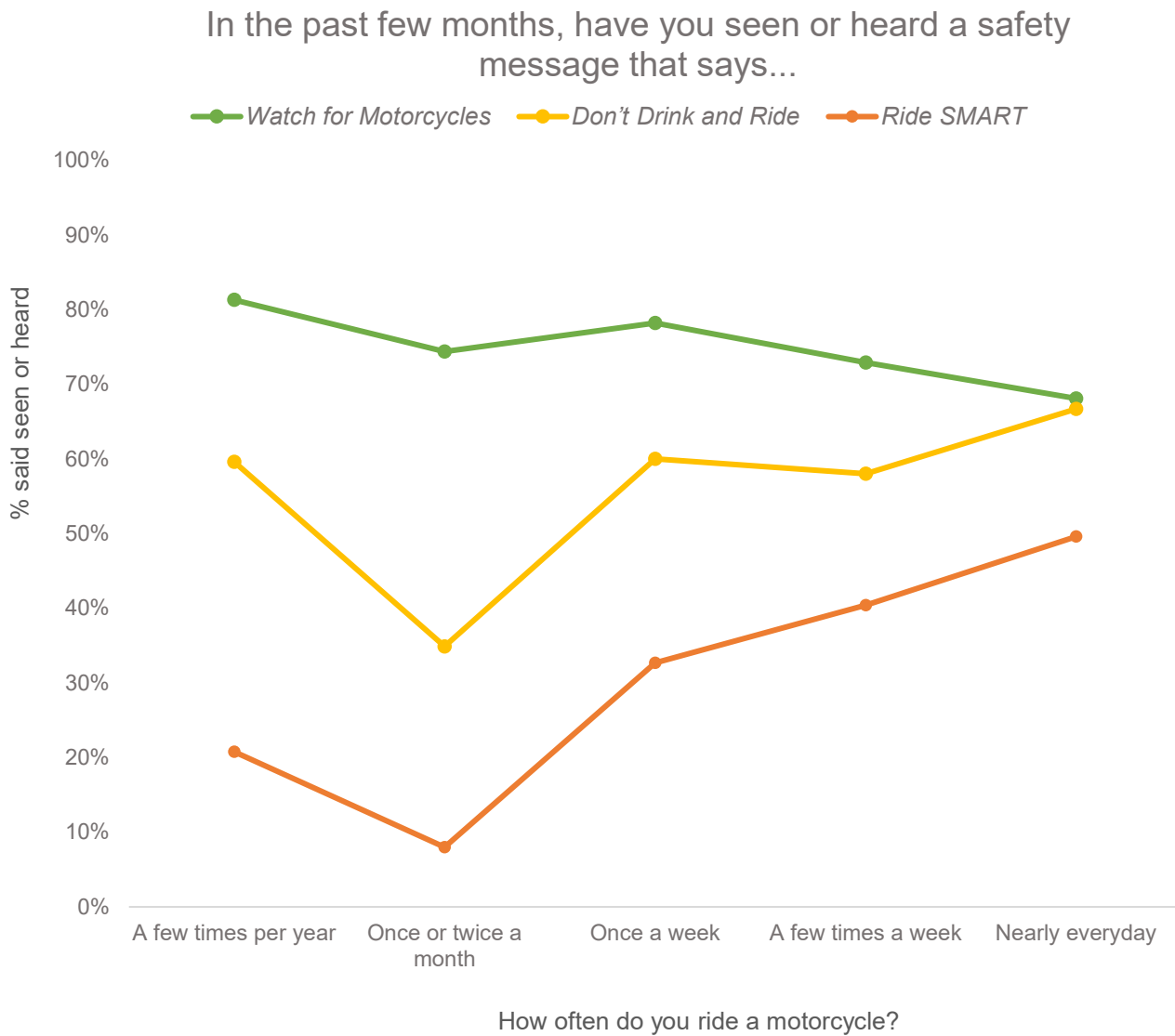


Figure 8 displays the percentage of motorcyclists who indicated they had seen or heard each of the campaign messages, broken down by reported frequency of motorcycle usage.

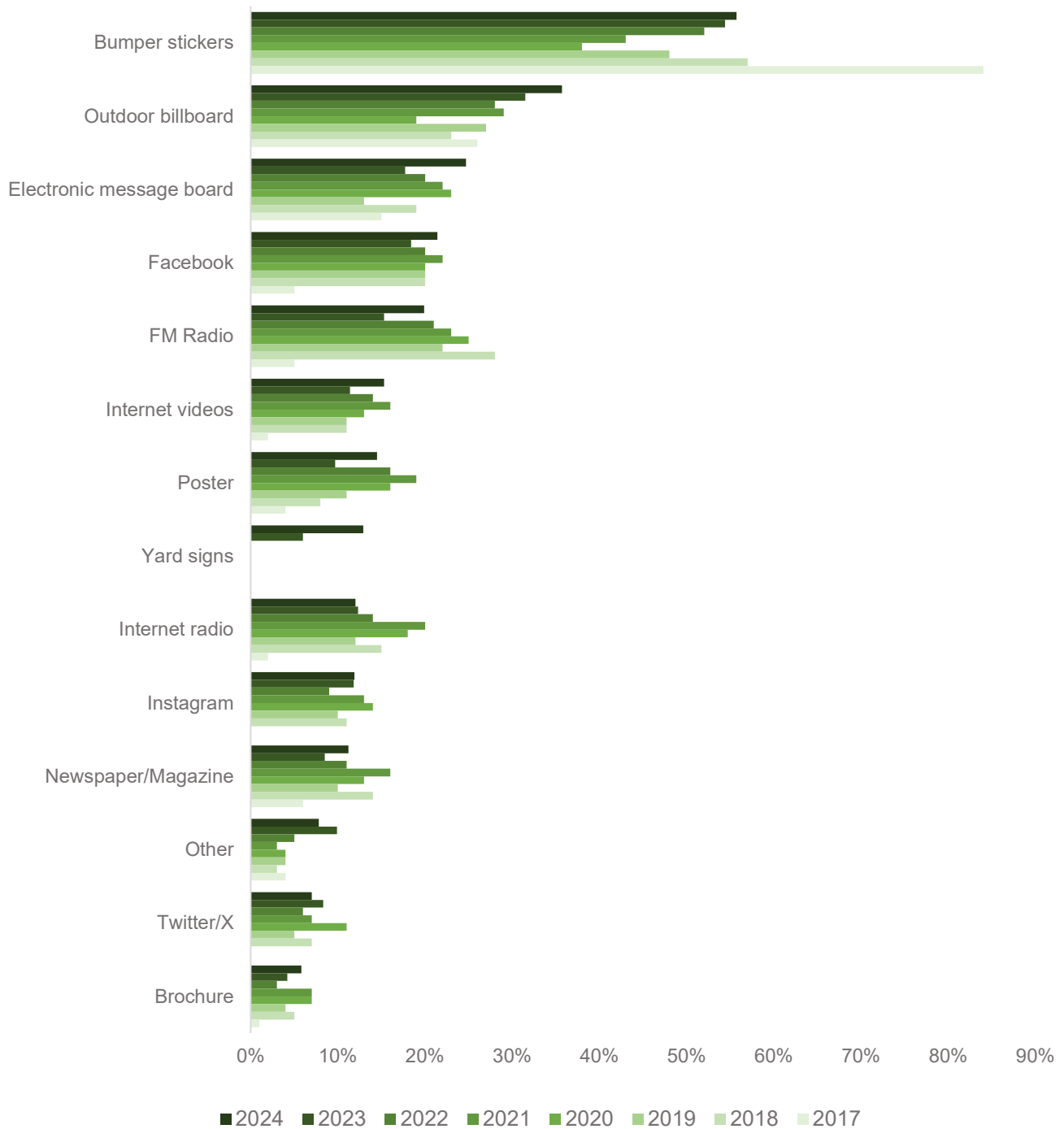
Awareness of *Don't Drink and Ride* and *Ride SMART* generally increase with increased motorcycle use, although awareness across all messages dips among those who reported riding once or twice a month.

Although it is the message with the greatest awareness, *Watch for Motorcycles* follows a different pattern, decreasing slightly with increased motorcycle use.

Awareness among those who ride a few times a year is 12 percentage points higher than among those who report riding nearly every day.

**Figure 9a. Motorcyclists Media: *Watch for Motorcycles*, 2017-2024**

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

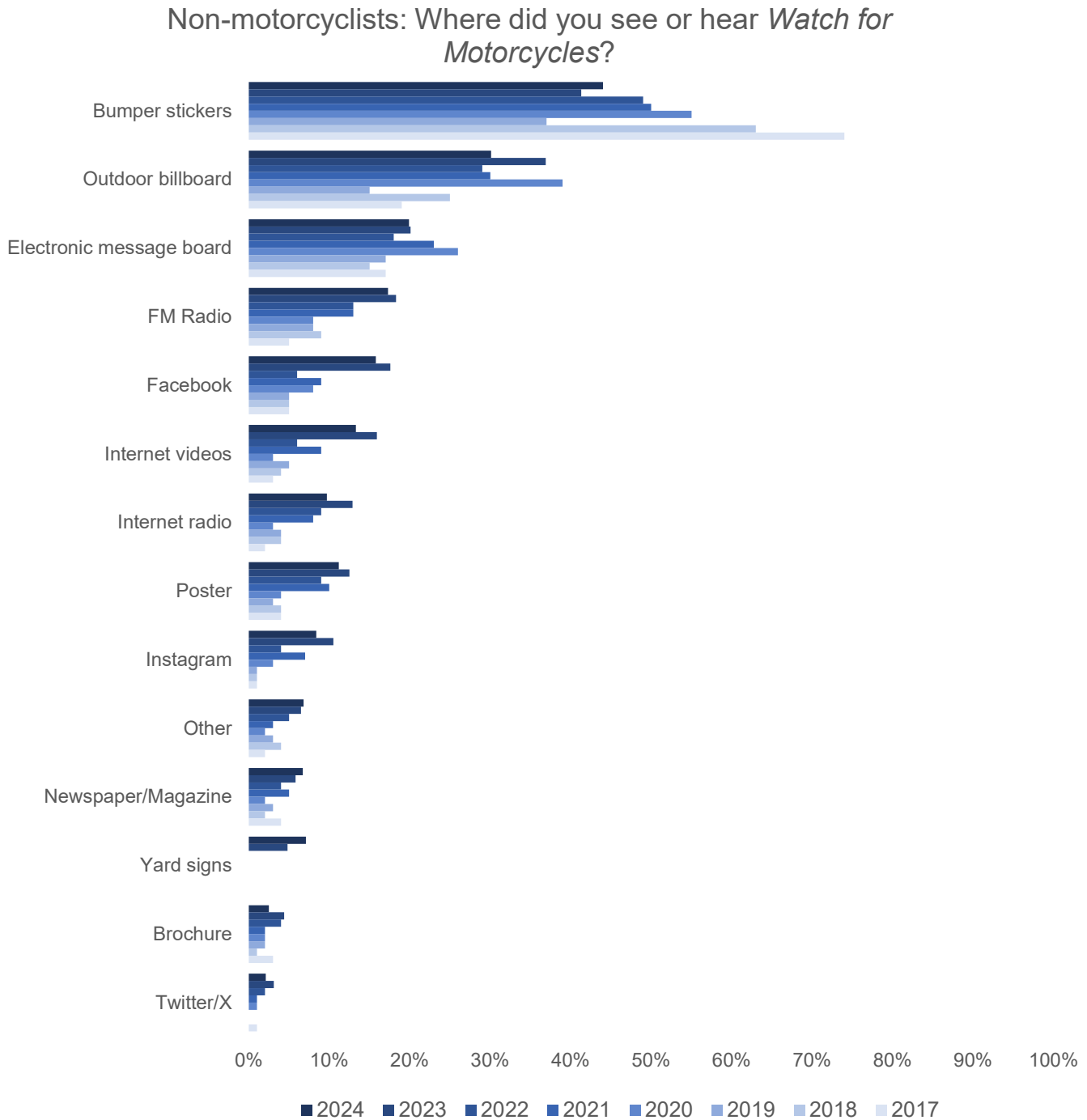


For each safety message, respondents who indicated they saw or heard it in the past few months were then asked *where* they saw or heard it. Figures 8a and 9b display the responses among motorcyclists and non-motorcyclists, broken down by project year. For the eighth year running, the most popular medium on which

motorcyclists reported seeing *Watch for Motorcycles* is bumper stickers, at 56%. This is followed by electronic billboards over the road with 36%, and Facebook at 21%.

The percentage of motorcyclists who said they saw it on yard signs, which was added as a response in 2023, more than doubled in 2024 from 6% to 13%.

**Figure 9b. Non-motorcyclists Media: *Watch for Motorcycles*, 2017-2024**



Bumper stickers are also the top media choice among non-motorcyclists at 44%, up very slightly from 41% in 2023. Outdoor billboards were the second most popular

response among non-motorcyclists at 30%, down from 37% in 2023. The least popular medium in 2024 was Twitter/X, with just 2%.

