

KANTAR

RSA Motorcyclist Rider Behaviour Study

June 2019



Approach and Methodology

PURPOSE

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

RESEARCH METHOD

- The survey was completed online, hosted on the RSA website and promoted through RSA's social media channels and the Carole Nash Irish Motorbike and Scooter Show 2019 RDS, 1st – 3rd March, which was used as the launch pad for the survey.
- Fieldwork dates were from 1st of March - 7th April.

SAMPLE

- 351 motorcyclists completed the survey in full with a further 100 motorcyclists partly completing the survey.
- All 450 respondents are represented in the findings

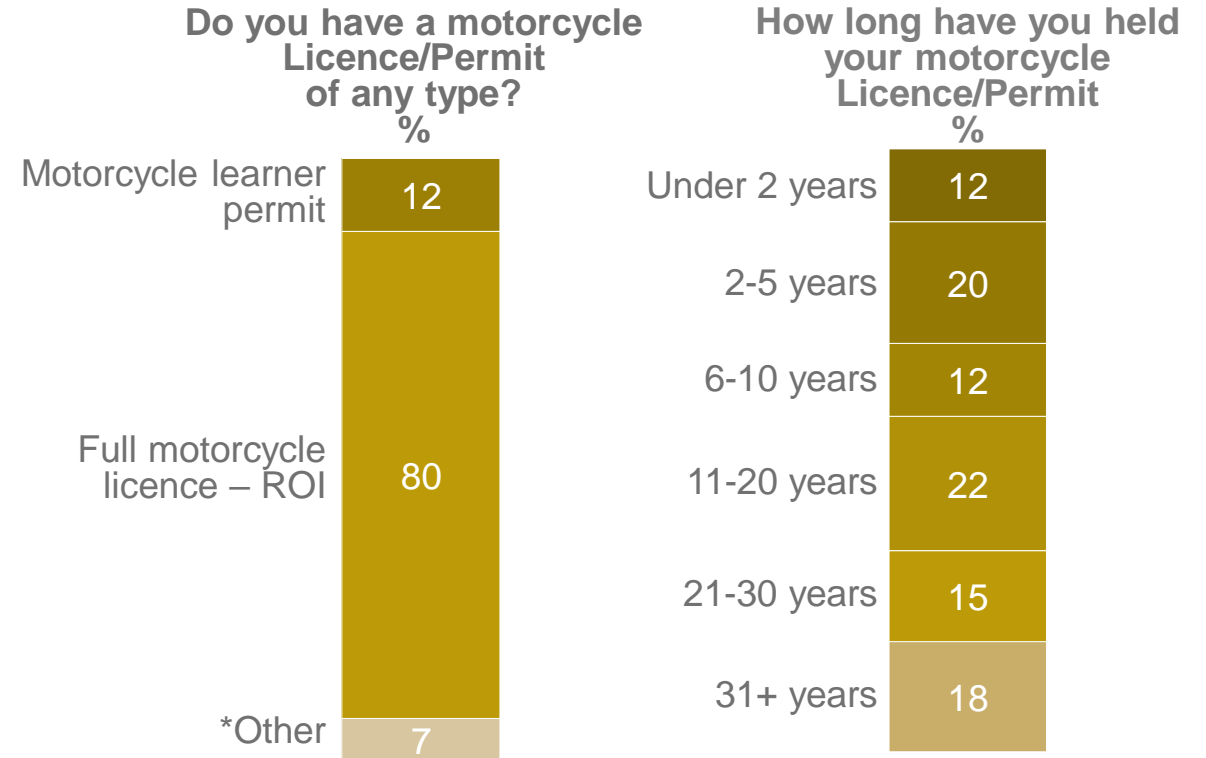
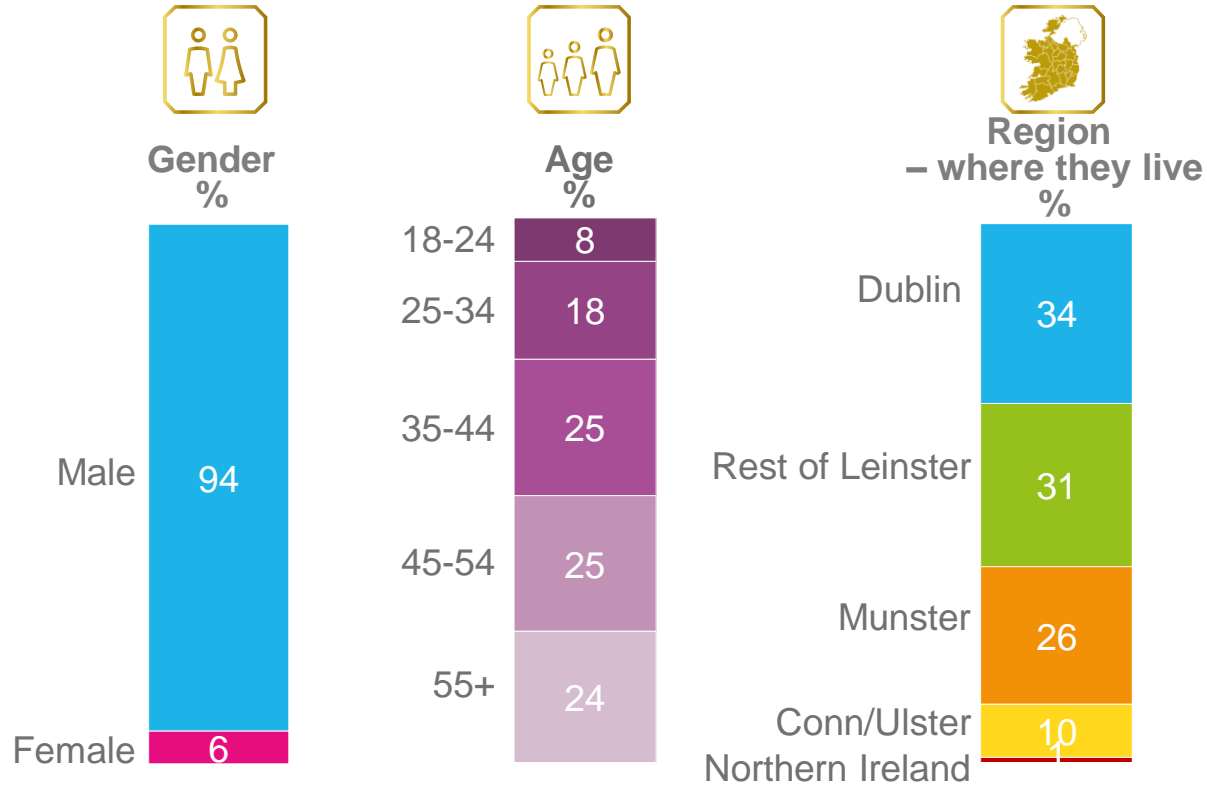
INCENTIVE

