

RSA Motorcyclist Rider Behaviour Study

April 2017



Approach and Methodology

Purpose

- To obtain robust statistical information on motorcyclist behaviour and their attitudes from this population in Ireland.
- The overall aim of this survey is to help improve safety for motorcyclists and to inform future RSA road safety initiatives.

Research Method

- The survey was completed online, also allowing for paper self completion if required.
- The Carole Nash Irish Motorbike and Scooter Show 2017, 3rd – 5th March, in the RDS was the launch pad for the survey.
- Fieldwork dates were from 3rd March to 3rd April with paper questionnaires accepted until 5th April.

Sample

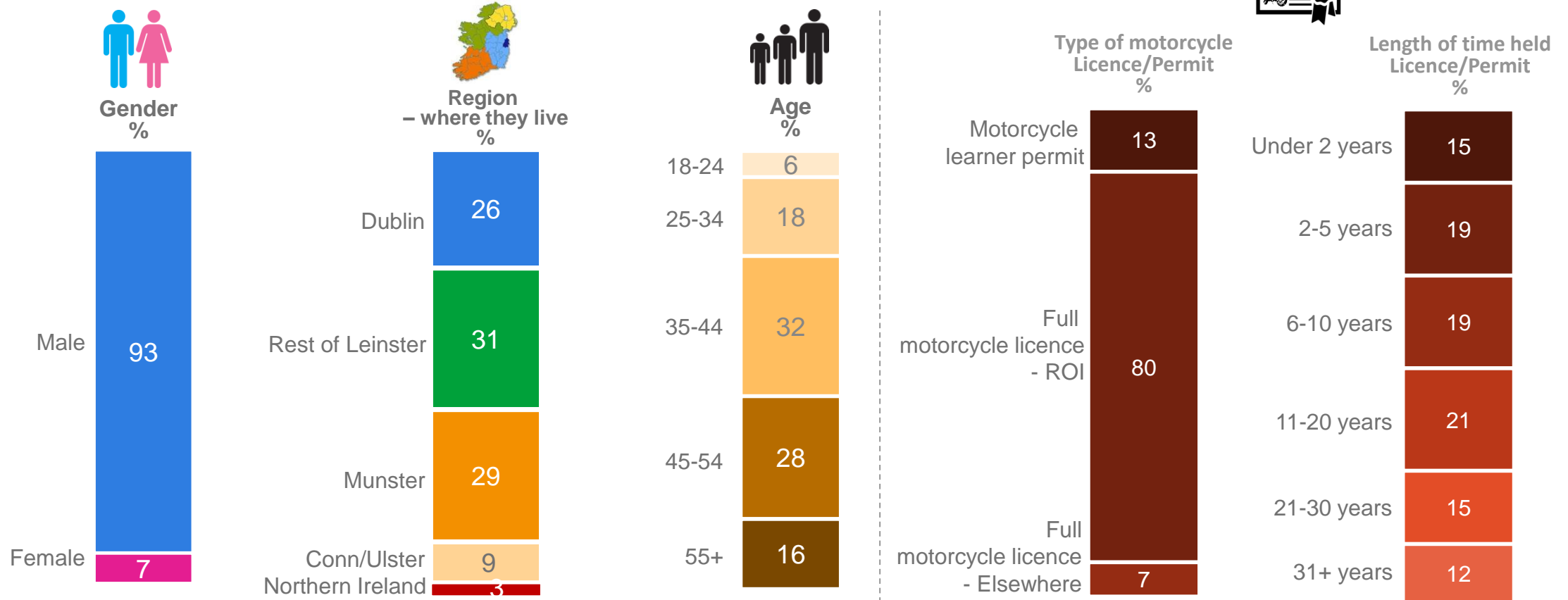
- 699 motorcyclists completed the survey in full with 91 motorcyclists partly completing the survey.
- All 790 respondents are represented in the findings