Figure 10a. Motorcyclists Media: *Don't Drink and Ride*, 2019-2024<sup>3 4</sup>

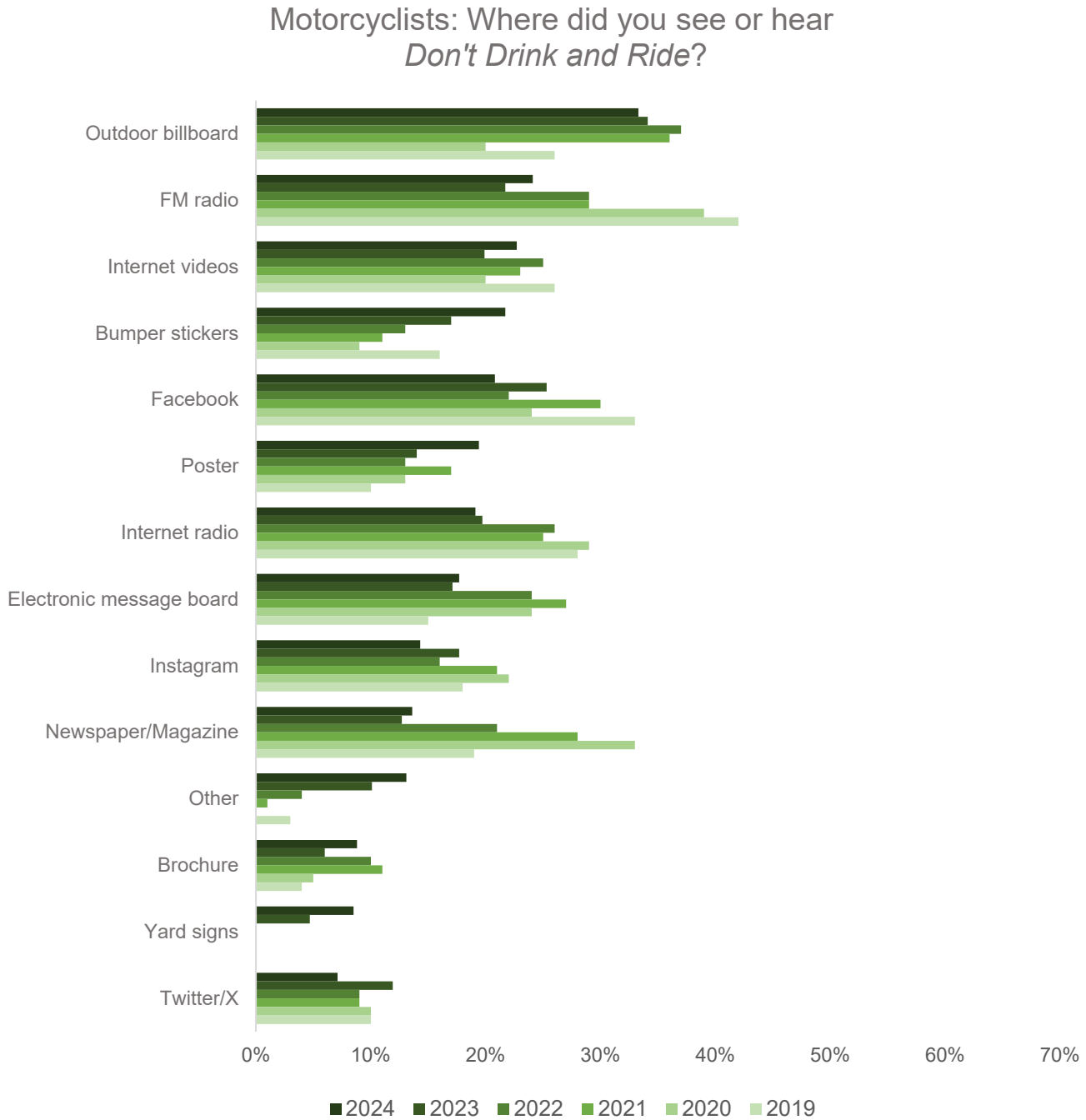


Figure 10a above displays the responses of motorcyclists when asked where they saw or heard *Don't Drink and Ride*, broken down by project year. It is important to note that 2019-2022 percentages reflect the media for *Drink Ride Lose*, the message used prior to 2023.

Outdoor billboard came in first among motorcyclists, with 33%, followed by FM radio with 24%, up 5 points from 2023. Twenty-three percent of motorcyclists said they heard *Don't Drink and Ride* on internet videos, followed very closely by bumper stickers with 22%.

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

<sup>4</sup> Note the axis only goes to 70% for easier visualization



Figure 10b. Non-Motorcyclists Media: *Don't Drink and Ride*, 2019-2024<sup>5 6</sup>

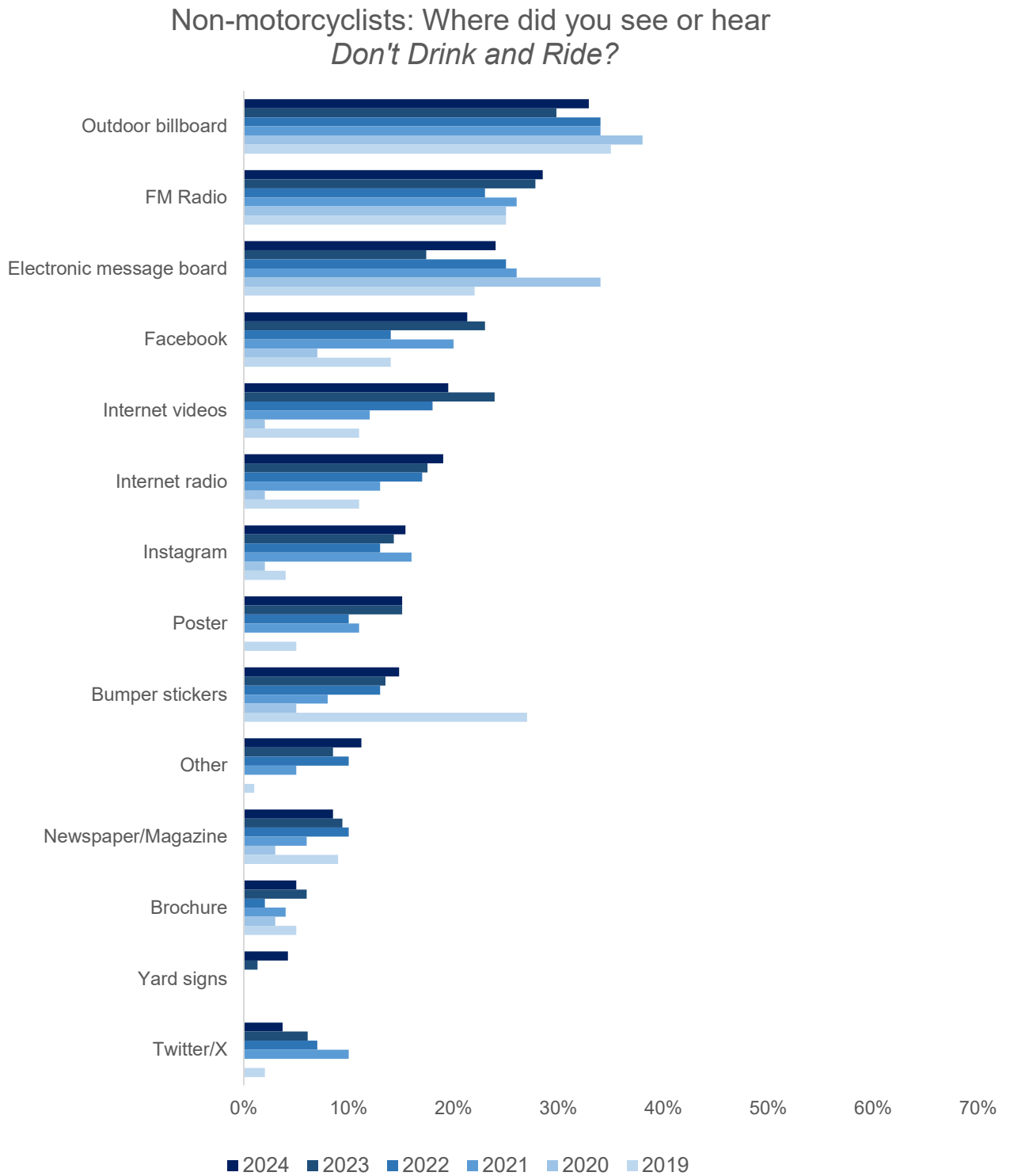


Figure 10b shows where non-motorcyclists saw *Don't Drink and Ride*, broken down by project year. Outdoor billboards also had the greatest percentage of responses among non-motorcyclists with 33%, followed by FM

radio with 29% and then electronic message boards with 24%, up from 17% in 2023. Twitter/X and yard signs were tied for least popular response with 4%, each.

<sup>5</sup> Prior to 2023, respondents were asked where they had seen or heard "Drink Ride Lose"

<sup>6</sup> Note the axis only goes to 70% for easier visualization

Figure 11a. Motorcyclists Media: *Ride SMART*, 2018-2024<sup>7 8</sup>

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

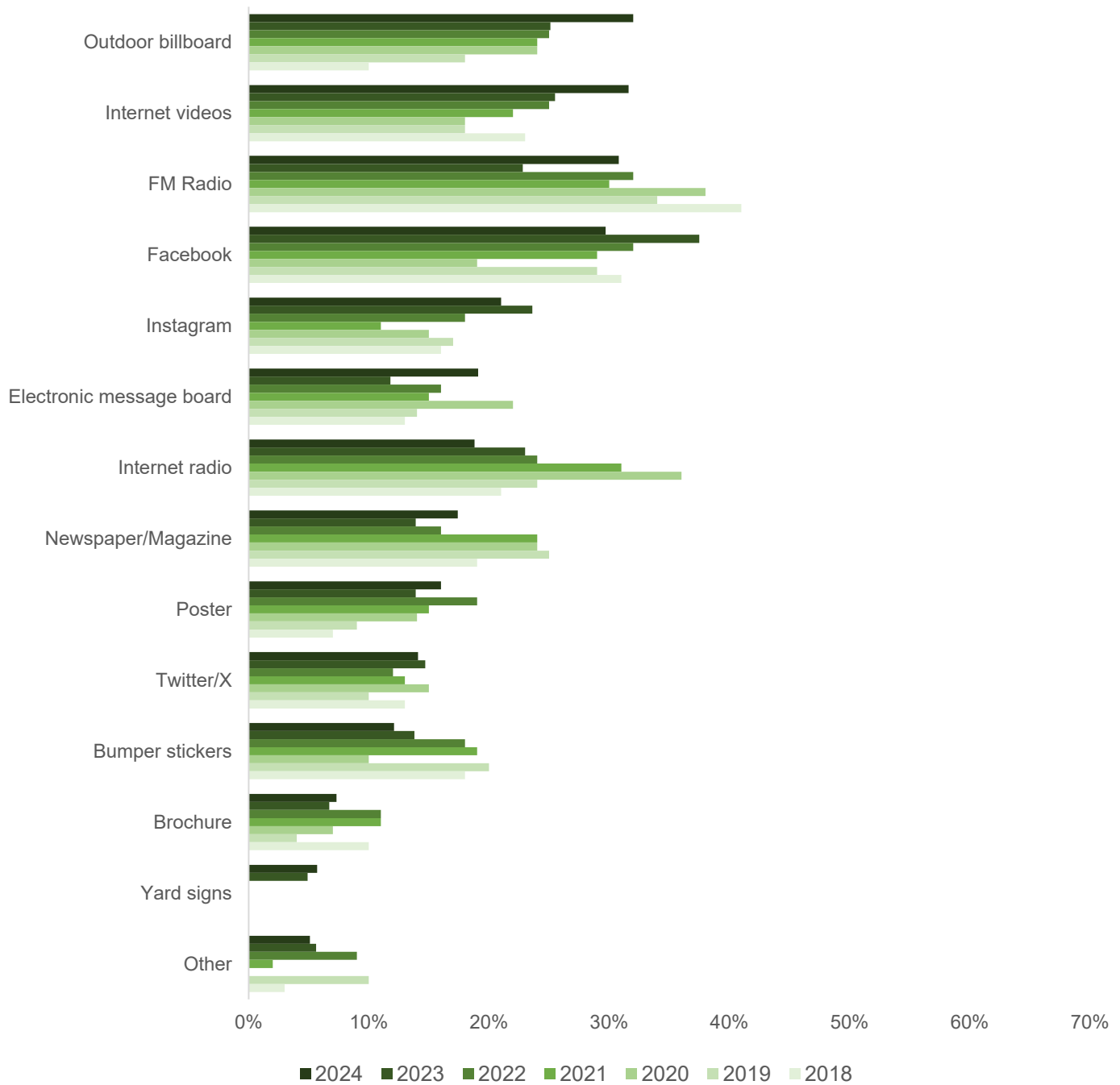


Figure 11a displays the media on which motorcyclists saw *Ride Smart*, along with the *Ride Smart Florida* media in previous years. Motorcyclists reported seeing or hearing about *Ride SMART* on outdoor billboards and internet videos most frequently in 2024, each with 32%.

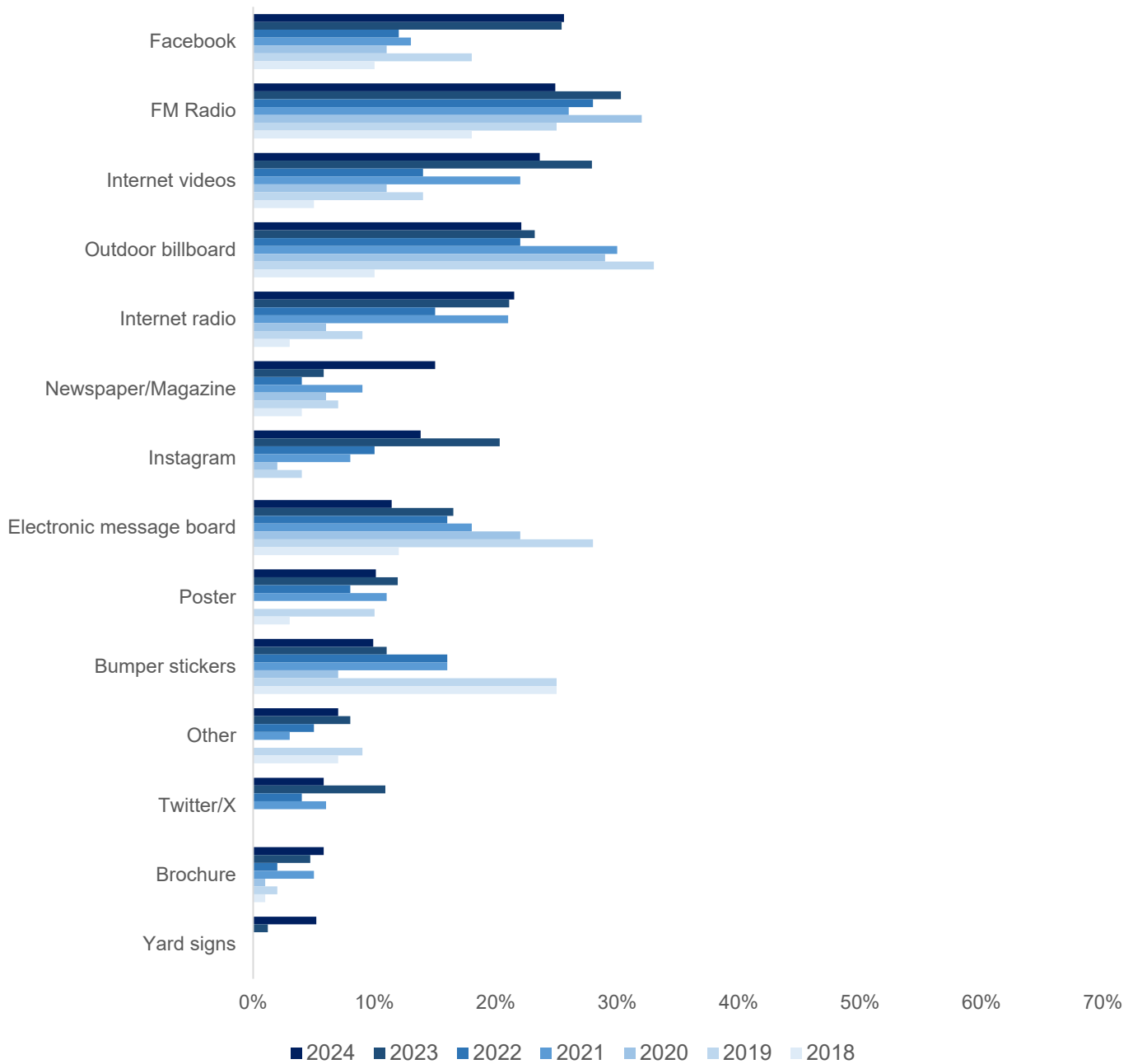
FM radio is in a very close second with 31%, followed by Facebook with 30%. More motorcyclists saw *Ride SMART* on Twitter/X than other messages, with 14%.