An entry into a free prize draw for a Shoei (Neotec) helmet worth €600 (prize in form of voucher) was the incentive for this research, the winner has been notified.

Sample Profile, who we spoke to

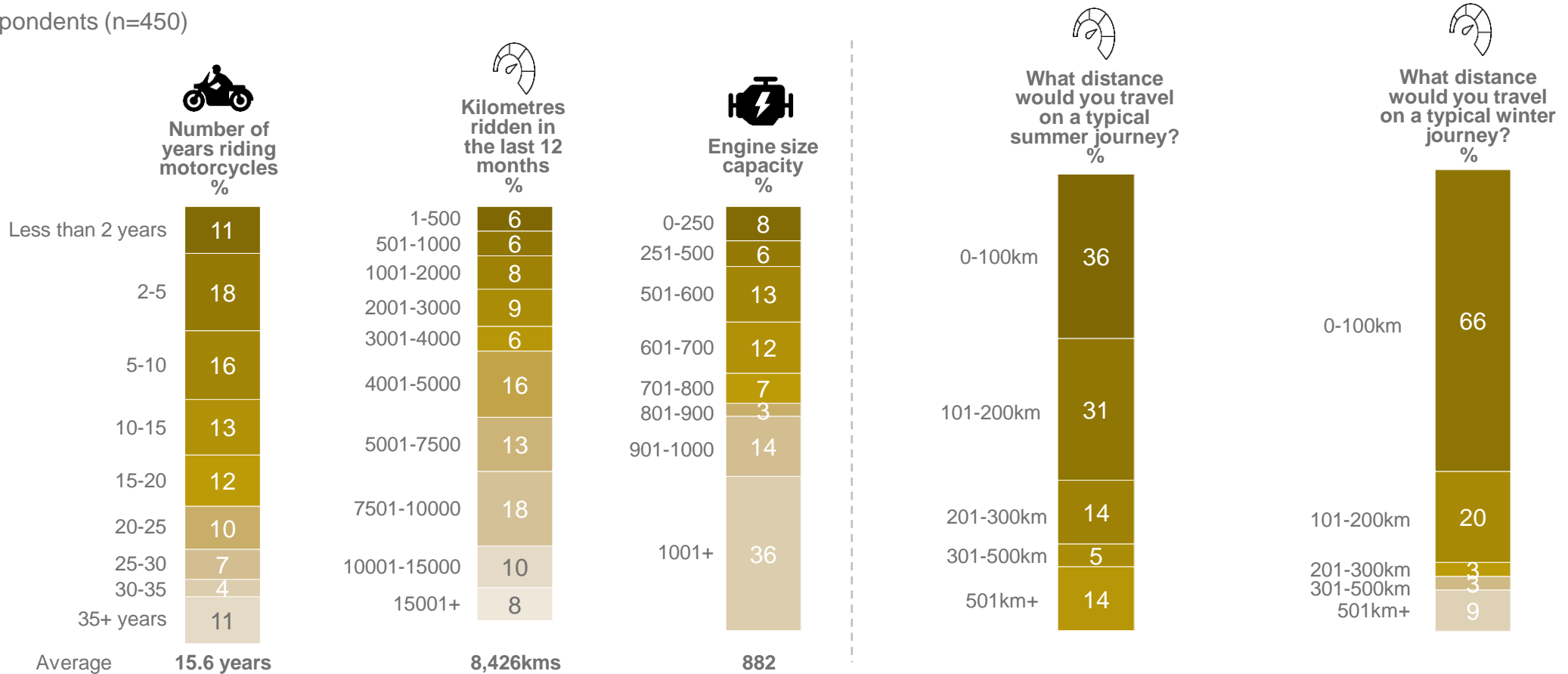
Details on the profile of the sample shows the majority were male who have held their licence for over 2 years. One in five have had a licence over 30 years.