Incentive

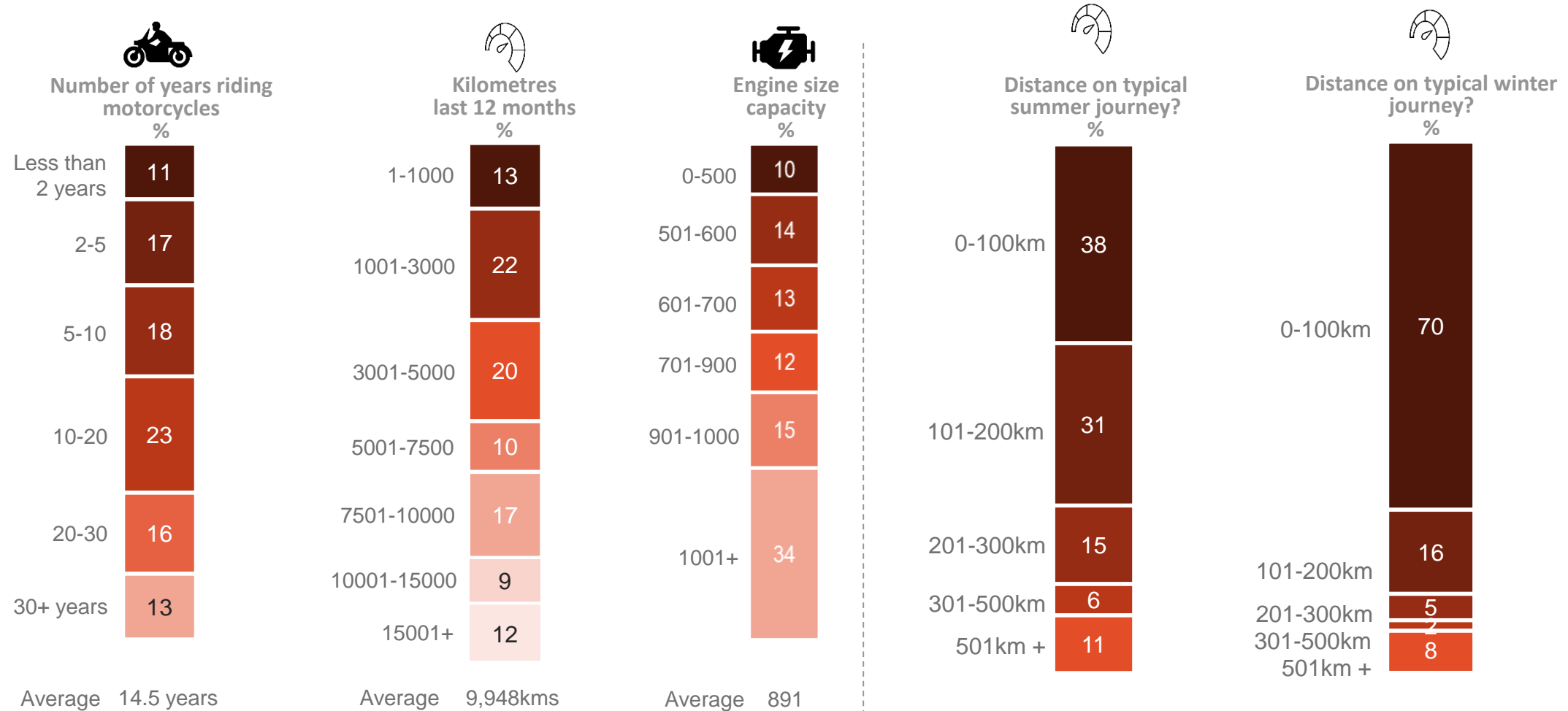
An entry into a free prize draw for a Shoei (Neotec) helmet worth €650 (prize in form of voucher) was the incentive for this research, the winner has been contacted.

Details on the profile of the sample & their licence & permit holding shows most were male and have a full Irish motorcycle licence

Base: All respondents (n=790)



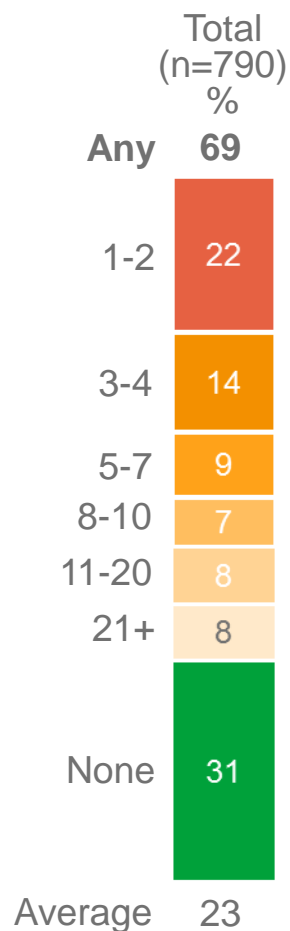
Motorcycle riding habits show a wide cross section of motorcyclists participated in the survey. In addition 42% rode a sports or sports touring motorbike, 23% a touring motorbike, 11% commuting/roadster motorbike. Over half (53%) own motorbikes between 10 and 20 years old.