<sup>7</sup> Prior to 2023, respondents were asked where they had seen or heard “Ride Smart Florida”

<sup>8</sup> Note the axis only goes to 70% for easier visualization

Figure 11b. Non-Motorcyclists Media: *Ride SMART*, 2019-2024<sup>9 10</sup>

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



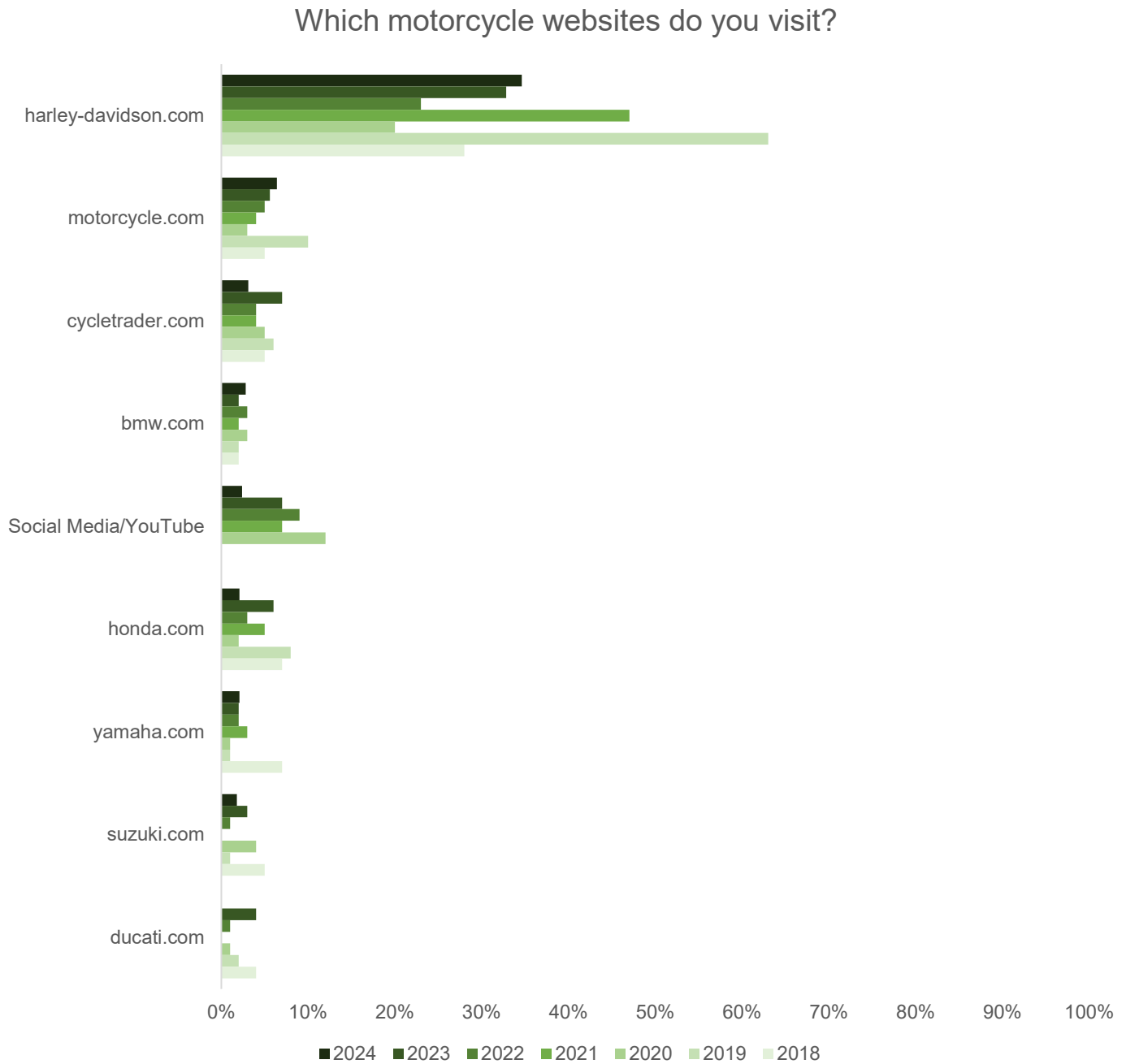
Among non-motorcyclists, Facebook (26%), FM radio (25%), and internet videos (24%) were the very close top three *Ride Smart* media in 2024. Outdoor billboards and internet radio each received 22%.

The percentage of non-motorcyclists who reported seeing *Ride SMART* on yard signs increased by 4 percentage points in 2024, although tied with brochures for last place, each with 5%.

<sup>9</sup> Prior to 2023, respondents were asked where they had seen or heard “Ride Smart Florida”

<sup>10</sup> Note the axis only goes to 70% for easier visualization

**Figure 12. Motorcycle Websites, 2018-2024<sup>11</sup>**



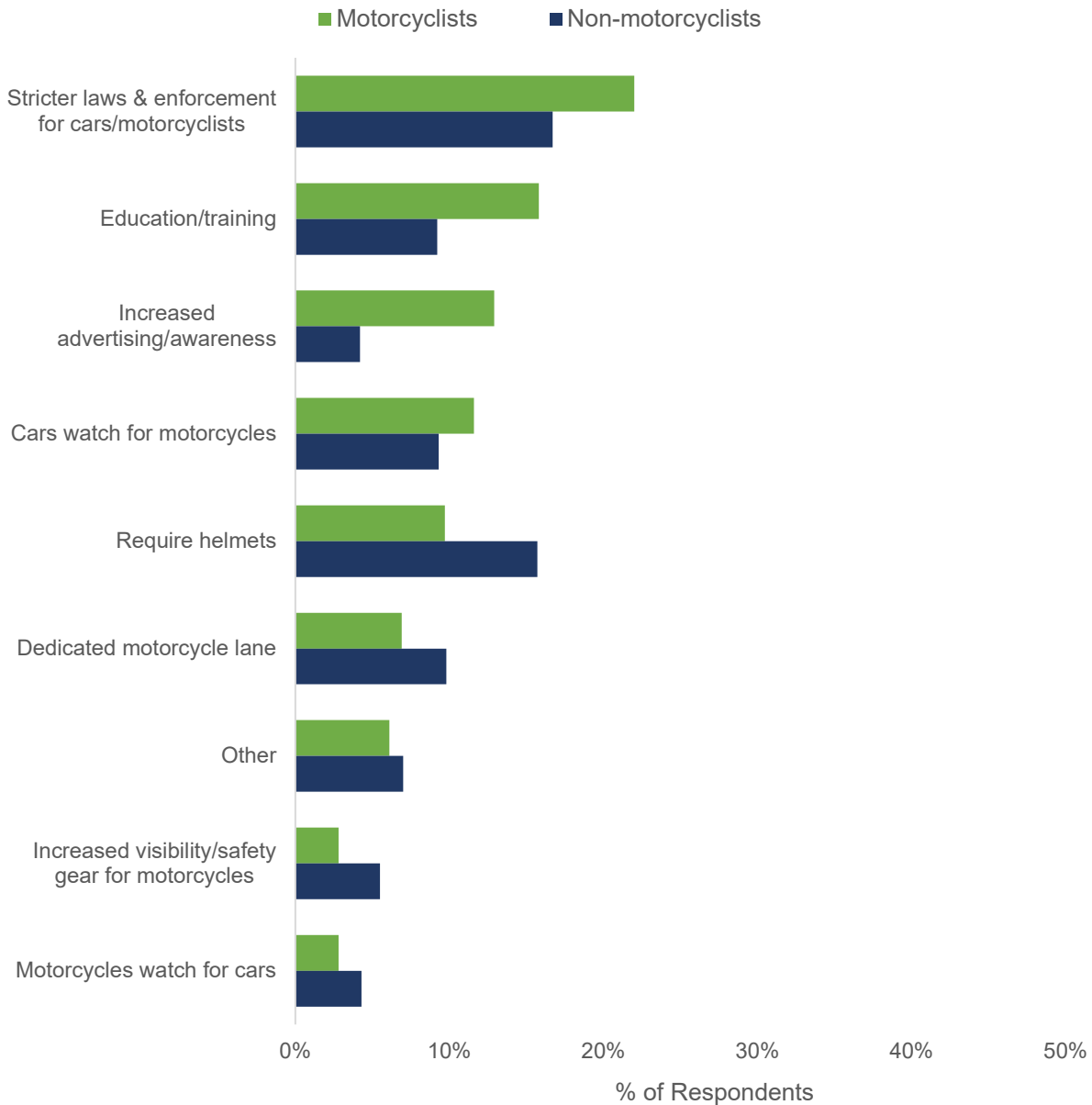
Motorcyclists were also asked whether they visit websites specific to motorcycles. Those who answered “yes” were then asked which ones they visit. This question is asked open-ended, and then recorded into categories during data analysis, shown above in Figure

12 broken down by project year. In all project years, Harley-davidson.com has been the most popular response by a wide margin, with 35% saying they visit the site. Less than one percent said they visit Ducati.com.

<sup>11</sup> Note the axis only goes to 70% for easier visualization

**Figure 13. Safety Improvement by Motorcyclists and Non-motorcyclists, 2024<sup>12</sup>**

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



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.

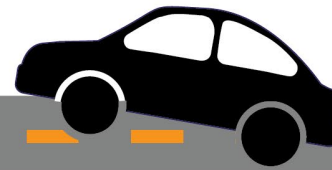
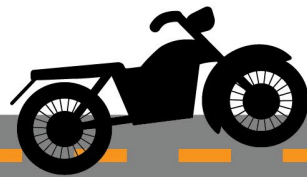
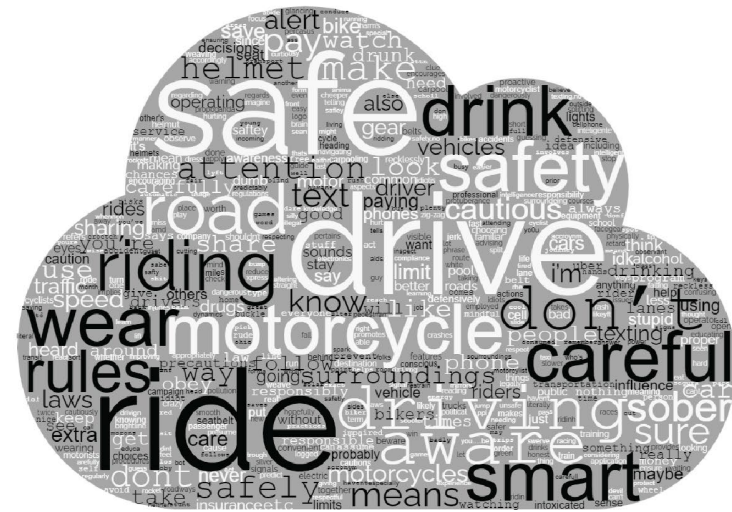
Among motorcyclists and non-motorcyclists, the most popular response was stricter laws and

enforcement for both vehicle types with 22% and 17%, respectively. Among motorcyclists, education and training came in second with 16%, while requiring helmets came in second among non-motorcyclists, also with 16%.

<sup>12</sup> Note the axis only goes to 50% for easier visualization

Figure 14. Ride SMART Word Clouds: Motorcyclists and Non-Motorcyclists

What does Ride SMART mean to you?



An additional open-ended question was added to the survey this project year asking respondents what "Ride SMART" means to them. The word clouds above in Figure 14 show the common themes among motorcyclists (on the left) and non-motorcyclists (on the right). Some of the most common words among motorcyclists were "drive," "ride," "road," and "safety." Among non-motorcyclists, many respondents used "drive," "careful," "wear," and "drink."

While both groups generally associated "ride smart" with safety, motorcyclists provided more detailed, relevant, and motorcycle-specific interpretations of the phrase compared to non-motorcyclists. This difference likely stems from motorcyclists' firsthand experience and familiarity with the unique aspects of motorcycle safety.