Base: All respondents (n=450)



Respondents showed a wide variety of motorcycling habits. Furthermore 40% rode a sports or sports touring motorbike, 24% a touring motorbike and 12% commuting/roadster motorbike. We have also seen a significant increase in those riding newer motorcycles compared to 2017. 61% own one motorcycle, 30% own 2-3 while 9% of those we spoke to own 4+ motorbikes.

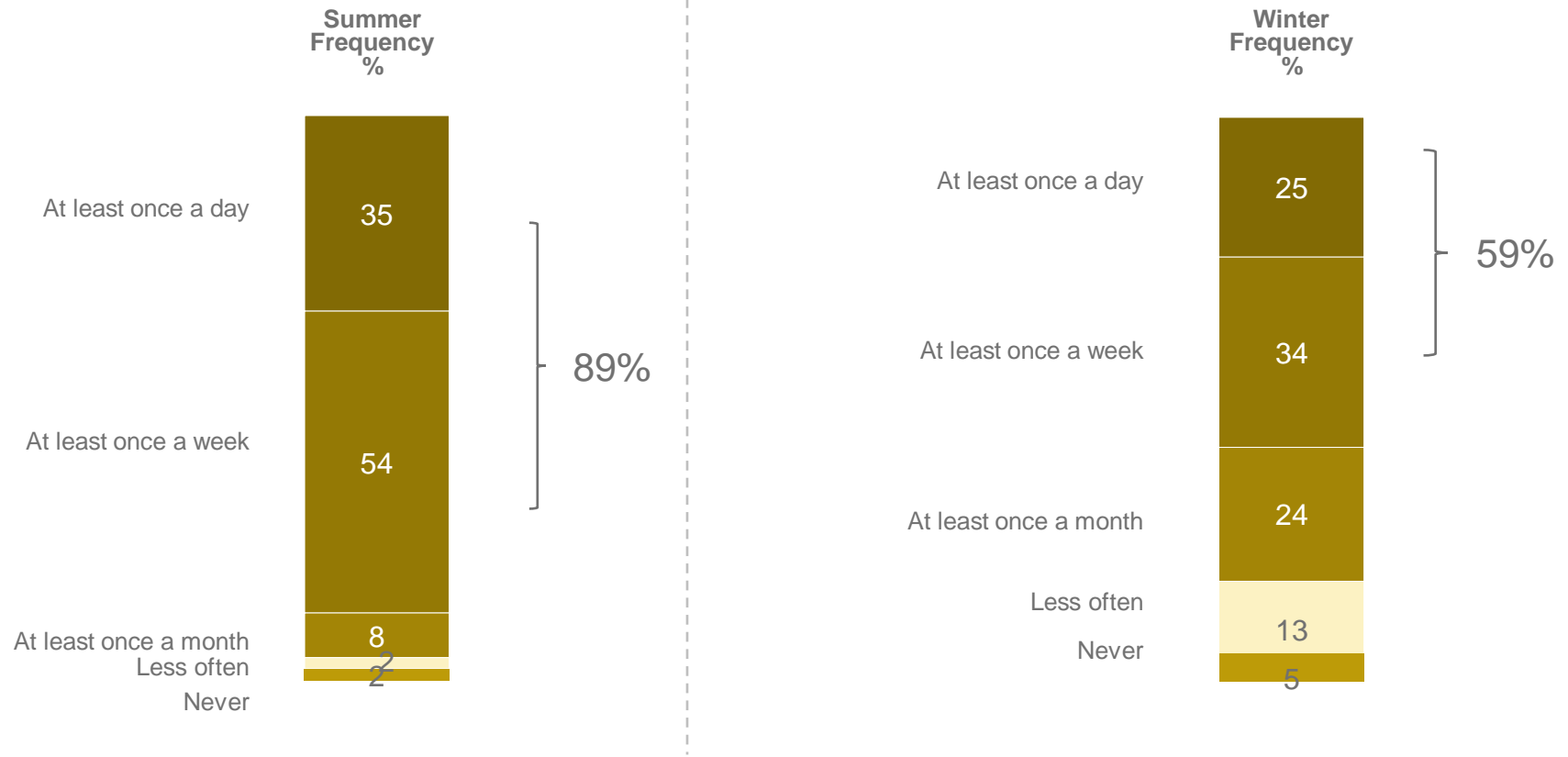
Base: All respondents (n=450)



Riding Frequency

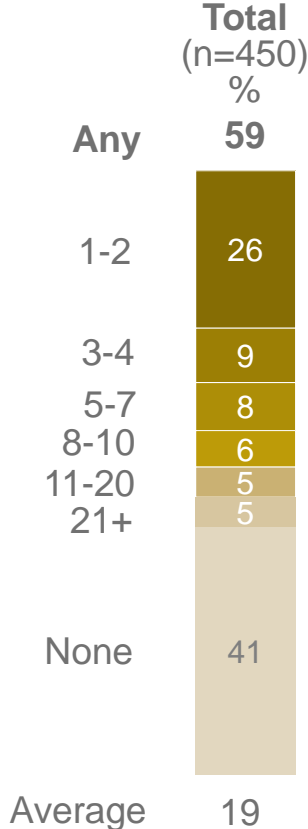
Nine out of ten (89%) ride their motorcycle more than at least once a month during the summer period. Winter frequency drops to three out of five (59%) for more than once a month while a further 5% of the participants from the study never ride their motorcycle during the winter period. Even committed everyday motorcyclists drop from 35% in summer to 25% in winter.