Base: All respondents (n=790)

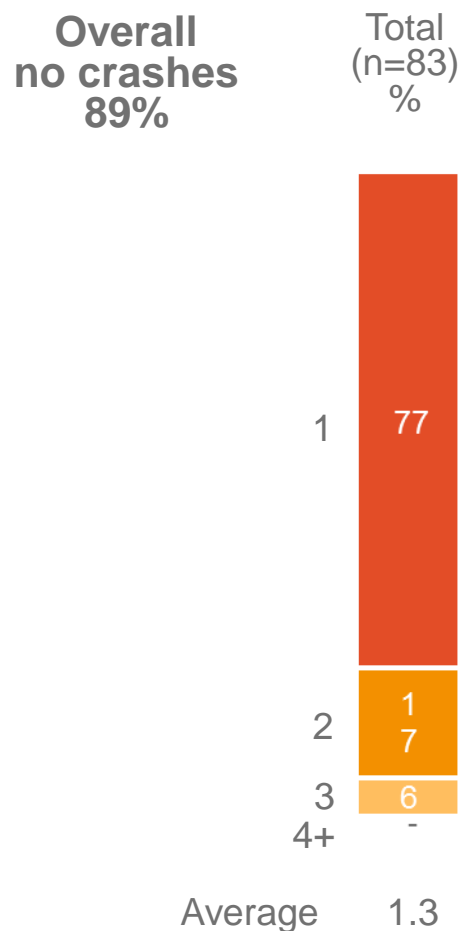
More than two in three (69%) had a near miss in the past 2 years

Base: All respondents (n=790), Males (n=732)



11% have been involved in a road collision in the past 2 years, across various months of the year

Base: All respondents involved road collisions (including minor spills) (n=83), Males (76)

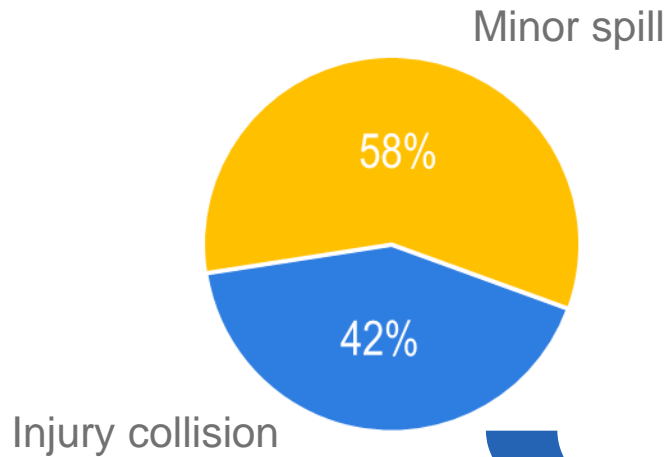


Month of most serious collision (n=83) %	
January	6
February	18
March	6
April	14
May	4
June	8
July	4
August	12
September	10
October	4
November	8
December	6

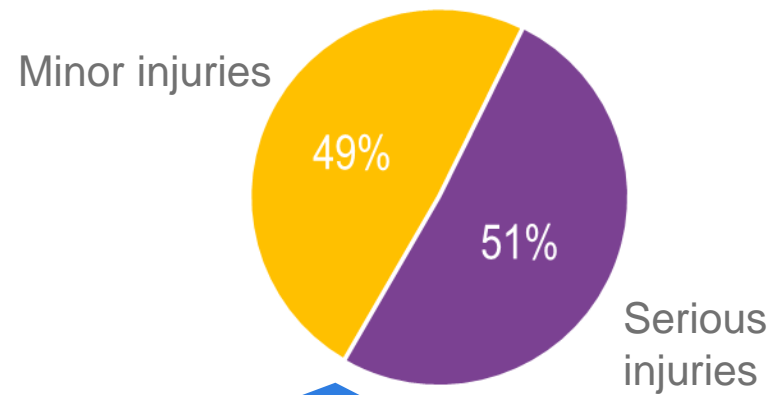
Collision Details: Four in ten of those which had a collision said that there had been an injury, split between serious and minor injuries to the motorcyclists, with the majority of other parties not being injured