**Appendix I: Survey Results** <sup>13</sup>  
**TOPLINES**

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

	Total n=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
Motorcycle	32% 221	22% 10	47% 35	33% 14	42% 32	49% 46	44% 23	27% 18	22% 10	52% 23	17% 10
Scooter	2% 13	- 0	- 0	9% 3	- 0	6% 5	4% 1	3% 2	- 0	<1% 1	1% 1
Passenger car	20% 116	14% 8	30% 22	24% 10	21% 12	15% 17	26% 11	27% 13	15% 8	12% 5	21% 10
Pickup truck	21% 68	40% 16	14% 5	9% 4	8% 3	3% 3	11% 3	17% 6	28% 13	12% 4	35% 11
SUV	17% 92	20% 9	7% 7	20% 8	29% 15	18% 13	7% 6	18% 10	18% 9	20% 9	10% 6
Mini-van	2% 12	<1% 1	<1% 1	4% 2	<1% 1	3% 2	4% 2	- 0	<1% 1	- 0	5% 2
Full-sized van	3% 11	5% 2	2% 2	2% 1	<1% 1	- 0	- 0	- 0	12% 5	- 0	- 0
Other	3% 10	- 0	- 0	- 0	- 0	- 0	4% 2	7% 3	2% 1	3% 2	7% 2
Does not drive	2% 8	- 0	- 0	- 0	- 1	6% 2	0 0	2% 1	2% 1	2% 1	4% 2
Don't Know/Refusal	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

<sup>13</sup> Percentages located in topline consist of weighted data, observations listed below are raw, unweighted totals. For more information about weighting, see the “Methodology” section.

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

	Total n=1,147	Brevard n=100	Broward n=150	Duval n=122	Hillsborough n=96	Miami-Dade n=123	Orange n=112	Palm Beach n=121	Pasco n=103	Pinellas n=120	Volusia n=100
Motorcycle	<1% 1	- 0	- 0	- 0	- 0	2% 1	- 0	- 0	- 0	- 0	- 0
Scooter	2% 11	- 0	2% 2	1% 1	1% 1	4% 3	1% 1	3% 2	- 0	1% 1	- 0
Passenger car	42% 492	35% 35	45% 67	32% 43	47% 44	37% 49	46% 58	53% 57	41% 44	42% 54	41% 41
Pickup truck	9% 96	24% 20	3% 5	10% 12	11% 9	7% 6	4% 4	4% 4	11% 10	13% 11	20% 15
SUV	28% 358	28% 33	30% 46	37% 44	26% 25	26% 31	25% 27	26% 42	37% 39	30% 39	28% 32
Mini-van	3% 37	5% 5	3% 5	3% 4	4% 5	3% 4	3% 4	1% 2	3% 2	2% 2	3% 4
Full-sized van	1% 7	1% 1	- 0	1% 1	2% 2	3% 2	- 0	- 0	2% 1	- 0	- 0
Other	2% 18	1% 1	3% 3	4% 3	4% 2	1% 2	4% 2	3% 3	- 0	1% 1	1% 1
Does not drive	12% 123	6% 5	14% 21	13% 14	8% 8	17% 24	16% 15	10% 11	6% 6	11% 12	8% 7
Don't Know/Refusal	0% 4	- 0	<1% 1	- 0	- 0	<1% 1	2% 1	- 0	<1% 1	- 0	- 0



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

	Total n=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
Nearly everyday	26% 169	20% 8	42% 26	18% 7	31% 24	41% 40	29% 15	23% 14	22% 9	31% 15	18% 11
A few times a week	34% 185	48% 20	35% 26	31% 18	39% 23	29% 24	32% 17	30% 16	34% 16	26% 13	29% 12
Once a week	10% 54	7% 4	5% 8	7% 2	13% 7	9% 10	14% 4	25% 10	11% 5	7% 3	4% 1
Once a month	16% 70	12% 6	7% 4	22% 7	8% 7	12% 11	11% 4	15% 7	18% 10	12% 4	28% 10
A few times a year	9% 40	6% 4	9% 6	9% 4	8% 2	3% 1	7% 4	2% 1	10% 6	13% 4	16% 8
Other	5% 27	6% 3	2% 2	9% 3	3% 2	6% 2	7% 3	5% 4	5% 2	8% 5	4% 1
Don't Know/Refusal	1% 6	<1% 1	- 0	4% 1	- 0	- 0	<1% 1	<1% 1	- 0	3% 1	1% 1

Motorcyclists: Which social media platforms have you used in the last seven days?<sup>14</sup> \* County

	Total n=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
Facebook	76% 406	61% 30	75% 48	80% 34	76% 48	72% 60	79% 37	83% 42	75% 37	83% 36	82% 34
Instagram	49% 356	28% 16	79% 61	47% 22	65% 46	76% 70	79% 41	59% 34	26% 17	52% 27	40% 22
YouTube	62% 388	37% 19	67% 52	74% 31	84% 55	84% 74	82% 40	58% 31	43% 25	72% 32	67% 29
Twitter/X [VOL]	4% 11	- 0	- 0	7% 2	- 0	3% 3	7% 1	8% 2	- 0	- 0	13% 3
TikTok [VOL]	2% 15	<1% 1	5% 1	4% 2	3% 3	3% 3	4% 1	2% 1	- 0	7% 3	- 0
Other	11% 47	9% 4	5% 2	9% 4	5% 4	9% 8	14% 4	14% 6	3% 2	18% 7	18% 6
I do not use social media	9% 33	17% 7	5% 3	4% 2	5% 2	- 0	7% 2	8% 5	16% 6	3% 1	11% 5
Don't Know/Refusal	<1% 1	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0

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

	Total n=1,147	Brevard n=100	Broward n=150	Duval n=122	Hillsborough n=96	Miami-Dade n=123	Orange n=112	Palm Beach n=121	Pasco n=103	Pinellas n=120	Volusia n=100
Facebook	70% 827	55% 60	66% 98	76% 97	85% 78	66% 77	71% 83	61% 82	81% 81	75% 95	72% 76
Instagram	57% 557	24% 28	68% 90	48% 59	61% 55	74% 86	58% 60	46% 51	42% 39	48% 53	40% 36
YouTube	69% 712	38% 37	71% 101	68% 81	78% 66	80% 99	66% 75	67% 72	55% 53	68% 75	58% 53
Twitter/X [VOL]	2% 18	3% 3	1% 2	1% 1	3% 3	3% 2	1% 2	2% 2	2% 1	1% 1	1% 1
TikTok [VOL]	3% 30	1% 2	2% 3	5% 5	3% 5	3% 3	2% 3	1% 1	- 0	2% 2	6% 6
Other	12% 132	11% 12	8% 13	16% 18	13% 14	12% 13	12% 15	10% 10	10% 12	12% 11	14% 14
I do not use social media	6% 86	19% 20	4% 10	7% 8	1% 2	0% 1	8% 9	12% 14	7% 8	6% 7	8% 7
Don't Know/Refusal	<1% 6	3% 2	- 0	1% 1	- 0	- 0	- 0	- 0	<1% 1	- 0	3% 2

<sup>14</sup> 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=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
Yes	56% 348	48% 22	70% 51	58% 26	71% 47	76% 67	71% 34	68% 32	43% 22	49% 25	47% 22
No	44% 202	52% 24	30% 21	42% 16	29% 18	24% 21	29% 14	32% 21	56% 25	51% 20	53% 22
Don't Know/Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	<1% 0	1% 1	- 0	<1% 0

Motorcyclists: Which sites do you visit?

	Total n=348
harley-davidson.com	35% 118
motorcycle.com	6% 25
cycletrader.com	3% 13
honda.com	2% 9
yamaha.com	2% 12
suzuki.com	2% 6
bmw.com	3% 6
Social Media	2% 4
Other	48% 159
Don't Know/Refusal	9% 24

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=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
Yes	56% 346	40% 18	61% 50	58% 27	61% 43	69% 64	57% 30	58% 32	52% 24	50% 26	70% 32
No	44% 204	57% 27	39% 22	42% 15	40% 22	31% 24	43% 18	42% 21	48% 24	50% 19	30% 12
Don't Know/Refusal	0% 1	2% 1	- 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 *Don't Drink and Ride?* \* County

	Total n=1,147	Brevard n=100	Broward n=150	Duval n=122	Hillsborough n=96	Miami-Dade n=123	Orange n=112	Palm Beach n=121	Pasco n=103	Pinellas n=120	Volusia n=100
Yes	37% 388	30% 33	29% 42	38% 49	40% 36	54% 58	32% 33	34% 37	33% 31	30% 37	35% 32
No	62% 755	68% 66	71% 107	62% 73	60% 60	46% 65	68% 78	66% 84	67% 72	71% 83	65% 67
Don't Know/Refusal	<1% 4	1% 1	1% 1	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	<1% 1

Motorcyclists: Where did you see or hear it? <sup>15</sup>

	Total n=346
FM Radio	24% 94
Internet Radio/Pandora/Spotify	19% 89
Newspaper/Magazine	14% 61
Electronic Message Board over the Road	18% 58
Outdoor Billboard	33% 120
Poster	19% 72
Brochure	9% 39
Bumper Stickers	22% 74
Yard Signs	9% 27
Internet Videos	23% 100
Facebook	21% 94
Instagram	14% 88
Twitter	7% 42
Other	13% 22
Don't Know/Refusal	2% 3

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

Non-motorcyclists: Where did you see or hear it? <sup>16</sup>

	Total n=388
FM Radio	29% 93
Internet Radio/Pandora/Spotify	19% 64
Newspaper/Magazine	9% 33
Electronic Message Board over the Road	24% 96
Outdoor Billboard	33% 142
Poster	15% 47
Brochure	5% 19
Bumper Stickers	15% 64
Yard Signs	4% 20
Internet Videos	20% 63
Facebook	21% 72
Instagram	15% 51
Twitter	4% 16
Other	11% 52
Don't Know/Refusal	<1% 1

<sup>16</sup> 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=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
Yes	72% 397	61% 28	75% 56	64% 28	68% 48	63% 57	76% 34	68% 35	89% 41	74% 35	76% 35
No	27% 151	37% 17	25% 16	36% 14	32% 17	38% 31	24% 14	32% 18	7% 5	26% 10	24% 9
Don't Know/Refusal	1% 3	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	5% 2	- 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=1,147	Brevard n=100	Broward n=150	Duval n=122	Hillsborough n=96	Miami-Dade n=123	Orange n=112	Palm Beach n=121	Pasco n=103	Pinellas n=120	Volusia n=100
Yes	45% 388	68% 33	40% 42	42% 49	48% 36	44% 58	35% 33	39% 37	60% 31	53% 37	58% 32
No	55% 755	32% 66	60% 107	58% 73	53% 60	56% 65	65% 78	61% 84	40% 72	48% 83	43% 67
Don't Know/Refusal	<1% 4	<1% 1	<1% 1	- 0	- 0	<1% 0	1% 1	- 0	- 0	- 0	<1% 1

Motorcyclists: Where did you see or hear it? <sup>17</sup> \* County

	Total n=397
FM Radio	20% 102
Internet Radio/Pandora/Spotify	12% 82
Newspaper/Magazine	11% 58
Electronic Message Board over the Road	25% 93
Outdoor Billboard	36% 147
Poster	15% 83
Brochure	6% 30
Bumper Stickers	56% 177
Yard Signs	13% 40
Internet Videos	15% 78
Facebook	21% 105
Instagram	12% 83
Twitter	7% 44
Other	8% 19
Don't Know/Refusal	<1% 1

<sup>17</sup> Percentages may add up to greater than 100% for this select-all question



Non-motorcyclists: Where did you see or hear it?<sup>18</sup> \* County

	Total n=536
FM Radio	17% 85
Internet Radio/Pandora/Spotify	10% 52
Newspaper/Magazine	7% 34
Electronic Message Board over the Road	20% 112
Outdoor Billboard	30% 152
Poster	11% 54
Brochure	3% 13
Bumper Stickers	44% 251
Yard Signs	7% 48
Internet Videos	13% 61
Facebook	16% 82
Instagram	8% 31
Twitter	2% 8
Other	7% 35
Don't Know/Refusal	1% 6

<sup>18</sup> 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=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
Yes	33% 230	20% 9	42% 34	38% 19	37% 28	56% 52	55% 24	39% 20	30% 16	30% 18	23% 10
No	67% 319	81% 37	58% 37	62% 23	63% 37	44% 36	45% 24	61% 33	69% 31	71% 27	77% 34
Don't Know/Refusal	0% 2	- 0	<1% 1	- 0	- 0	- 0	- 0	- 0	1% 1	- 0	- 0

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

	Total n=1,147	Brevard n=100	Broward n=150	Duval n=122	Hillsborough n=96	Miami-Dade n=123	Orange n=112	Palm Beach n=121	Pasco n=103	Pinellas n=120	Volusia n=100
Yes	17% 167	18% 18	19% 23	9% 12	20% 17	22% 25	16% 18	15% 15	18% 15	10% 12	14% 12
No	83% 978	81% 81	82% 127	91% 110	80% 79	78% 98	84% 94	85% 106	83% 88	90% 108	85% 87
Don't Know/Refusal	<1% 2	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1

Motorcyclists: Where did you see or hear it? <sup>19</sup> \* County

	Total n=230
FM Radio	31% 76
Internet Radio/Pandora/Spotify	19% 60
Newspaper/Magazine	17% 44
Electronic Message Board over the Road	19% 37
Outdoor Billboard	32% 74
Poster	16% 48
Brochure	7% 18
Bumper Stickers	12% 32
Yard Signs	6% 14
Internet Videos	32% 73
Facebook	30% 72
Instagram	21% 67
Twitter	14% 36
Other	5% 7
Don't Know/Refusal	1% 1

<sup>19</sup> Percentages may add up to greater than 100% for this select-all question

Non-motorcyclists: Where did you see or hear it?<sup>20</sup> \* County

	Total n=167
FM Radio	25% 40
Internet Radio/Pandora/Spotify	22% 34
Newspaper/Magazine	15% 21
Electronic Message Board over the Road	11% 21
Outdoor Billboard	22% 39
Poster	10% 14
Brochure	6% 7
Bumper Stickers	10% 21
Yard Signs	5% 7
Internet Videos	24% 32
Facebook	26% 41
Instagram	14% 21
Twitter	6% 8
Other	7% 20
Don't Know/Refusal	2% 4

