

## **Older Riders, Alcohol and Motorcycles – A Deadly Mix**

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A Presentation to

Lifesavers Conference  
Austin, TX  
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The presentation summarizes a research study conducted by Irwin Broh and Associates for the Motorcycle Safety Foundation. The sample was a nationally projectable sample gathered through a panel study methodology. The survey content included questions about participant demographics, riding frequency, risk factors, and attitudes toward and use of alcohol. The incidence of riding after drinking was measured at less than 10%, but varied for factors such as gender, age, and income. Several MSF programs designed to provide training in the area of alcohol and the seasoned rider are reviewed as a response to the issue of drinking and riding among older riders.



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# Older Riders, Alcohol and Motorcycles – A Deadly Mix

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*Motorcycle Safety Foundation*



# Overview

- **Research on age, motorcycles and alcohol consumption**
  - New research reports older riders drinking and riding
- **Programs addressing the deadly mix**
  - Riding Straight
  - *Seasoned Rider*
- **Resources available to help**
  - NAMS Grants



# Background on Methodology

## About the NFO Panel

(National Family Opinion)

- World's largest consumer panel
    - ✓ Almost one million member households in the U.S.
    - ✓ Balanced by age, income, ethnicity, census track, etc.
    - ✓ Statistical microcosm of U.S. population
  - Established in 1946
  - Panel membership is free and voluntary
- Advantages:
    - ✓ National probability sample of motorcycle owning households
    - ✓ Representative of U.S. population
    - ✓ Results statistically projectable
    - ✓ Respondents answer anonymously
    - ✓ Lacks persisting problems of random digit dial method



# Numbers for this study

50,000 screener cards sent out



28,299 screener cards returned

→ 56.6% response rate



1,875 households owning a motorcycle/mini-cycle/scooter identified

→ 6.6% ownership incidence



1,751 follow-up surveys sent out



1,203 follow-up surveys returned

→ 68.7% response rate



# Questionnaire Topics

1. Current and prior motorcycle ownership history
  - ✓ Number
  - ✓ Brand
  - ✓ Type
  - ✓ Size
  - ✓ Model
2. Number of motorcycle riders in family
3. Riding experience, history, frequency
4. Motorcycle training/safety course attendance
5. Course evaluation
6. Riding risk factors
  - ✓ Threat perception
  - ✓ Participation in risky riding
7. Accident and crash history
8. Ownership/Use of protective riding gear
9. Drinking and driving
  - ✓ Attitudes
  - ✓ Past behavior (car and motorcycle)
10. Attitudes/Membership in motorcycle-related clubs
11. Involvement in motorcycle-related issues
12. Demographics



# Screenener Card and Follow-up Survey

## Motorcycles, Scooters, & All-Terrain Vehicles

3a. Does anyone in your household own a motorcycle, mini-cycle, or scooter (defined as a motorized vehicle you have to sit on to ride. This does not include a moped or anything with pedals, and does not include a Razor or stand-up scooter)



Yes (Continue)  No (SKIP TO 4a)

3b. How many motorcycles, mini-cycles, or scooters are currently owned in your household? # \_\_\_\_\_

3c. And how many of these motorcycles, mini-cycles, or scooters are currently in running order? # \_\_\_\_\_

3d. Fill in the following for the newest of each owned:

	Brand	Model Yr	Engine size	cc
Motorcycle	_____	_____	_____	_____
Mini-cycle	_____	_____	_____	_____
Scooter	_____	_____	_____	_____

4a. Does anyone in your household own a 3 or 4-wheel All-Terrain Vehicle, that is an ATV with handlebars meant for off-highway riding that you straddle to ride. (This does not include dune buggies or an SUV like a Jeep or Ford Explorer)



Yes (Continue)  No (SKIP TO 5a)

4b. How many ATVs are currently owned in your household? # \_\_\_\_\_

4c. And how many of these ATVs are currently in running order? # \_\_\_\_\_

4d. Fill in for the newest ATV owned:

Brand: \_\_\_\_\_ Model Yr: \_\_\_\_\_ Engine size: \_\_\_\_\_ cc

5a. Does anyone in your household own a boat?

Yes (Continue)  No (SKIP TO 6a)

5b. Fill in the following for the newest boat owned:

Brand: \_\_\_\_\_ Length: \_\_\_\_\_ ft Model Yr: \_\_\_\_\_  
 Engine  Outboard motor  Inboard engine  
 type:  Stern drive engine  No engine (sailboat)  
 Total Engine horsepower: \_\_\_\_\_ hp

6a. Does anyone in your household own a personal watercraft (PWC), like a Jet Ski?

Yes (Continue)  No (SKIP TO 7a)

6b. Fill in the following for the newest PWC owned:

Brand: \_\_\_\_\_ Model Yr: \_\_\_\_\_ # of passenger: \_\_\_\_\_

7a. Does anyone in your household own a snowmobile?

Yes (Continue)  No (SKIP TO 8a)

7b. Fill in the following for the newest snowmobile owned:

Brand: \_\_\_\_\_ Model Yr: \_\_\_\_\_ Engine size: \_\_\_\_\_ cc

8a. Does anyone in your household own a RV?