Base: All respondents (n=450)



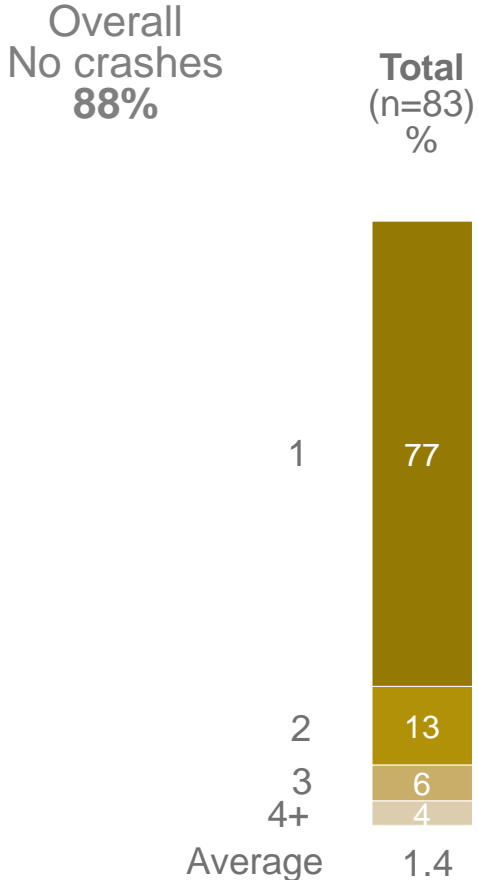
Three in five (59%) had a near miss in the past 2 years; a **significant decline** of 10 percentage points since 2017

Base: All respondents (n=450)



12% of participants have been involved in a road collision in the past two years. This is in line with 2017 (11%). Collisions took place across a variety of months of the year

Base: All respondents involved in road collisions (including minor spills) (n=52), males (50)



Data represented in actual number of respondents

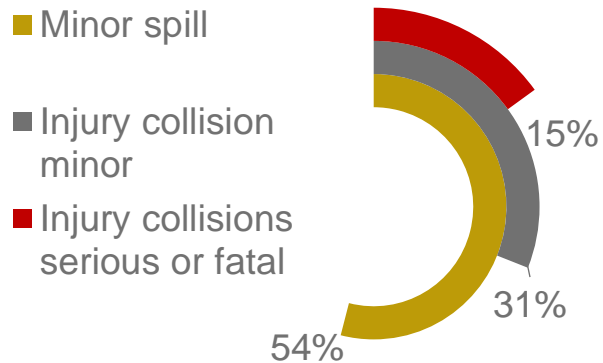
Total	
	2019
Most serious collision occurred	(n=52)
Jan - Mar	8
Apr – Jun	14
Jul – Sep	18
Oct - Dec	12

Collision Details:

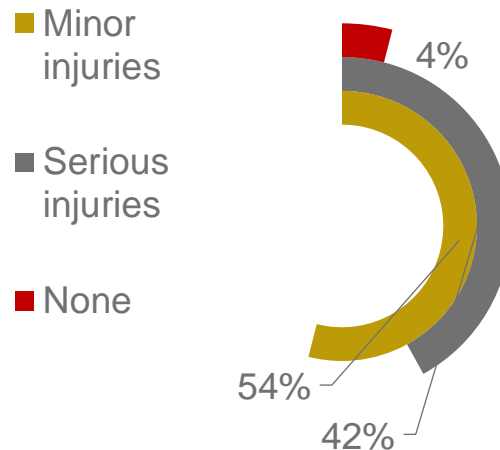
Almost one in two involved in a collision said that the incident resulted in an injury (either minor or serious). Majority of injuries affected motorcyclists themselves while a relatively low percentage resulted in other people sustaining injury

Base: All respondents involved road collisions (including minor spills) (n=52)

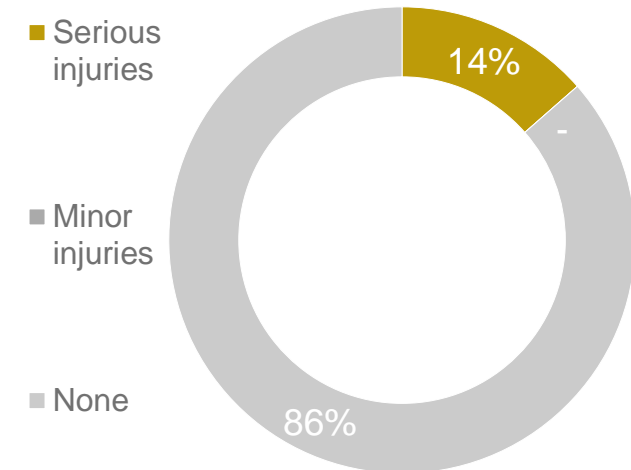
Would you describe the collision as...
(n=52)