<sup>20</sup> 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=551
Education/Training	16% 63
Require helmets	10% 72
Cars watch for motorcycles	12% 55
Motorcycles watch for cars	3% 17
Increased advertising/awareness	13% 66
Stricter law enforcement for cars or motorcyclists	22% 127
Dedicated motorcycle lanes	7% 48
Increased visibility and safety gear	3% 21
Other	6% 34
Don't know/Refusal	9% 48

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

	Total n=1,147
Education/Training	9% 125
Require helmets	16% 208
Cars watch for motorcycles	9% 96
Motorcycles watch for cars	4% 49
Increased advertising/awareness	9% 95
Stricter law enforcement for cars or motorcyclists	17% 201
Dedicated motorcycle lanes	10% 93
Increased visibility and safety gear	4% 49
Ban Motorcycles [VOL]	4% 37
Other	3% 33
Don't know/Refusal	15% 161

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

	Total n=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
18-24	5% 74	- 0	9% 12	6% 5	3% 5	13% 21	17% 14	7% 6	4% 4	3% 4	3% 3
25-34	16% 121	13% 8	27% 21	21% 9	22% 17	28% 22	21% 12	24% 14	9% 6	13% 9	3% 3
35-44	17% 121	15% 8	21% 15	23% 12	27% 21	41% 32	21% 8	15% 9	8% 5	8% 4	15% 7
45-54	15% 71	4% 1	16% 11	11% 4	14% 7	9% 8	24% 9	10% 6	22% 9	18% 7	23% 9
55-64	22% 71	35% 13	11% 5	26% 7	24% 9	6% 3	14% 3	19% 7	16% 6	36% 11	16% 7
65 or older	25% 92	33% 16	16% 8	13% 5	11% 6	3% 2	3% 2	25% 11	41% 18	21% 10	40% 14
Don't Know/Refusal	<1% 1	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	- 0	1% 1

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

	Total n=1,147	Brevard n=100	Broward n=150	Duval n=122	Hillsborough n=96	Miami-Dade n=123	Orange n=112	Palm Beach n=121	Pasco n=103	Pinellas n=120	Volusia n=100
18-24	11% 102	4% 2	11% 16	5% 9	9% 9	16% 24	16% 15	11% 9	2% 4	8% 11	4% 3
25-34	15% 118	5% 5	16% 15	17% 15	13% 12	22% 22	19% 18	14% 11	7% 6	11% 9	9% 5
35-44	15% 153	13% 13	11% 17	15% 20	24% 17	20% 25	16% 18	9% 10	7% 5	16% 15	11% 13
45-54	16% 156	14% 10	21% 26	19% 19	12% 11	18% 18	17% 19	13% 15	18% 17	8% 10	19% 11
55-64	18% 234	30% 32	19% 32	21% 27	19% 19	12% 17	10% 14	19% 19	25% 23	25% 31	19% 20
65 or older	24% 377	30% 35	22% 44	23% 32	25% 28	12% 17	21% 28	34% 56	41% 47	31% 44	37% 46
Don't Know/Refusal	1% 7	4% 3	- 0	- 0	- 0	- 0	- 0	1% 1	2% 1	- 0	3% 2

Motorcyclists: What is your racial background? \* County

	Total n=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
White/Caucasian	68% 305	81% 38	55% 35	38% 18	68% 39	21% 21	43% 18	48% 25	91% 43	82% 34	85% 34
Black/African American	9% 89	2% 1	14% 17	18% 11	18% 13	18% 22	14% 12	12% 8	4% 1	3% 3	3% 1
Hispanic	18% 128	10% 3	29% 19	22% 8	11% 10	55% 42	39% 15	31% 17	5% 3	10% 5	8% 6
Other	6% 25	6% 3	2% 1	20% 4	3% 3	6% 3	4% 3	10% 3	1% 1	5% 3	1% 1
Don't Know/Refusal	1% 4	1% 1	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	3% 2

Non-motorcyclists: What is your racial background? County

	Total n=1,147	Brevard n=100	Broward n=150	Duval n=122	Hillsborough n=96	Miami-Dade n=123	Orange n=112	Palm Beach n=121	Pasco n=103	Pinellas n=120	Volusia n=100
White/Caucasian	43% 769	67% 82	39% 85	53% 83	37% 57	12% 34	43% 68	54% 89	71% 90	68% 99	66% 82
Black/African American	18% 170	4% 4	27% 37	25% 27	19% 17	19% 31	18% 17	18% 17	3% 2	11% 10	10% 8
Hispanic	31% 156	19% 8	28% 23	11% 6	32% 15	67% 56	33% 21	23% 12	14% 6	4% 3	15% 6
Other	7% 46	6% 3	6% 5	10% 5	12% 7	2% 2	7% 6	5% 3	10% 4	17% 8	8% 3
Don't Know/Refusal	<1% 6	4% 3	- 0	1% 1	- 0	- 0	- 0	- 0	2% 1	- 0	1% 1



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

	Total n=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
Less than high school degree	3% 15	2% 1	5% 2	- 0	<1% 1	3% 3	- 0	14% 5	1% 1	3% 1	<1% 1
High school graduate/GED	36% 204	17% 9	25% 18	53% 25	46% 31	31% 26	28% 18	15% 13	60% 27	43% 20	33% 17
Currently in college/has AA degree	20% 120	35% 15	16% 17	7% 3	14% 12	16% 18	31% 16	27% 15	16% 8	13% 7	17% 9
Bachelor's degree (B.A./B.S.)	27% 147	34% 15	41% 28	33% 11	32% 17	38% 30	24% 8	27% 13	8% 6	27% 11	25% 8
Graduate degree/post-graduate degree	14% 62	12% 6	14% 7	4% 2	8% 4	13% 11	17% 6	17% 7	15% 6	13% 6	21% 7
Don't Know/Refusal	1% 3	- 0	- 0	2% 1	- 0	- 0	- 0	- 0	- 0	- 0	3% 2

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

	Total n=1,147	Brevard n=100	Broward n=150	Duval n=122	Hillsborough n=96	Miami-Dade n=123	Orange n=112	Palm Beach n=121	Pasco n=103	Pinellas n=120	Volusia n=100
Less than high school degree	4% 35	4% 1	3% 3	4% 4	4% 4	4% 4	3% 3	3% 4	6% 6	6% 5	1% 1
High school graduate/GED	42% 444	33% 31	43% 58	46% 50	46% 40	40% 47	44% 47	40% 40	48% 44	42% 43	46% 44
Currently in college/has AA degree	22% 220	29% 25	22% 28	21% 28	22% 22	24% 22	23% 20	19% 18	14% 13	23% 23	21% 21
Bachelor's degree (B.A./B.S.)	21% 289	22% 25	18% 33	21% 30	22% 25	20% 31	21% 29	25% 36	16% 20	22% 36	25% 24
Graduate degree/post-graduate degree	11% 154	11% 16	13% 27	7% 10	6% 5	13% 18	10% 13	13% 23	16% 20	8% 13	5% 9
Don't Know/Refusal	1% 5	1% 2	2% 1	- 0	- 0	<1% 1	- 0	- 0	- 0	- 0	1% 1

Motorcyclists: Sex of respondent \* County

	Total n=551	Brevard n=46	Broward n=72	Duval n=42	Hillsborough n=65	Miami-Dade n=88	Orange n=48	Palm Beach n=53	Pasco n=48	Pinellas n=45	Volusia n=44
Male	84% 316	93% 37	79% 35	87% 27	82% 34	88% 53	68% 17	83% 32	84% 28	85% 27	83% 26
Female	15% 229	7% 9	21% 37	11% 14	18% 31	13% 35	29% 30	15% 20	16% 20	13% 17	15% 16
I use a different term	1% 3	- 0	- 0	- 0	- 0	- 0	- 0	2% 1	- 0	- 0	3% 2
Don't Know/Refusal	1% 3	- 0	- 0	2% 1	- 0	- 0	4% 1	- 0	- 0	2% 1	- 0

Non-motorcyclists: Sex of respondent \* County

	Total n=1,147	Brevard n=100	Broward n=150	Duval n=122	Hillsborough n=96	Miami-Dade n=123	Orange n=112	Palm Beach n=121	Pasco n=103	Pinellas n=120	Volusia n=100
Male	47% 368	50% 36	40% 46	44% 38	51% 31	60% 54	32% 27	43% 35	34% 26	50% 42	48% 33
Female	53% 773	50% 64	60% 102	55% 83	49% 65	40% 69	68% 84	57% 86	66% 77	50% 78	49% 65
I use a different term	<1% 4	- 0	1% 2	- 0	- 0	- 0	1% 1	- 0	- 0	- 0	1% 1
Don't know/Refusal	<1% 2	- 0	- 0	1% 1	- 0	- 0	- 0	- 0	- 0	- 0	1% 1

## Appendix II: 2024 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
3. Don't know [VOL]
4. Refusal [VOL]

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

1. Yes
2. No [SKIP to S3]
3. Don't Know [VOL] [SKIP to S3]
4. Refusal [VOL] [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. Are you 18 years of age or older?

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 [VOL] [END SURVEY]
12. Doesn't live in Florida [VOL] [END SURVEY]
99. Refusal [VOL]

### 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 [VOL]
88. Don't Know [VOL]
99. Refusal [VOL]

[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 [VOL]
9. Refusal [VOL]

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 [VOL]
9. Refusal [VOL]

[IF S1 != 1 SKIP]

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

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

[SHOW IF WEB = 1]

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

1. Harley-davidson.com [VOL]
2. Motorcycle.com [VOL]
3. Cycletrader.com [VOL]
4. Honda.com [VOL]
5. Yamaha.com [VOL]
6. Suzuki.com [VOL]
7. Bmw.com [VOL]
8. Ducati.com [VOL]
9. Social Media [VOL]
10. YouTube [VOL]

- 11. Other: \_\_\_\_\_ [VOL]
- 88. Don't Know [VOL]
- 99. Refusal [VOL]

[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 [VOL] [GO TO NEXT BLOCK]
- 9. Refusal [VOL] [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/X
- 14. Other \_\_\_\_\_
- 88. Don't Know [VOL]
- 99. Refusal [VOL]

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 [VOL] [GO TO NEXT BLOCK]
- 9. Refusal [VOL] [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 [VOL] [GO TO NEXT BLOCK]
- 9. Refusal [VOL] [GO TO NEXT BLOCK]

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

[Same list as DRINKSEE]

SMART. What does Ride SMART mean to you?

- 8. Don't know [VOL]

9. Refusal [VOL]

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

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

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 [VOL]
  9. Refusal [VOL]

[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 [VOL]
9. Refusal [VOL]

HISP. Are you of Latino or Hispanic ethnic background?

1. Yes [SKIP to EDU]
8. Don't Know [VOL]
9. Refusal [VOL]

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 [VOL]
9. Refusal [VOL]

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 [VOL]
9. Refusal [VOL]

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

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

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

- \_\_\_\_\_ (5 character requirement)
8. Don't Know [VOL]
  9. Refusal [VOL]

SEX. What is your sex? [INTERVIEWER-CODED]

1. Male [VOL]
2. Female [VOL]
3. Other:\_\_\_\_\_ [VOL]
4. Don't Know [VOL]
5. Refusal [VOL]

#### CLOSING

Thank you for your time. As mentioned, this survey is being conducted by the Public Opinion Research Lab 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

### Motorcyclists

What does *Ride SMART* mean to you?

Don't drink and drive

"Ride smart" expresses the idea of riding a motorcycle wisely and safely. It indicates that a person rides a bike with care and concentration, and adheres to traffic and road safety laws. The phrase "ride smart" encourages the adoption of healthy behaviors while riding a motorcycle to avoid accidents and dangers

A bike company

A good motorcycle brand

A helmet

a motorcycle safety awareness campaign that encourages motorcyclists to ride smart and other drivers to watch for motorcycles.

A place to race maybe

a safety oriented educational thing

A smart rider is prepared to ride. A

A smart thing that everyone that plans to ride a motorcycle should visit.

A tool

A way to stay safe on the road

A way were you can improve your driving skills

Accessible and affordable mobility services.

agility and speed

Alert, proper gear, obey speed limits, and don't drink or get high.

All the gear all the time

an awareness program

app or company

Avoid reckless driving

Basically it's a way to make sure that people are safe when they're driving

Basically just be more cautious.

Be a defensive driver and ride sober

Be a defensive rider

be a safe driver

Be a safe driver

Be a safe rider.

Be alert

Be alert and sober and wear helmet

be aware

Be aware and watch out for motorcycles on the road, obey traffic laws and be a courteous driver

Be aware of all surroundings. Drive Sober.

be aware of vehicles around you

Be aware of what is around you

be aware of your surroundings and do not drink alcohol

Be aware. Don't be stupid.

be careful

Be careful

Be careful and alert.

Be careful and are of everybody else, not just yourself. Wear your helmet.

Be careful and pay attention



## BE CAREFUL AND WATCH FOR OTHERS

Be careful how, where and when you ride. Don't put yourself in a bad spot.

Be careful on the road. Always wear a helmet and safety gear.

Be careful when driving

Be careful when riding

Be careful when your driving any vehicle

be carefull, look out

Be cautious

Be cautious and drive safe

be cautious for new drivers

Be cautious of your surroundings for all your gear helmet gloves

Be cautious on the word

Be cautious while riding

Be cautious while riding And don't ride while you're in an alder state of mind

Be constantly of everything going on around you....and obey all traffic laws

Be defensive, wear a helmet and protective clothing. Watchout for anyone in a vehicle with 4 or more wheels.

Be intelligent, be safe

be observant

be on defense

Be responsible

Be responsible when you ride

be safe

Be safe

Be safe and cautious

Be safe by wearing a helmet and obeying the traffic rules.