Base: All respondents involved road collisions (including minor spills) (n=83)

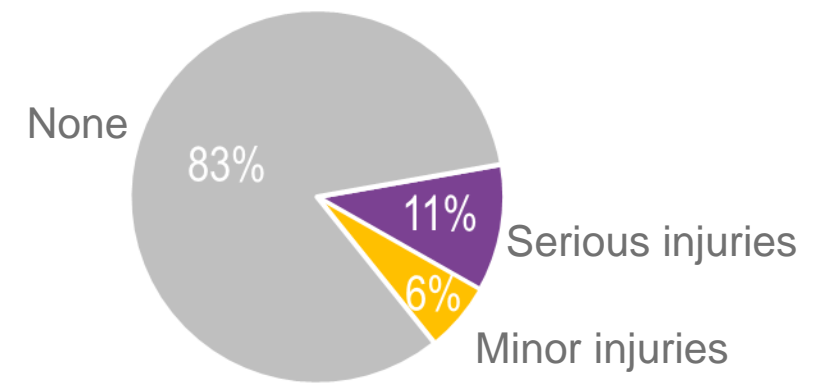
Would you describe the collision as...
(n=83)



What injuries did you sustain as a result of the collision?
(n=35)*



What injuries did other people sustain as a result of the collision?
(n=35)*