What injuries did you sustain as a result of the collision?
(n=24)*



What injuries did other people sustain as a result of the collision?
(n=23)*



*Caution small base sizes

**Based on injuries not fatalities

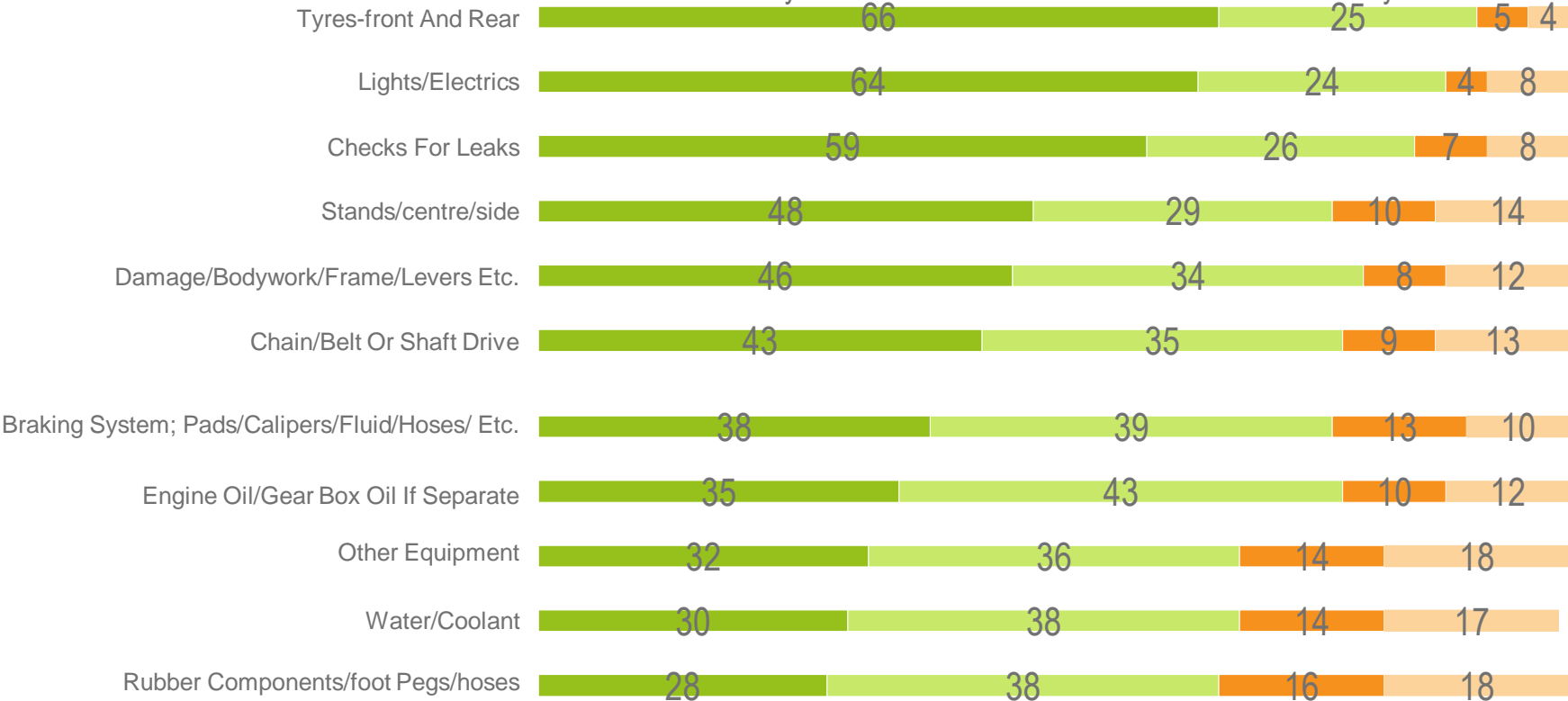
Motorcycle Checks

Tyres, lights & electronics checks carried out by just under two thirds of motorcyclist's before every journey. Furthermore two thirds of those we spoke to carry out a service every 10,000km or less

Base: All respondents (n=450)

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

■ Before every journey ■ At least once per month
■ At least one every 3 months ■ At least once every 6 months +