Yes (Continue)  No (Return survey)

8b. Fill in the following for the newest RV owned:

Brand: \_\_\_\_\_ Model Yr: \_\_\_\_\_  
 Type:  Motorized RV  Towable RV



P.O. Box 474 Toledo, OH 43654  
 Toll-Free Number: 1-800-537-4097  
 Mon - Fri, 8:00 AM to 11:00 PM EST  
 Sat & Sun, 10:00 AM to 6:00 PM EST  
 Contact Us: <http://mysurvey.com/contactus.cfm>  
 Privacy: <http://mysurvey.com/privacy.cfm>

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TO BE ANSWERED BY THE HOUSEHOLD MEMBER THAT RIDES MOTORCYCLES THE MOST, OR IS MOST FAMILIAR WITH MOTORCYCLE RIDING.

### Motorcycle Ownership

1a. How many motorcycles or scooters are **currently owned** by you or other members of your household? (X ONE Box)

1  1      2  2      3  3      4  4 or more      5  None (12)

1b. And how many of these vehicles are **currently in running order**? (X ONE Box)

1  1      2  2      3  3      4  4 or more      5  None (13)

2. How many motorcycles or scooters have you (personally) **ever owned**?

1  1      3  3      5  5      7  7      9  9 (14)  
 2  2      4  4      6  6      8  8      0  10 or more

3. Besides yourself, how many other motorcycle riders are there in your family? (X ONE Box)

1  None, I am the only motorcycle rider  
 2  There are \_\_\_\_\_ other male riders and \_\_\_\_\_ other female riders in my family. (16:17) (18:19)  
 (Write In #) (Write In #)

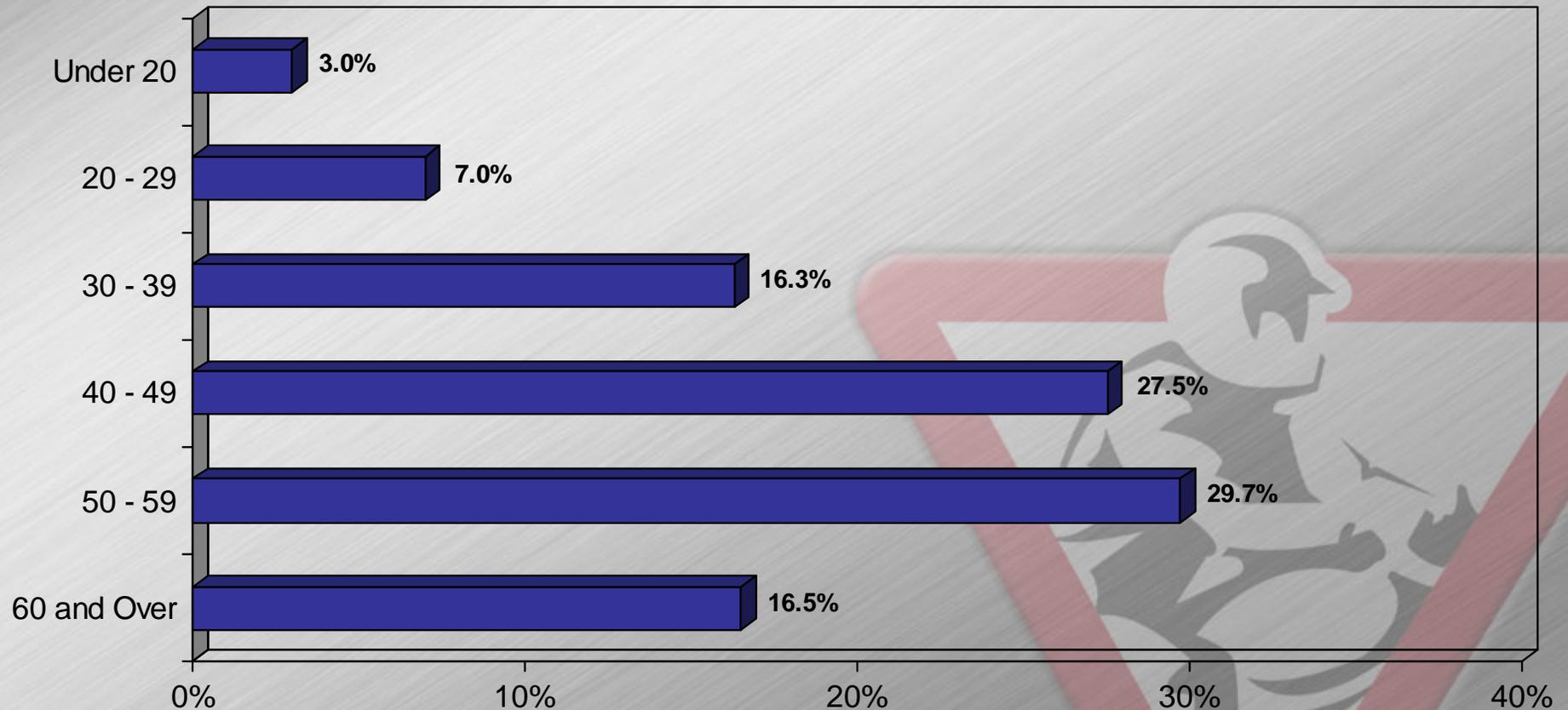
4. Which category below best describes the type of motorcycle you ride most often? (X ONE Box)