Be safe follow safety rules

Be safe wear gear

be safe when riding

Be safe when you're driving a motocicleta

Be smart about riding

Be smart about riding home on a motorcycle

Be smart riding, safety first

Be smart sbout your ride

Be smart while on the road

Be smart while riding motorcycles

Be straight and with caution when driving

Be vigilant, obey traffic laws, and watch vehicles around you

Become aware of low iq people

being aware of surroundings

Being careful and awarw

being careful and respecting everyone on the road to get home safely

Being careful on the road

Being safe and aware of your surroundings while driving my motorcycle

being safe and no drinking or distractions

Being safe when you ride

Being vigilant, being aware of your surroundings, wearing bright colored and protective clothing, so people can see you

BE AWARE

Bright smart means even though you have a powerful machine be responsible when operating it

Bring Smart

Buckle up

Bus

can meet motorcycle enthusiasts and exchange insights about new cars.

Careful driving

Carful driving

Defensive driving

Defensive driving but for motorcycles

defensive rider

DESIGN

Do the speed limit and definitely not drink and drive

don't be drinking or be distracted while riding

Don't be stupid

don't be stupid and ride while drunk

don't cut in and out of traffic slow down

don't do bad decisions on the bike

Don't drink

Don't drink and drive

Don't drink and drive and drive safkey

Don't drink and drive and wear a helmet

Don't drink and ride,wear helmet

Don't get caught drinking

Don't know

Don't ride under any type of influence

Don't ride with someone who's been drinking

Don't be stupid

Don't be stupid when you drive

Don't do nothing stupid

Don't do stupid stuff like wheelies and speed

Don't drink alcohol and ride a motorcycle.

Don't drink and drive or wear gear when riding

Don't drink and ride or do crazy things

Don't drive drunk

Don't drive impaired

Don't drive under any type of substance that can make you less active

Don't drive while under the influence

Don't know

Don't lane cut

Don't make unnecessary things happen

Don't ride if your under the influence of alchol

Don't road rage

Don't speed and follow the road rules

dont be distracted, be safe, be defensive, wear a helmet and right gear

dont crash

Dont do stupid stuff while riding

Dont drink and drive

Dont drink while driving. Dont use your phone while driving. Pay attention to the road and your surroundings.

Dont drive drinking alcohol or text  
dont drive fast  
dont know  
dont really know about it  
Dont ride dumb  
Dont ride like you dont have to follow the traffic laws, dont weave traffic and stuff, and wear protective gear  
Drive carefully  
Drive defenslve  
drive motorcycles safely and not drinking  
Drive responsible  
drive safe  
Drive safe and and slow  
Drive safe and make good judgments  
drive safely  
Drive safely  
Drive safely and protected with proper helmet  
Drive safely and smart  
Drive with instructions and obey the laws  
Drive with precaution  
Drive with safety  
Drive with your eyes on the road safely in the speed limit  
Drive your motorcycle while watch how every else drives  
drivesafe  
Driving motorcycles safely  
Driving safely  
Efficient bike  
Encourages riders to drive safe when on the road and be mindful their safety and others  
Ensuring the safest protocols are being used for riding  
Exactly as it states  
Fallow traffic laws  
Follow the law  
follow the law by driving alive. arrive alive.  
Follow the laws  
Following road rules, the law, wearing proper motorcycle equipment  
For me, ride smart means to be a responsible motorcycle rider. It means to be aware of your surroundings, follow traffic laws, and ride with caution.  
Free way freeway  
get on motocycle but ride smart  
grocery store  
Harley  
Have fun while riding but be aware and cautious to others as well as yourself  
Helmet on head  
Helmet, alert, safety first  
I am not sure. Pay attention to your surounds and focus only on driving.  
I don't know  
I have no idea  
I haven't heard of it  
I haven't heard of it. Just looked it up. Sounds like motorcycle safety course I took over 20 years ago.

I means to always wear the right protection and pay attention.  
I'm still alive  
idk  
ldk  
im not sure?  
Improving motorcycle safety  
Improving motorcycling defensive skills.  
Information on how to not get into accidents. good habits  
instructional or educational  
is the passion for motorcycling  
It emphasizes situational awareness and respectful sharing of the road, crucial for reducing accidents.  
It emphasizes the importance of strategic planning and safety in personal and public transit.  
it means a lot that people care about the safety of riders  
It means alot it lets motorcycle drivers to drive safely for themselves and others.  
It means being responsible while riding  
It means do be safe no matter what  
It means drive safely  
It means it's for people like me  
It means pay attention to your surroundings and anticipate  
It means pay attention when you're writing because a lot of people do not look for miracles on the road  
It means ride safely  
It means ride with a sense of courtesy and caution. Look out for others on the road.  
It means ride your motorcycle in safe manner.  
It means riding like you have a brain  
It means that you are riding with dignity and respect.  
it means to be careful while driving a vehicle and watch your safety in smart ways  
It means to drive safe  
It means to have a efficient safe system of riding  
It means to make sure you check off all the safety measures from the acronym S.M.A.R.T before you  
hit the road.  
It means to ride carefully  
It means to ride with dignity and respect.  
It sounds like some sort of AI that would help you drive safer  
It tells you that you are responsible for your own responsibility while riding  
It's really good. I like it  
It's safer riding  
It's a motorcycle school to become a perfect motorcyclist  
It's a way of helping riders stay vigilant of how they ride to keep everyone on the road safe  
It's an acronym  
it's important to me  
Its means to ride with safety  
its very important  
Just look out  
Just what is says be smart while riding  
keep your eyes on the road  
Learn the. Road laws  
like I drive car be aware !!!!!  
Like ride safe not reckless  
Look out for all the other drivers and no stunt riding

look out for vehicles  
Make smart decision when you ride  
Make sure you have your gear on  
Make wise decisions when behind the wheel  
Making smart decisions  
Marca de moto  
Meaning being aware of car drivers that are driving around the motorcycle  
Means awareness for everyone.  
Means be careful and pay attention  
Means be intelligent  
Means everything to me more than anything  
Means ride Smart not hard  
Means riding and being smart  
Means safety  
means to ride responsible and pay attention  
Motorcycle safety  
Motorcycle school for upcoming motorcyclist  
My hobby  
n/a  
N/A  
no  
No  
No clue  
No drinking alcohol no texting  
No drinking and driving  
No drinking, be visible to other motorists. Helmet, control go the speed limit, practice or train  
No idea  
No reckless driving  
No recuerdo  
Not familiar  
Not familiar with it  
Not really sure  
not sure  
Not sure  
Not sure at all what does that means safety I gees  
Not ungodly fast or drunk  
nothing  
Nothing  
Nothing at all  
Nothing specifically - in general ride safe by being smart.  
Nothing waste of tax money.  
novel  
obey all traffic laws  
Obey road rules  
obey the laws and don't drive dangerously  
obey traffic, have coutesy, don't be stupid  
Obey wane pay attention  
observe people  
often synonymous with freedom

on idea  
passion for motorcycling  
Pay attention  
Pay attention for riders  
Pay attention to motorcycles  
Pay attention to your surroundings  
paying attention to your surroundings  
Plan Ahead, Stay Alert, React Swiftly.  
Prioritizing safety, staying calm and reacting effectively.  
Probably maintain motorcycle proper safety equipment, adequate motorcycle training, extreme vigilance while on the roadway  
Protection of motorcyclists and others.  
Protective, headgear shoes, glasses be aware  
Ride and drive safe  
Ride aware and safely  
Ride carefully  
Ride carefully and don't take chances.  
ride cautiously, watch for other drivers.  
ride cautiously  
Ride cautiously  
Ride defensively  
Ride Defensively, Evaluate Dangers.  
Ride defensively, with every other driver or rider in mind  
Ride like you're invisible like nobody can see you I've been doing that on my whole life been riding since I was eight  
Ride means to me that you need to ride smart and ride safe  
Ride responsible and within your abilities  
Ride responsibly  
Ride safe  
Ride safe and not be stupid  
Ride safe and ride defensively  
Ride safe watch out for cars and don't do dumb things  
Ride safe, pay attention to your surroundings and other drivers, and don't drink and ride  
ride safe, pay attention, be aware  
Ride safe, stay in lane follow the laws  
Ride safely  
ride safely  
Ride safely  
Ride safely on a motorcycle  
ride safely, follow the laws, pay attention  
Ride Safely, Maintain Awareness, React Smartly.  
ride sharing  
Ride smart  
Ride smart and responsible  
Ride smart and safe  
Ride SMART can stand for "Seeking, Recognizing, and Understanding Hazardous Situations  
Ride smart don't drive crazy  
Ride SMART is a campaign in Ohio that encourages and educates riders to ride safely.  
Ride smart is getting training and paying attention on the road.

Ride SMART is Ohio's campaign aimed at educating & encouraging riders to ride: S - Sober; M - Motorcycle-endorsed; A – Alert;

Ride smart mean for me is taking care of my self while driving

RIDE SMART MEAN RIDE SMARTLY WITH ATTITUDE AND SET MENTAL STRATEGY.

Ride smart means don't act out and be smart no dui.

Ride SMART means ride safely don't get distracted

Ride smart means to operate a motor vehicle with caution and always be alert

ride smart with helmet

ride smart, riding with company

Ride smarter

Ride sober and ay attention

Ride using safety measures

Ride very smart

Ride with a brain

Ride with a helmet and follow traffic rules

Ride with helmet and gear sober

ride with protective equipment, ride safely

Ride with safety and efficiency in mind.

ride with tranquility

Ride your motorcycle safely

Ride your motorcycle with safety rules

Ride. Promotions. Assured savings with Ridesmart Rewards

Rides safely militant and really thought of the road.

Riding consciously

Riding lessons

Riding motorcycles safely on the road

Riding safely

Riding smart

riding smart and being intelligent in wearing helmets and not driving under the influence

Riding with care

Riding with precautions

road safety is key to a good way of not dying

Safe

safe and controlled riding

Safe and kind

safe and respect law

Safe driving

Safe operations of a motorcycle

Safe riding

safely

safety

Safety

Safety awareness for motorist

safety class of motorcycles

safety courtesy

safety first

Safety for rides

Safety in driving motorcycles

Safety motorcycle rider techniques

Safety on motorcycle  
Safety related  
Safety, caution, defensive driving.  
Safty  
Say no to drinking, Make sure you are seen, Always wear a helmet.....  
Scan Roads, Mind Traffic, Adjust Routinely.  
Situational awareness  
Smart drivers  
Smart driving  
Smart rides  
Somewhere i can get info.  
Sponsorship for motorcycles  
Stay Aware, Manage Risks, Ride Thoughtfully.  
Stay away from cars  
Stay safe  
Take all precautions when riding a motorcycle  
tells ppl how to ride motorcycle correctly  
That has advance technical capabilities  
That means to me like you learn about riding sensibly and not just getting on a bike and riding it  
That people don't look out for motorcycles  
that you ride smart and take percautions  
The goal of SMART Courses are to help students demonstrate safe motorcycle riding techniques by negotiating commonly found street riding situations  
Think ahead on driving safely  
think of motorcyles, anything you can ride  
This means I can ride safely and comply with various traffic rules.  
To be a defensive rider !!!  
To be careful and not ride under any influence  
to be careful riding  
To be careful when you ride and be prepared  
To be safe  
To look out for motorcycle  
To make good decisions while driving and not split lanes with crazy drivers.  
to me it means being knowledgeable about motorcycle safety, following traffic rules  
To me it means riding in safety and knowing all of your precautions.  
To me, 'Ride SMART' means prioritizing safety on the road. It stands for riding with caution, staying mindful of road conditions, always wearing protective gear, respecting traffic laws, and continuously improving my skills as a rider. It's about being aware of potential risks and taking proactive measures to ensure a safe and enjoyable riding experience for myself and others.  
To not drink while driving and being aware of your surroundings.  
To obey the laws of the road and to be mindfull the some cars may not see me.  
To pay attention the roads  
To pay good attention to ths road while your riding  
To ride carefully  
To ride carefully and aware of ur surroundings  
To ride safely  
To ride safely and defensively  
To ride safely and smart  
To ride smart and not dumb



To ride smart and safe  
To ride smart instruction in safe driving  
To ride with purpose and safety  
To stay safe and remain aware  
To watch for other vehicles obey all traffic laws and dont drink and drive or ride  
To watch out for motorcycle riders.  
To watch out for others  
To wear a helmet and not drive destructively and be safe when riding around motorcycles  
Understand the concept after 45 years of riding  
Unknown  
Use commom sense  
use good judgement  
Use helmet, ride at speed limit and respect the law.  
Use your brain while riding or driving  
use your head and obey the laws  
Using an electric car that doesn't pollute the air  
Using good judgement before riding  
Very cool motorcycle program  
Watch everybody else  
Watch for motorcycles and drive carefully  
watch out for idiots  
Watch out for others  
watch where your going, dont assume everyone knows where your going  
watch your surrounding  
Watching your back when on road  
wear a helment and dont drive buzzed  
wear a helmet and do not drink  
Wear a helmet and don't drink  
Wear a helmet, drive responsibly, look out for others, dont drive recklessly.  
Wear a helmet, obey the traffic loss, watch out for other vehicles and motorcycles  
wear helmet, obey speed limits, don't drink  
wear proctive gear, dont drink and drive and be attentive while driving  
Wear ur safety protection like glasses and helmets  
Wearing a helmet, driving the speed limit  
When you ride don't do stupid things on your motorcycle  
Where safety gear and pay attention to your surroundings  
You gotta watch out and be careful for everyone else and wear your safety gear  
you need to remember your safety is what matters most when your driving. yes maybe your in a hurry  
but you need to get to ur destination safely and accurately.

## Non-Motorcyclists

What does Ride SMART mean to you?

?

???

Ride smart to me means making informed decisions while navigating transportation, whether it's driving a car, riding a bike, or using public transit. It involves being aware of road conditions, traffic laws, and safety measures to ensure a smooth and safe journey for yourself and others.

a company provides rides

a guset a form of ride share

A lot of electronics involved

A service to prevent intoxicated people from driving

A smart car that helps navigate you up where you want to go

A type of ride share that makes sure you are safe

A Vehicle you would call for a ride to somewhere if you don't drive

A warning so people drive carefully

Accroynm

Act safely and predictably

alert to motorcycles and vehicles

Always drive safe not reckless

always look out for motorcycles.

Always wear a seatbelt

arefully when yoOu ride your Bike

assume motorcycles

automatic vehicles that run in solar power

Aware of surroundings. Sober driving.