Service Frequency

How regularly do you carry out a service?
%

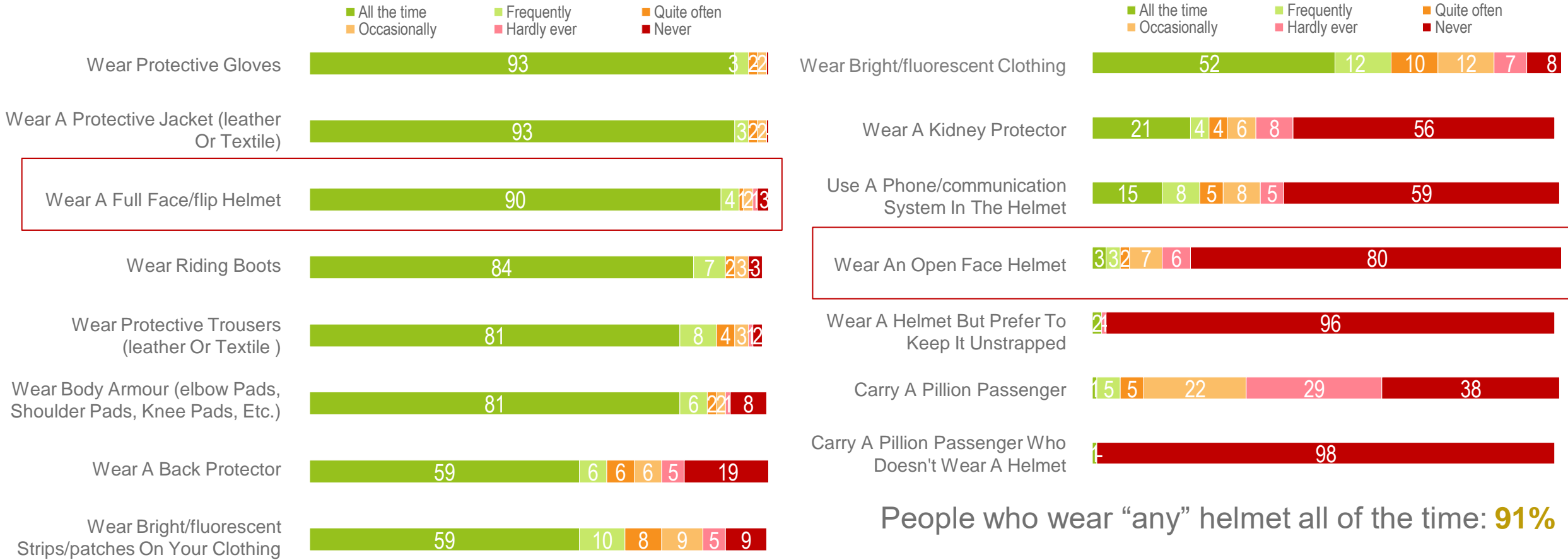


Safety measures

Practically all say they wear protective gloves and jacket all the time (93%) and nine in ten stating they wear a helmet all of the time. Face/flip helmet's worn predominantly with few stating they wear an Open Face Helmet. Adoption of other protective clothing among motorcyclists are prevalent aside from kidney protectors.

Base: All respondents (n=450)

When riding, how often do you:

