

Latest TAC Motorcycle Research October, 2010

Research background

The TAC commissioned research earlier this year to conduct an assessment of rider's attitudes and behaviours to specific road safety issues and the recall of motorcycle campaigns.

50 interviews per week were conducted with riders over a 35 week period resulting in 1,755 interviews conducted in total.

Age, location and gender quotas were applied to ensure an accurate sample of the Victorian riding community was captured.

The following points provide an assessment of motorcyclists attitudes to various themes.

Key findings

Recreational riding:

- Recreational riding constitutes the largest proportion of riding time.
- On average, more than two-thirds of riding time is made up of on-road recreational riding (49%) and off-road recreational riding (20%). The remaining 31% of riding time is spent commuting.

Collisions:

- One third of motorcyclists (34%) have been involved in an incident when riding that required medical treatment.
- Females are significantly less likely to have been involved in a motorcycle incident (21%).

Protective clothing:

- Ownership and usage of motorcycle jackets and gloves is high.
- More than 9 in 10 own these items of protective clothing and approximately 4 in 5 claim to wear them all the time when riding.
- Riders are less likely to own motorcycle boots and pants (especially female riders) and the frequency of wearing these items is lower – only half report wearing pants all of the time when riding and 6 in 10 for motorcycle boots.
- Approximately 1 in 10 riders report never wearing motorcycle boots and pants.
- Pants are the least owned and least worn item of protective clothing (86% of riders owning pants and 53% of riders wearing pants all of the time).

Speeding:

- The proportion of motorcyclists claiming to 'never' speed is considerably higher than the general population average (24% vs. 14% respectively).
- 26 % of motorcyclists (compared to 17% of the general motorist population) agreed to the following statement:

"If I'm sure I won't be caught, I ride over the speed limit"

- Highest agreement level was among males 18-39 years at 30%.
- Of further concern are rider's attitudes to adhering to the speed limit in high level speed zones. In a 100km/h zone, only half claim to ride at or below the speed limit (52%)

compared to 71% general population. All other speed zones are consistent with general population figures.

Cost of motorcycle trauma:

- The overall cost to the TAC is in the order of 4-5 times higher per vehicle for motorcycles than for passenger vehicles.
- Motorcyclists account for 20% of all TAC's medical costs.
- Road trauma in general costs the Victorian community more than 3.5 billion dollars each year.
- Motorcyclists represent 25 per cent of all TAC claims involving an overnight hospital stay.

Motorcycle events:

- The TAC's Motorcycle Tracking study found 52% of all riders attend motorcycle events, 45% of which attend the Australian Moto GP on Phillip Island.
- The TAC has been a major partner of the MotoGP since 1998. The TAC continues to utilise this event as an opportunity to engage with riders face-to-face and promote its key motorcycle safety message to all patrons attending the Phillip Island Grand Prix Circuit.