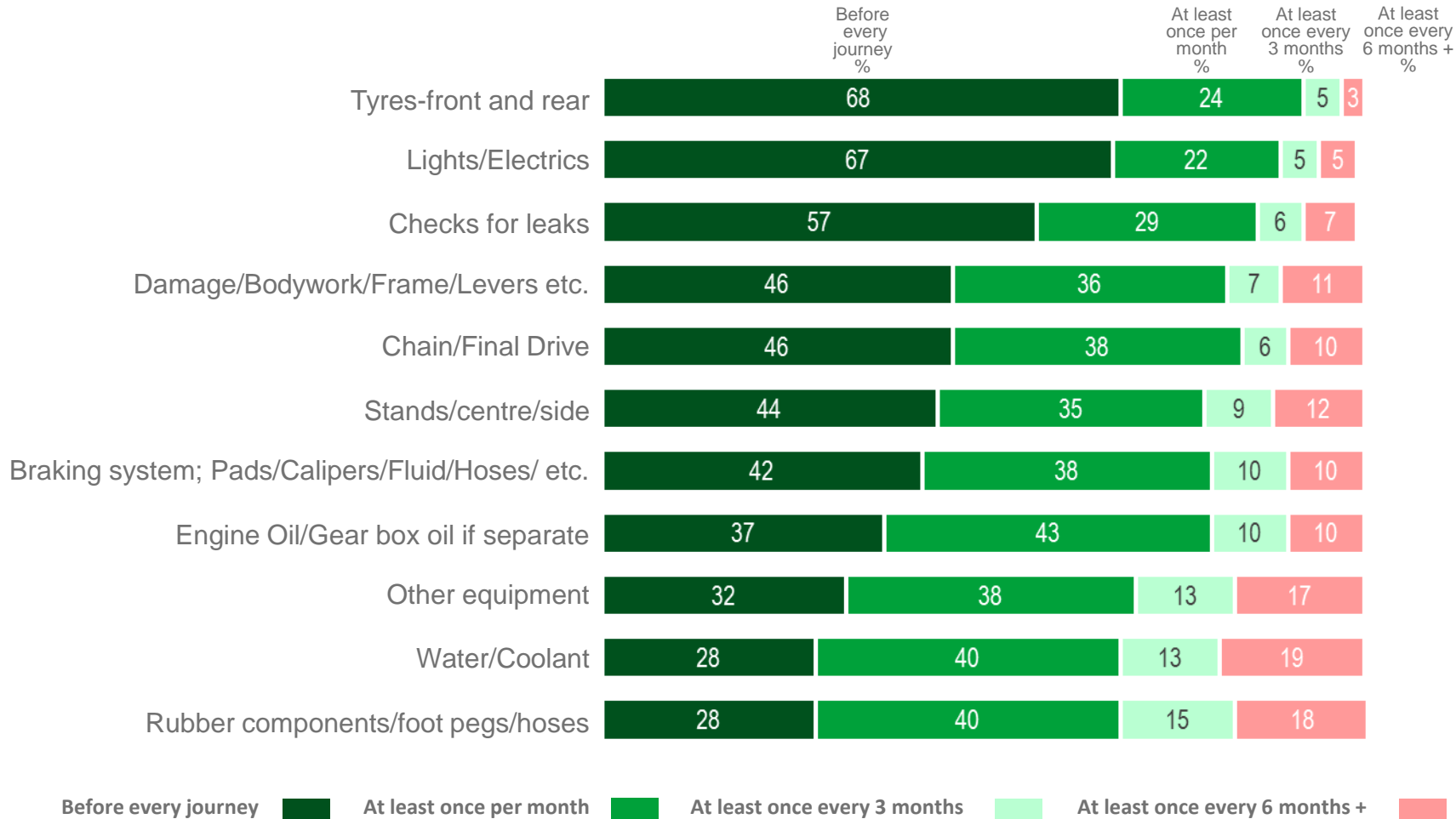


*Caution small base sizes

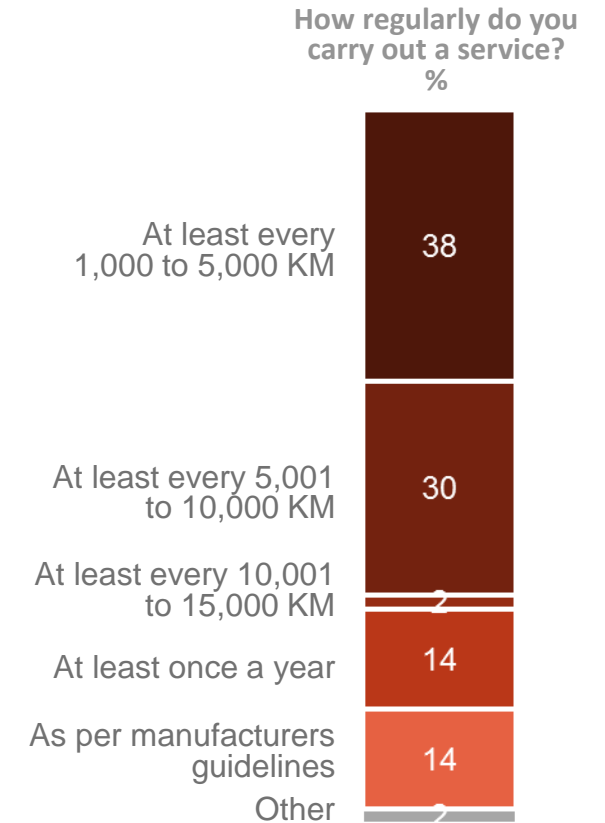
Motorcycle Checks: carried out regularly, with two thirds checking tyres and lights & electrics before every journey and services are carried out at least yearly by over three quarters (78%)

Base: All respondents (n=731)