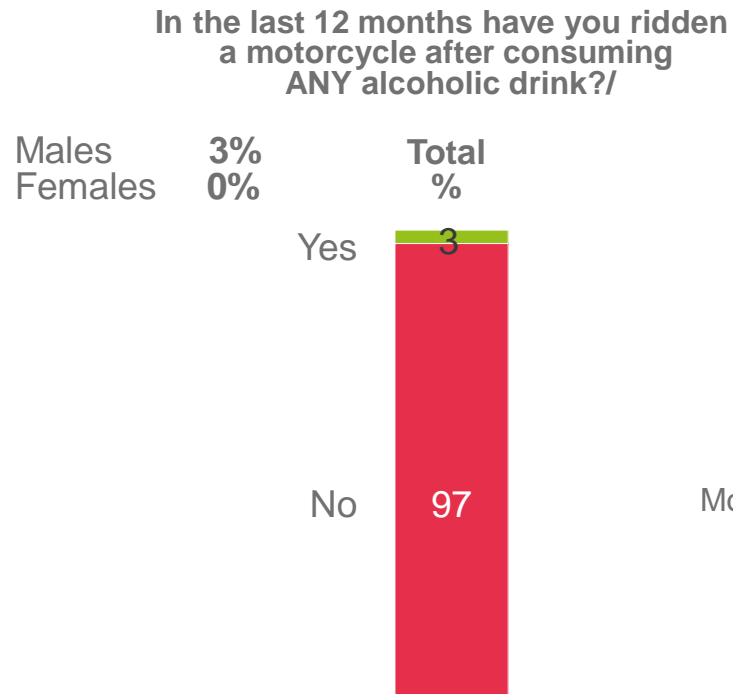


People who wear “any” helmet all of the time: **91%**

Incidence of alcohol

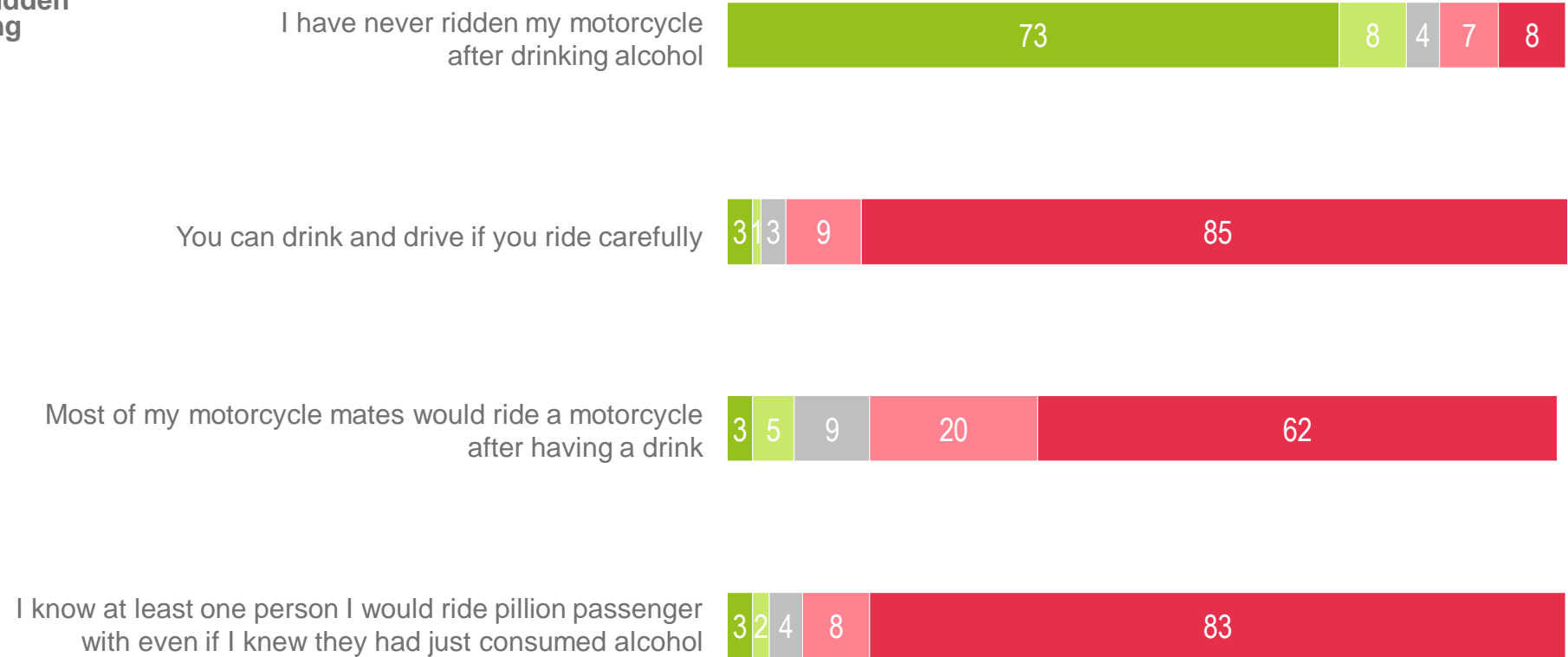
Virtually all state they have not ridden a motorcycle after consuming any alcohol in the last 12 months (97%), which is a significant increase since 2017. Eight out of ten agree they have never ridden their motorcycle after drinking alcohol. 85% strongly disagree that you can drink and drive if you ride carefully

Base: All respondents (n=450)



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

■ Strongly agree
 ■ Agree
 ■ Neither
 ■ Disagree
 ■ Strongly disagree

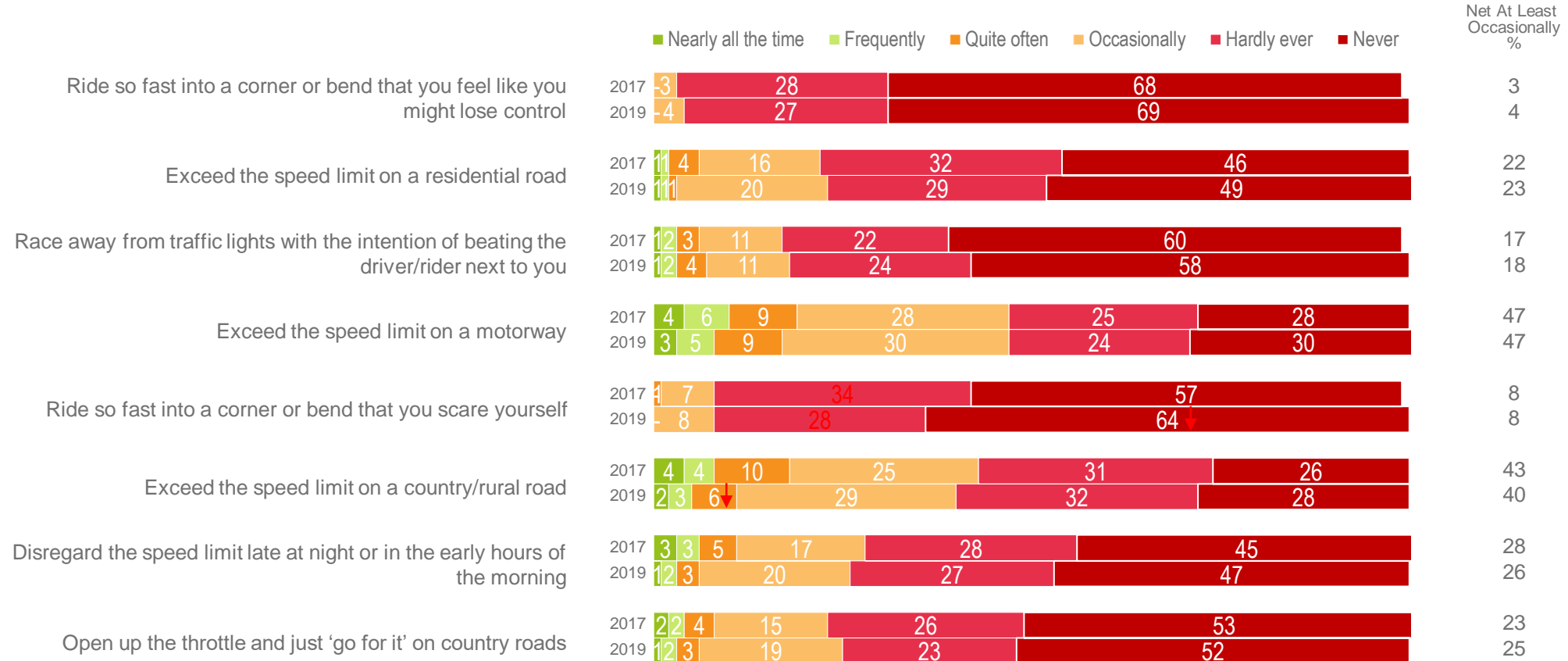


Incidence of Speed

Although we see a small drop in those admitting to exceed the speed limit on country/rural roads, exceeding the speed limit on a motorway remains steady (almost one in two).