Awareness while riding

Basically drive be aware of your surrounding , aware of other drivers, dont drive like a bad guy, dont be rude on he road , oby aws.

Be a defensive driver. Don't take chances.

Be a great driver and don't drink

be a smart driver

be alert

Be alert

BE ALERT

Be alert and be aware be safe

Be alert and keep your eyes on the road, no cell phones

Be alert and know your route

Be alert of at all times on the road and remember the traffic laws.

Be alert, be sober, ride safe.

be alert, dont drink and drive, watch your surroundings

Be alert, wear a helmet and protective gear. Follow the road rules

Be alter

Be an alert driver

Be aware

Be aware and be safe

Be aware and more responsible

Be aware and ride Smart and carefully

Be aware at all times  
Be aware of all surroundings whether you're a car or motorcycle operator.  
Be aware of everyone - defensive driving  
be aware of surrounding and dont take chances  
Be aware of the roads  
Be aware of things going on around you.  
Be aware of what you are doing  
be aware of your surroundeimg  
be aware of your surroundings  
Be aware of your surroundings  
be aware of your surroundings, follow safety rules  
be aware on a motorcycle  
Be aware when you ride motorcycles and ride responsibly  
Be aware while riding motorcycles.  
Be aware, drive responsibly, watch out for other drivers  
Be aware, ride safe  
be careful  
Be careful  
Be careful and cautious.  
be careful and pay attention to the road  
Be careful and safe on the road  
Be careful and safe, wear safety gear  
Be Careful and wise while driving.. also use safety measures like wearing your seatbelt or helmet.  
Be careful be defensive  
Be careful don't speed where your helmet takes safety precautions  
Be careful driving a motorcycle  
Be careful obey traffic laws  
Be careful of the vehicles around you....be safe.  
Be careful of what is around your surroundings  
Be careful on motorcycles pay attention to the road and drive at a permittable pace  
be careful on the road  
Be careful on the road.  
Be careful wear a helmet and drive safely.  
Be careful when doing so  
Be careful when driving  
Be careful when driving a motorcycle.  
Be careful when driving. Not drunk or texting  
Be careful when riding a Motorcycle.  
Be careful whennon a motorcycle  
Be careful while driving  
Be careful while riding a motorcycle  
be careful who you ride with and that no alcohol is consumed  
be careful, be aware  
Be careful, don't be a jerk while on the road  
Be carefull drive safe  
be cautions, be aware, dont drive after drinking  
Be cautious  
Be cautious and aware when driving on the road  
Be cautious and pay attention to the road to avoid accidents and injuries.

Be cautious and aware of your surroundings  
Be cautious on the road and do not do anything to put yourself or other drivers in harm's way.  
be considerate when riding  
Be mindful and safe  
Be mindful when riding a motorcycle  
be more defensive  
Be observant  
**BE RESPONSIBLE**  
Be responsible and respectful to those driving around you  
Be responsible while operating a vehicle  
be safe  
Be safe  
Be safe & aware of your surroundings.  
Be safe and be aware  
be safe and don't drink when riding motorcycle  
Be safe and pay attention  
Be safe and smart in your driving  
be safe and use public transport  
Be safe around your surroundings  
Be safe be careful how you drive  
Be safe on a bike.  
Be safe on a motorcycle  
Be safe on the road and watch for others  
Be safe while riding  
Be safe while riding motorcycles  
Be safe, in all aspects; physically and mentally.  
be safe, obey  
Be smart  
Be smart about drinking and driving  
Be smart about how you ride  
Be smart about riding a motorcycle.  
Be smart and cautious when riding  
Be smart when driving  
Be smart when driving vehicles and take all precautions  
Be smart when riding a motorcycle  
be smart while driving  
Be smart while driving?  
Be smart while you drive  
be sober  
be sober, alert, and make good choices  
Be thoughtful  
Be careful driving look out for other's  
Being a proactive and defensive driver who follows traffic laws  
Being aware of your surroundings and riding sober  
Being careful  
Being careful on the roads.  
Being certified to ride a motorcycle from attending motorcycle courses And following Safety Procedures and the law when riding  
Being responsible and cautious, while riding a motorcycle.

being safe  
Being safe  
Being safe and attentive on the road  
Being safe and making sure that you are watching the road  
Being safe while driving and not being under the influence  
being smart and safe when riding a motorcycle  
Being smart in the way you drive  
better saving energy  
better way to drive  
Beware if youre riding a motorcycle  
Bikers beware. Don't speed or cut lanes dangerously  
bot drivers and riders are resonsible for safety  
Buckle up and drive safe when you're on the road  
Bus  
cannot give an honest answer because I don't know what it is  
car pool o save money  
Car pooling  
Careful  
Careful driving  
Careful motorcycle driving including wearing a helmet and not cutting into lanes  
carpool  
Carpool  
Carpooling  
Cautious  
Cautious reasonable driving  
Class on riding motorcycle safely  
Common sense  
Conduce inteligente don't text when drive  
Conscious driving  
Considering the last question, I'm assuming it is a ride service for people who have been drinking.  
Defensive driving  
Defensive techniques employed by riders to reduce crashes  
Dint drink  
Do drive impaired  
Do not do anything to cause an accident while driving your car.  
Do not drink or text while driving  
Do not drive recklessly  
Do not Ride STUPID  
Does not apply  
doesn't know it  
Don t know  
Don't be a jerk when driving a motorcycle by weaving in traffic.  
Don't be dumb  
don't be stupid on your cycle: follow traffic laws like other humans  
don't drink  
Don't drink  
don't drink & drive, take care while driving, drive safely  
Don't drink and drive  
Don't drink and drive don't do drugs and drive. Obey the signs

Don't drink and drive. Do not text while driving.  
Don't drink and drive/ride  
Don't drink and watch your speed  
Don't drive a motorcycle like a crazy person in traffic  
Don't drive like an idiot  
don't drive like idiotis  
Don't drive or ride drunk.  
Don't drive recklessly.  
Don't drive while intoxicated.  
Don't drive wrecklessly I presume  
Don't know  
Don't ride a motorcycle impaired.  
Don't ride drunk  
Don't ride while intoxicated or impaired.  
Don't ride with someone drunk or texting  
Don't split lanes, wear a helmet, do speed limit  
Don't use mind altering sustenance before or during rides  
Don't be rash  
Don't do any substance and get behind a motor vehicle  
Don't do bad stuff while driving  
Don't do drugs or alcohol and keep your eyes on the road  
Don't do stupid shit while riding a motorcycle  
Don't drink  
Don't drink & drive or speed  
Don't drink alcohol when you're going to be riding your motorcycle  
Don't drink and drive  
Don't Drink and Drive  
Don't drink and drive don't do anything you shouldn't do wear seatbelts don't speed  
Don't drink and drive or be aggressive  
Don't drink and drive. Don't text and drive . Drive safely  
Don't drink and ride  
Don't drink and ride a motorcycle  
Don't drink and ride.  
Don't drive crazy.  
Don't drive distracted  
Don't drive distracted or fast  
Don't drive texting or on your phone and not under influence  
Don't know  
Don't know I assume use your brain when you drive  
Don't know. Ride public transportation?  
Don't make stupid decisions while riding.  
Don't play with smart phone while driving  
Don't ride dumb  
Don't speed or ride impaired  
Don't text don't drink and drive use a seatbelt and pay attention  
dont be dumb, be responsible  
Dont bump jump wear helmet  
Dont drink alcohol and ride  
dont drink and drive

Dont drink and drive  
dont drink and drive.  
dont drink while riding a motorcycle  
Dont drive intoxicated on alcohol or marijuana  
Dont drive like a retard!  
Dont drive like an ass  
dont know  
dont text and drive  
Dress for the slide not for the ride  
drive alert and safely  
drive alert, no texting and no other distractions  
drive careful  
drive careful and be safe  
Drive carefully  
Drive carefully and be aware of your surroundings  
Drive carefully, you knowing stuff about drivign real good !  
Drive defensively  
Drive defensively.  
Drive extra careful if on a motorcycle.  
Drive less and with more than one passenger  
Drive responsible  
Drive responsibly  
drive safe  
Drive safe  
Drive safe and be aware  
Drive safe and be smart on the road when it comes to your driving.  
Drive safe and be smart when you're out driving  
Drive safe not stupid  
drive safely  
Drive safely  
Drive Safely  
Drive safely and be covered by insurance  
Drive safely and follow the rules  
Drive safely and responsibly  
Drive safer and slower and wear a helmet.  
Drive safety  
Drive safety to avoid accidents  
Drive smart  
Drive sober  
Drive sober, and be alert  
Drive together drive cautiously drive slowly and drive silver  
Drive with safety  
drive without drinking, texting, etc  
drive without rush  
Driver safety  
Driving carefully  
Driving safe  
Driving safer  
Driving safely

Driving safety campaign  
driving safely  
Driving without any impairments  
driving safely  
educa y anima a los automovilistas a conducir de forma segura  
EDUCATED DRIVING  
Electric car?  
encouraging carpooling  
exactly that, to ride smart  
Fair rides  
Focus on the road and follow the typical safety road rules (stay off phone, go speed limit, etc.)  
Follow laws  
Follow rules and watch out for everyone  
follow the law  
Follow the laws  
follow the road laws, wear lights  
follow the rules of the road and watch out for motorcycles  
Follow the rules of the road to be smart  
follow the rules when ridding  
follow the rules, be safe  
For cyclist to ride safely. Wear head and facegear while riding  
For me when you driver trough the xpress line you save money  
For motorcycles  
For motorcyclists to take responsibility and follow motorcycle safety rules  
For Motorcyclist to ride safely! And to abide rules of the road! Be cautious  
For the motorcyclist to use caution and not do things outside the law, riding the shoulder or lane  
splitting, etc.  
Get a ride from someone who's not under the influence  
Get a ride if you can't legally drive safely  
Getting a ride the smart way  
Give yourself plenty of time to reach your destination  
Go the speed limit and pay attention and stay off phone  
Have responsible and be aware of what you get home  
Heading driving  
Helmet  
Helmet drive with caution safely  
Helmet, don't drink  
Helmets on phones down no drinking while driving  
High quality  
Highly intelligent in certain areas  
Hopefully driving safe and aware  
How to ride on motor vehicles safely  
I am a professional CDL Operator with over 8,250, 000 D.O.T. logged miles.  
I am not familiar with that phrase  
I am not really sure of how to give meaning to the word Ride SMART  
I assume it promotes ride sharing or carpooling  
I believe it is a Motorcycle safety program  
I can't think of anything.  
I cant ride a bike anymore



I do not drive drunk  
I do not know  
I DO NOT KNOW  
I don't know  
I don't know I have never heard of it.  
I don't know what it is  
I don't know what it means  
I don't know.  
I don't really KNOW  
i don't know  
I don't know  
I don't know what it is  
I don't know what that is  
I don't know what that is.  
I don't know what the exact acronym means, to me it's just drive safety  
I don't know.  
I don't really know  
I dont know  
I dont no  
I have no clue, have never heard of this. Is it an electric smart scooter?  
I have no idea  
I have no idea what that is. Be smart when riding?  
I have nothing else to say at this point in time  
I haven't heard of it  
I havent heard of Ride SMART  
I really don't know. I would guess it is an uber type ride and it is encouraging people to pay attention when they get in or are in the car.  
I think it means drive safe amd not reckless.  
I think it means pay attention while driving  
I think it's a ride share.  
I would imagine ride smart would be all inclusive as to utilize all the safety features available.  
I would suppose it a ride share company likeyft or Uber.  
I would think ride safely  
I wouldn't ride a motorcycle but if some idiots want to look out for cars and don't zig-zag around and speed like these young morons do in their crotch rockets...  
I'm not sure it's very confusing  
I've never heard of it before, so idk.  
I'm assuming it pertains to motorcycles driving safely  
I'm Assuming To Drive Carefully  
I'm not sure  
I'm not sure, maybe carpooling?  
I'm not sure, sounds like an insurance  
idk  
ldk  
idk watch out for other ppl  
idk, but on a bike it would be wear safety gear and be aware of other drivers, use lights and signal.  
ldk. Other than it's literal meaning  
ldont know

If it's for motorcycle riders I'm going to say wearing clothing that makes you visible not weaving in and out of traffic that sort of thing oh and wearing a helmet. If it's for car drivers it means being on the lookout for motorcycles that might be in your blind spot giving them extra room because if they fall off the motorcycle you don't want to run them over.

If means you drive to carefully

If you drive a motorcycle be smart

If you ride motorcycles,, be aware of your surroundings, and ride defensively.

Im not sure

Im not sure...its eaithr the aids bike ride to the keys or the brightline comuter train

Implement safety measures into your ride

Improving motorcycle safty

In sure

Information about riding

Instacart?

Insurance

intelligent

Intelligence

It is a Lift program

it is dont drive intoxicated, drive follow the law

It means dont drink and drive on the road

It means being sober and careful when driving any vehicle.

It means don't be an idiot while driving your motorcycle

It means don't drive if you've been drinking & to be an alert driver

It means dont drink & drive, keep your eyes on the road and be safe.

It means drive safely

It means how to ride your motorcycle to be a safe rider and for to navigate the road you share with people who don't understand what is like to ride a bike

It means if you have had alcoholic drinks or have done drugs, don't drive a motorcycle.

it means literally what it says we have to drive thinking about our save and others people sabe

It means ride like you know you life is worth living

it means to be careful and stay vigilant

It means to be cautious and alert when driving

It means to be safe on the road be aware of other drivers

It means to be viligant to make sure the driver is not drinking and driving.

It means to me that you should be smart and not drive if you have been drinking or feel tired. It also means to pay attention at all times when you are in the car.

It means to me that you should be sober when on the road

It means to ride in a car safely

It means to ride not only smartly but safely

It means to ride smart

it means to watch the road and don't drive under the influence.

It sounds like it should be an application for bikers

It tells me that you should be careful.

It would be nice to have rides.