How often, if at all, are the following checked on your motorcycle



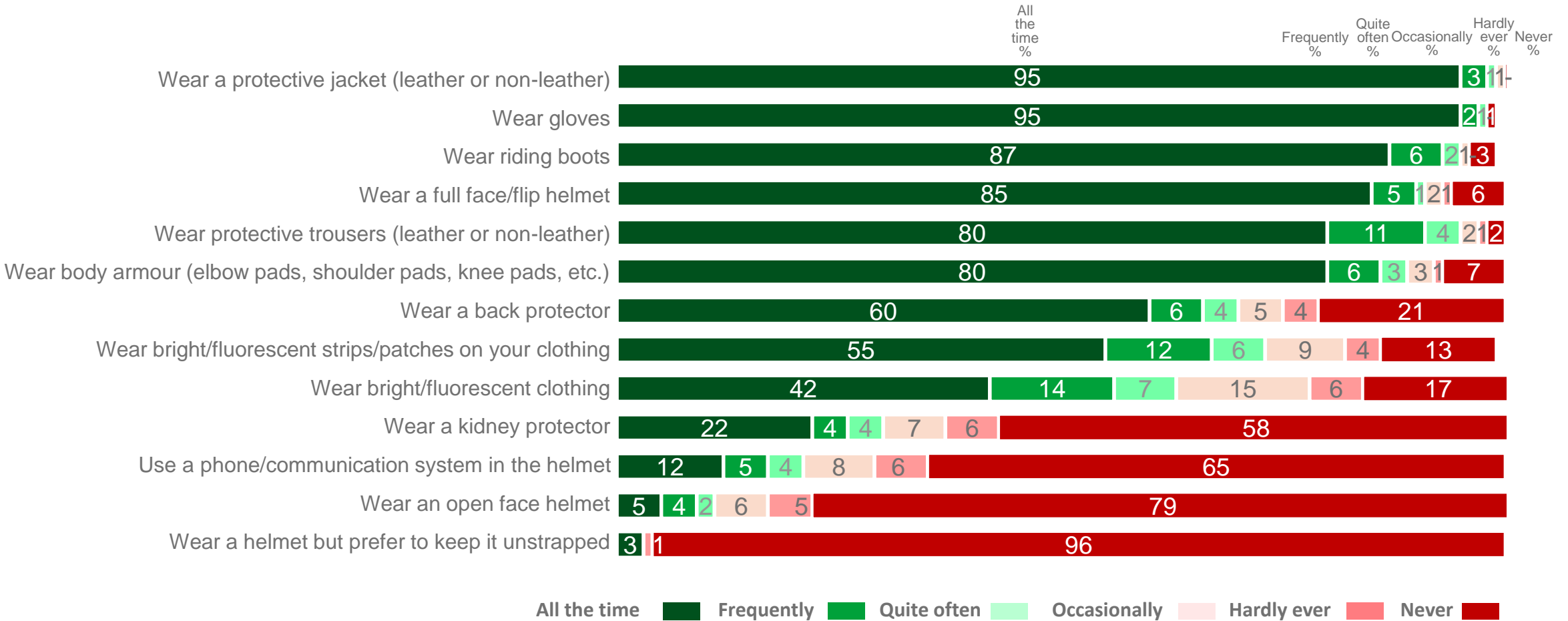
Service Frequency



Safety measures: Virtually all say they wear protective jacket and gloves all the time (95%). Nine in ten (89%) say they wear some form of helmet all the time, most wearing a full face/flip helmet. Take up of other protective clothing is relatively widespread apart from kidney protectors.

Base: All respondents (n=731)

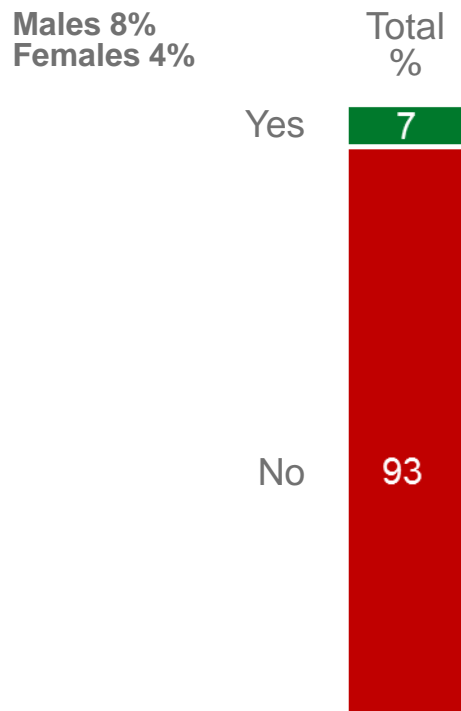
When riding, how often do you:



Incidence of **alcohol usage** is reported at 7%, with three quarters (75%) agreeing that they have never ridden their motorcycle after drinking alcohol:

Base: All respondents (n=731)

In the last 12 months have you ridden a motorcycle after consuming ANY alcoholic drink?/



How much do you agree or disagree with the following statements?



Motorcyclists Suggestions:

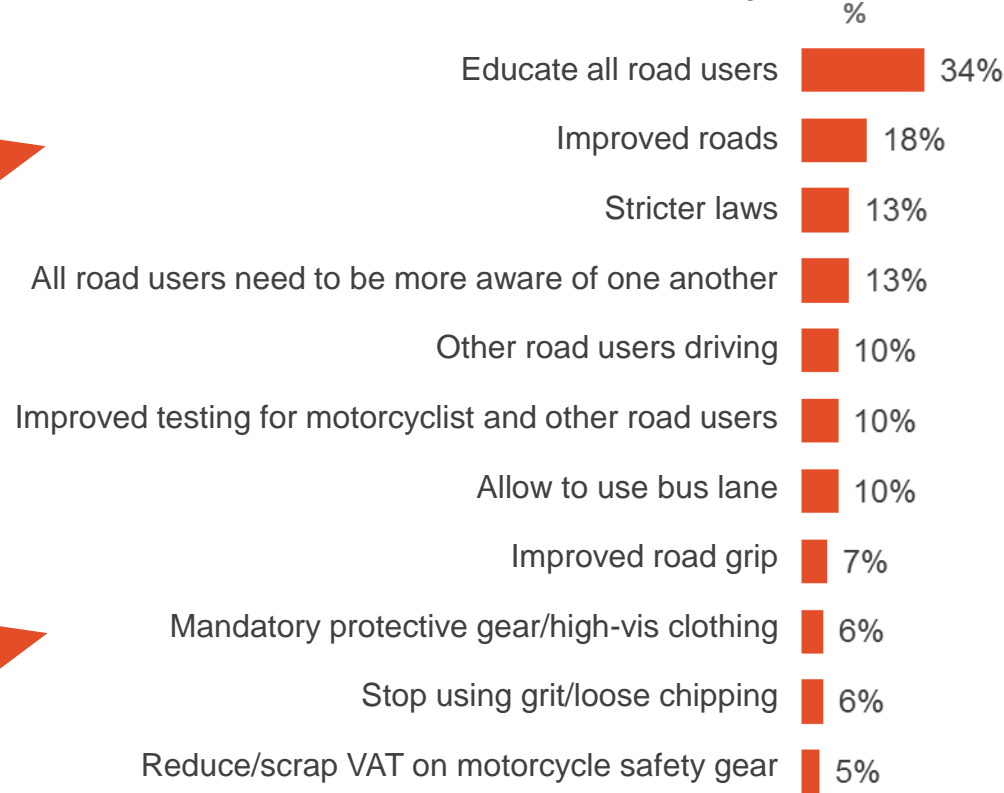
When asked for suggestions, education of all road users was mentioned by a third of motorcyclists, particularly around awareness of motorcyclists on the road; one in five mentioning improving road surfaces with stricter laws mentioned next

Base: All respondents (n=731),

“Better awareness from cars drivers, farmers covering road in muck, rural roads not having clean edges - stones falling into road.”

“All motorcyclists should wear some form of reflective wear as in Sam Brown belt or Hi-Viz vest. Lights should be turned on at all times.”

Do you have any suggestions to improve road safety for motorcyclists or any other comments?



“More emphasis on awareness of motorbikes during practical car driving lessons.”

“Improve the road surfaces. Too many potholes, raised manholes, tar banding.”

“Car drivers need to be educated more on the understanding of the way motorcyclists use the road.”

“They are poorly educated on how motorcyclists have many different habits and that they may change speed/direction a lot quicker than a car can.”

“Do something to stop diesel spills on roads - they're practically everywhere.”

Key points

Two thirds reported having a 'near miss' in the last 2 years, the incidence of near misses lower for the older age groups.

11% claimed to have had a collision in the past 2 years, more prevalent among younger riders. Most that had only one collision, with no one having more than 3 collisions in last 2 years. February was reported most frequently as the month for most serious collision. There were various reasons for collisions, the most quoted being when another vehicle collided with the rear or side of the motorcycle (one in four).

Four in ten of those which had a collision said that there had been an injury to themselves, with the majority of other parties involved not being injured.

Motorcyclists are very conscious of the condition of their motorbikes, with regular checks performed before every journey, two thirds checking tyres and lights/electrics and over half also check for leaks.

Nine in ten say they wear a helmet all the time, most wearing a full face/flip helmet. Virtually all say they wear protective jacket and gloves all the time (95%). Take up of other projective clothing is relatively widespread apart from kidney protectors.

Less than one in ten (7%) report to haven ridden a motorcycle in the last 12 months after consuming alcohol, the figure for men (8%) is twice that of women (4%). For those taking a drink the volumes tend to be low, two drinks or less in most cases.

Three quarters agree that they have never ridden a motorcycle after drinking, very few agree that you can drink and drive if you drive carefully. Virtually all motorcyclists agree that drinking and riding a motorcycle substantially increases risk of collision.

When asked for suggestions for improvements, education of all road users was mentioned by a third of motorcyclists, particularly around awareness of motorcyclists on the road; one in five mentioning improving road surfaces with stricter laws also mentioned.



**For further information please
contact:
Road Safety Authority or
Kantar Millward Brown**