Base: All respondents (n=450)

When riding, how often do each of the following things happen to you?



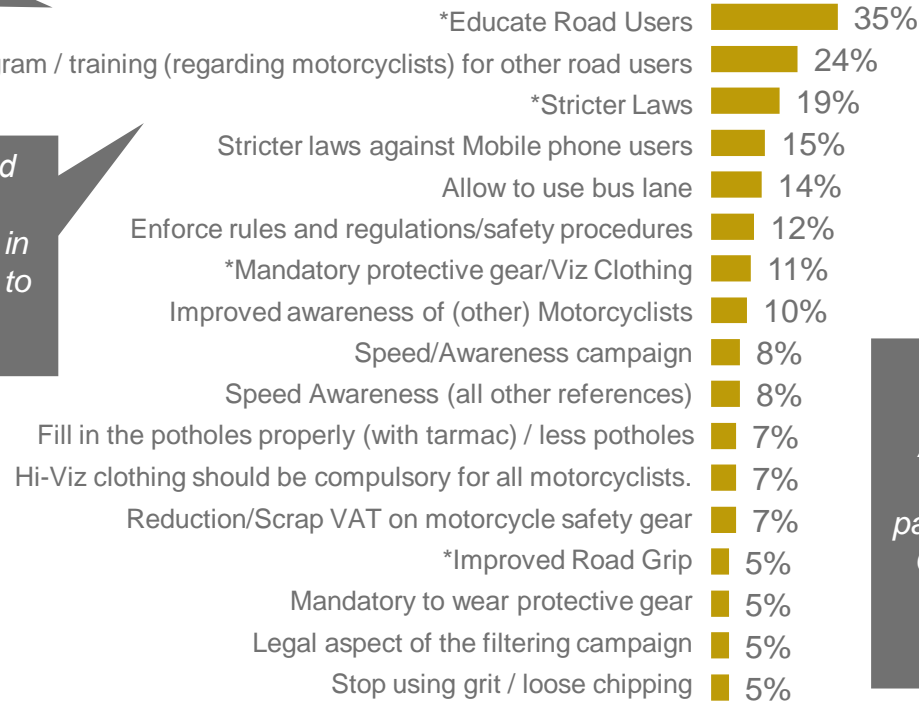
Motorcyclists Suggestions

When asked for suggestions, education and awareness programs are top of the list. Over one in three said to educate road users (both drivers and motorcyclists). One fifth suggested awareness programs/training (regarding motorcyclists) for other road users be implemented.

Base: All respondents (n=315), coded answers from open ended question,

*Net Summary codes used in some instances

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



“Mandatory training for car drivers.”

Awareness program / training (regarding motorcyclists) for other road users

“Better enforcement of fail to yield from side roads. Better road maintenance. Stop putting gravel in bends and using tar and chipping to repair roads. Garda Bikesafe scheme..”

“Government grants towards advancing motorcycle training.”

“Stop putting slippery road markings and manhole covers on the approach to and/or on corners. Make wearing the appropriate safety gear a law, too many people ride around in tracksuits, hoodies and runners.”

“Factor motorcyclists into road design / construction / planning. Abolish VAT on safety equipment like helmets, PPE, tyres, brake pads, servicing costs. Bring back the Garda Bikesafe program, it was a great experience for me, really beneficial.”

“Allow motorcycles to use bus lanes especially during the rush hours. I've had a number of friends that were rear ended at the traffic lights. allowing bikes to use bus lanes would help prevent accidents in my opinion.”



Key points

- Participants were overwhelmingly male, holders of a full motorcycle licence and a significant majority have held their licence for at least 5 years. There was a broad spread of experience, motorbike engine size and distance travelled within the last 12 months
- In line with 2017, 12% of participants have been involved in a road collision in the past two years. Three in five (59%) had a near miss in the past 2 years; **a significant decline of 10 percentage points since 2017**. Serious collisions occurred throughout the year. Highest incidence of serious collision occurred in **July**.
- **Four in ten** involved in a collision said that the incident **resulted in an injury** (either minor or serious). The majority of injuries affected motorcyclists themselves while a relatively low percentage resulted in other people sustaining injury.
- Checks on tyres, lights & electronics are carried out by just under **two thirds** of motorcyclist's before **every journey**.
- Practically all indicate they wear protective gloves and jacket all the time (93%) and **nine in ten** stating they wear a **helmet all of the time**. Face/flip helmet's worn predominantly with few stating they wear an Open Face Helmet. Not wearing a helmet occurred more among those with 20+ years experience.
- Virtually all state they have not ridden a motorcycle after consuming any alcohol in the last 12 months (97%), a significant increase since 2017. Eight out of ten agree they have never ridden their motorcycle after drinking alcohol.
- When asked for suggestions, education and awareness programs are top of the list, with many mentioning educating road users (both drivers and motorcyclists) and to increase awareness (regarding motorcyclists) for other road users.