It's a ride sharing service

It's about driving safely

Its a motorcycle school

Its important

Its meand to ride smart donf to stuff you know will cause a accident

just sounds familiar

Just what it says

Keep everyone safe while riding

Keep from hurting yourself

keep your eyes on the rode, hands on the wheel pay attention go the speed limit

Keep your eyes open

Know the driver

Let all aggressive drivers win after all they have their accident to get to

LIKE UBER

Like another Uber or DoorDash

Like ride with cautious and safety

logo is a motorcycle, so guessing its for people who ride, to wear helmets?

look around you when riding a motorcycle

Look out for any and all other vehicles.

Look out for motorcycles

Look out for motorcycles wear a helmet

Motorcycle scholl  
Motorcycle should use caution  
motorcycles, drive carefully don't drink  
n/a  
N/a  
N/A  
NA  
Needing a ride when unable to drive  
Never heard  
Never heard of before.  
never heard of it  
Never heard of it  
Never seen it  
New term  
No  
No clue  
no drinking and driving and only hands free for cell phone  
No drinking and driving.  
No drinking, be aware of everything, don't assume other drivers stop for red lights, see your signals ect.  
Inspect your ride for unsafe issues.  
No emmissions  
no idea  
No idea  
No idea what it is  
No idea, but since it says, "Smart", it's likely going to turn out badly (because it WASN'T smart). And  
neither were the people who get it implemented.  
No phones  
No phones while driving  
No texting  
No texting while driving, have your seatbelt on, be alert  
No use of cell phone  
not applicable  
Not being on a phone while driving  
Not being stupid and the way you drive respecting all laws and rules no drinking and driving no talking  
on the phone while driving  
Not drinking while operating a motorcycle and making sure you wear your helmet  
Not driving like a crotch rocket dare devil like most of them do.  
Not driving under the influence  
Not drunk  
Not dure  
Not familiar with that.  
Not familiar with this brand  
not make bad decisions  
not sure  
Not sure  
Not sure. Some.type of.ride share?  
nothing  
Nothing  
NOTHING

nothing really maybe a busy pass  
Nothing because I don't know the brand  
Nothing much.  
Nothing never heard of it  
Nothing; I don't know what it is.  
Nothing.  
Nothing. Never heard of it.  
Nothing. I haven't heard of it  
nothng  
ntn  
O  
Obey laws, seat belt, sober etc  
Obey road laws and make sure other vehicles are able to see you  
Obey safety laws.  
obey the laws  
obey the rules of the road  
Obey the rules s d do notbtext  
Obey traffic laws and be aware of your surroundings.  
Obey traffic laws and wear your seatbelt  
Obeying the driving rules of the road  
Obeying the rules of the road  
observe the laws  
observe traffic laws  
observe traffic laws. drive defensively  
Only ride when have to and share a rider.  
pay attention  
Pay attention  
Pay attention and observe the rules of the road  
pay attention and don't speed  
Pay attention and stay safe  
Pay attention for motorcycle because they are easier to miss when glancing around to check surroundings while driving  
Pay attention respect your machine  
Pay attention to cars trucks people and motorcycles  
pay attention to other drivers  
Pay attention to others. They don't see u like u see them.  
Pay attention to speed limits  
pay attention to the road follow the law  
Pay attention to the road no texting or using your phone  
Pay attention to the road. Be safe  
pay attention to what you're doing  
Pay attention to what you're doing  
Pay attention to your driving  
Pay attention to your surroundings and act accordingly.  
Pay attention to your surroundings, don't swerve in between cars, be a proactive driver  
Pay attention when driving  
Pay attention when you ride obey all rules of the road  
pay attention while driving  
Pay attention while driving

Pay attention, be on the defense  
pay attention, don't drink, text  
Pay attention, obey the law and expect the unexpected  
Pay attention, wear a helmet  
Pay attention; keep safe distance and use your mirrors.  
Pay attention. Eyes Up  
pay attn to what you are doing  
Paying attention  
Paying attention on the road for motobikes!  
paying attention to surroundings  
Paying attention to the road  
Paying attention while on the road  
Paying attention while riding a motorcycle  
Paying attention, no distractions, no drinking  
Pick more convenient rides  
pollution free transportation  
Practice safe driving  
Practicing bike safety and using safety equipment.  
probably regards motorcycle riding  
Probably smart driving tip  
probably some AI stuff  
Proceed with caution.  
PROTECTION  
promote safer driving  
Public transportation  
Put everything away and think about others driving on the road with you.  
Put on a helmet and don't be reckless  
racing game  
Reading safe  
Refers to ride sharing safety?  
refers to riding a motorcycle  
Regarding motorcycles having done motorcross follow rules of the road and understand the dynamics of driving on roadways and how vulnerable a biker is as well as understanding how mismatched a bike is vs any other motorvehicle! Be smart, be safe!  
Responsible  
Ride a motorcycle safely  
Ride a motorcycle  
Ride a motorcycle safely  
Ride a motorcycle without risks  
Ride and don't use the phone while driving. Pay attention to the road  
Ride carefully use my sense  
Ride carefully.  
Ride correctly  
Ride in a straight line  
Ride like car races  
Ride like you're the driver  
ride motorcycle safely  
Ride motorcycle safely  
Ride motorcycles safely

Ride real carefully  
Ride responsible  
Ride responsible. Don't drink and ride and dont ride reckless.  
Ride Responsibly  
ride right not like a stunt driver  
Ride safe  
Ride safe thats whatbit means to me  
ride safely  
Ride safely  
Ride safely and careful  
ride safely and obey traffic rules  
Ride safely on the road.  
Ride safely or drive safely  
ride safely.  
Ride same rules as cars!  
Ride save with a good driver.  
Ride share service  
Ride sharing  
ride sharing not interested  
Ride sharing?  
ride smart  
Ride smart  
Ride Smart could mean make your driving trips worth while- car pool if you can, don't sit with the motor running when waiting.  
Ride Smart is a campaign in Ohio that encourages and educates riders to ride safely.  
Ride SMART is ensuring that you do things that will help you be safe  
Ride smart means rode safely dont drink and drive.  
Ride smart means to be careful and pay attention to the road  
Ride Smart to be means being aware of your surroundings.  
ride smart to your destination  
ride sober  
Ride sober and be alert  
Ride sober. Wear protective gear  
Ride tactically...as a rider you have to be aware 360°, don't assume that a green means to proceed without checking all incoming vehicles.  
Ride thinking of safety  
ride together  
Ride w someone and do not drink and drive  
Ride watching the driver is doing a lawful job  
Ride while not under the influence of anything.  
Ride with a helmet  
Ride with a seat belt  
Ride with care and efficiency  
ride with caution  
Ride with caution  
Ride with caution and awareness  
ride with caution and following all the rules and wear your helmet  
Ride with caution in carefulness  
ride with experience

Ride with full knowledge of everyone on the roads.  
Ride with knowing your surroundings  
Ride with proper Safety Gear and Appropriately  
Ride with responsibility  
Ride with safety  
Ride your motorcycle carefully  
Ride your motorcycle carefully and wear a helmet  
Ride your motorcycle in compliance with all the laws of the road  
riders ride smart and carefully  
Riders riding safely, riding responsibly and learning how to react  
Ridin with care  
Riding a bike without doing wheelies, being curiousy, which is hard to do since it is really easy to accelerate and speed fast other riders. It also means to obey the law.  
Riding and paying attention  
Riding cheeper than driving  
Riding safe  
Riding safely  
Riding sharing  
Riding smart and safe  
Riding sober falling the road rules and speed limits.  
Riding with caution  
Riding with safety  
Riding your motorcycle in a safe manner  
Rude safely  
Safe  
Safe and with caution  
Safe driving  
Safe Driving  
Safe driving or safe riding  
Safe driving training  
Safe driving, make smart decisions on the road  
Safe ride  
Safe rides  
Safely  
Safety  
Safety always. Motorcycle is dangerous  
safety for self & others  
Safety on the road  
Safety while riding a motorcycle, be aware  
Safety,no texting,no drinking and driving.  
SAFETY.  
saftey  
Saftey  
Saftey conscious, restrain and defensive driving methods  
Saves you money on rides  
Say no to substances, Make yourself visible to motorists; Always wear a helmet; Ride in control; Train regularly  
School for motorcycles learn how had hazzards of the road.  
Scooters



Seat belt, help watch for other vehicles  
Seat belts on  
Self driving  
Share a ride  
share a transportation?  
Share ride service  
Share transportation  
Share uber  
Sharing a ride  
sharing rides, car pool  
Smart cars  
Smart er way to ride  
Smart features  
smart is short for say no to drinking, make yourself visible, always wear a helmet, ride within limits and keep up with training. the helmet is silly since fl does not demand adults to wear a helmet.  
Sober  
Sober driver  
Sober driving  
something about driving safely  
Something about driving! Maybe a delivery service or insurance  
Something about motorcycle safety  
something political/ propoganda  
Something really nice  
Sounds like advising the driver of motorcycle not to be careless  
Sounds like drive smart  
Sounds like it's about educating bikers  
Sounds like Uber or Lyft  
Stay sober & don't take chances  
Stay sober, keep a safe distance, be aware of what is in front, back and sides of you. Ride at a safe for conditions ride and keep your cool at times  
Strategic awareness of traffic and your surroundings  
Take care riding.  
Take precautions as a motorcycle driver defensive driving  
Taxi or transportation sharing  
Telling motorcycle rides to ride smart watch out for cars  
That motorcycle folks take special care in operating their motorcycles.  
That people shouldn't drink & ride  
That you should be careful when driving a motorcycle  
the motorcyclist practices safety while riding to help prevent accidents  
Think before your actions  
To be a aware driver  
To be a professional driver and don't do "stupid" or aggressive stuff on the road.  
To be alert and careful while driving  
to be careful  
To be careful riding a motorcycle  
To be careful when you drive  
to be careful while driving , dont speed  
To be careful.  
To be extra safe when riding a motorcycle

To be percus where a helmet don't drink while driving  
 To be responsible when you drive  
 To be safe  
 to be safe for others that are traveling  
 to be safe while you ride  
 To be smart about getting behind the wheel of any vehicle, but in this circumstance a motorcycle. Make good choices, don't drink, or 'do drugs before choosing to drive.  
 To drive carefully and dont use the cellphone or eat while driving  
 To drive defenseless.  
 To drive defensively in order to keep yourself and others safe.  
 To drive safe  
 To Drive safe  
 to drive safely  
 To drive safely  
 Tô drive safely and always think of others  
 To drive safely and be mindful of the road  
 To drive safely and responsibly  
 To drive safely and to be smart about it  
 To drive the vehicle taking all the precautions and obeying the rules on rhe road.  
 To drive with caution  
 To look both ways, and drive the speed limit  
 to make sure to drive safely so others and yourself aren't hurt  
 To me it implies motorcycle safety and riding to prevent accidents and being aware.  
 To not be on the phone while driving  
 To not do something illegal  
 To not drink and drive.  
 To not text while driving  
 To pay attention to the road  
 To ride carefully not under the influence and keep a decent distance between cars  
 To ride carefully to where you will get home safely  
 To ride responsible  
 To ride safe  
 To ride safe and on alert with a calm demeanor. Prevent impulsive decisions that could endanger yourself and others. Also be on alert with regard to any possible risks and take all actions that can prevent danger or injury and beyond.  
 to ride smart  
 To ride smart  
 To ride smart and be careful  
 to ride smart buckle seatbelt  
 To Ride SMART means to be aware of your surroundings while driving in order to keep yourself and others safe.  
 To ride smart up not get into an accident on a motorcycle  
 To use the common sense and obey the regulations on driving. This also spark the thought to be aware of what the other drivers are doing to predict possible mistakes they may have.  
 To watch out for other motorists  
 Transportation  
 Un teléfono corredor  
 Understand the rules and extra safety precautions for motorcycle riders  
 Unknown  
 Unsure

usage based insurance program  
Use a helmet, follow proper instructions  
Use all safety equipment and follow safety guidelines  
Use all safety precautions before heading out on a motorbike.  
Use caution while using motorcycle  
Use common sense when driving  
Use good sense when you ride a motorcycle  
Use of riding attire, following correct traffic rules  
Use protuberance gear  
Use safety gear. Pay attention to the surroundings and don't weave in and out of traffic.  
Use seatbelt  
Use your better decision on the road  
Watch all of your surroundings  
Watch everything and keep concentrating--don't drive distracted.  
watch for other driver ....obey ....the laws  
Watch out for bikes and motorcycles  
Watch out for drivers  
Watch out for each other on the road. We're all at each other's mercy out there.  
Watch out for motorcycles  
Watch out for other drivers in the road, wear you helmet, don't drink and ride  
Watch out for other vehicles  
Watch out for pedestrian and cyclists  
Watch the road carefully  
Watch the road don't drink and drive  
Watch what you're doing in traffic and be aware of your surroundings  
Watch what you're doing when you're driving.  
Watching for all traffic  
Way to pay less insurance by accepting . Miles and speed calculated  
Wear a helmet and drive safely  
wear a helmet  
Wear a helmet  
Wear a helmet and don't speed  
Wear a helmet and drive your cycle safely.  
wear a helmet and obey lane markings  
Wear a helmet on motorcycle .  
Wear a helmet, and be cautious, and look around you, and dont drink  
Wear a helmet, be sean  
Wear a helmet, don't weave in and out of traffic  
Wear a helmet, obey traffic laws, make yourself visible  
Wear a helmet!!  
Wear a helmet. Take a second look. Use your turn signals  
Wear a helmet and drive at the appropriate speed. Do not drive aggressively.  
Wear helmet  
Wear helmet and ride safely  
Wear protective gear and clothing, follow road rules when riding  
Wear safety gear  
Wear safety gear and be alert  
Wear seat belt stay off phone no texting no drinking driving  
Wear seat belts, don't speed,adhere to the laws

Wear seatbelt and dont drink and drive  
Wear the proper attire and follow all the rules of the road.  
Wear your helmet  
Wear your seat belt and be aware of ur surroundings.  
Wear your seatbelt and dont do stupid things as a passenger  
Wear Your SeatBelt! Obey Speed ! NEVER DRINK AND DRIVE!!!!!!  
wearing a helmet  
When on a motorcycle open the laws and be mindful of other vehicles  
When riding a motorcycle be careful  
When riding a motorcycle, be extra cautious on the road