1  Scooter      4  Touring      7  Competition/Motocross (20)  
 2  Standard/Traditional      5  Sport bike      8  Dual purpose  
 3  Cruiser      6  Off-road/Enduro      9  Other: \_\_\_\_\_ (21)



# Results

## Respondents Age

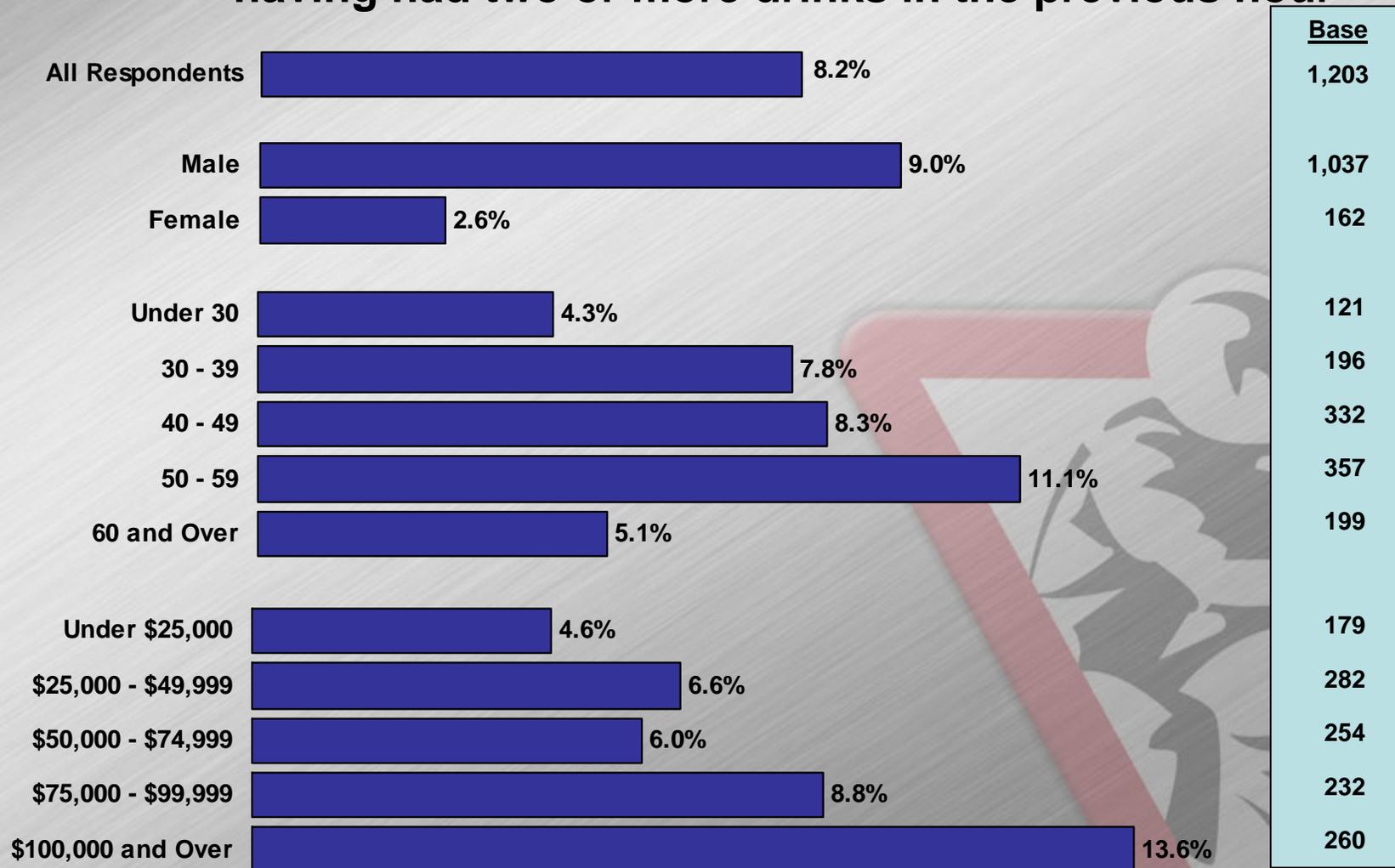


**Mean age: 47.4 years old**



# Results Continued

Percent who said “Yes” to having ridden a motorcycle after having had two or more drinks in the previous hour





# Address the problem

What can be done to reach this particular age group during the training process?



We suggest utilizing a  
*Host An Event*  
module



# *Host An Event Series*

1. Riding Straight
2. *Seasoned*Rider
3. Guide to Group Riding
4. A Common Road
5. Rider Perception Module (RPM)

May be conducted by anyone  
No special certification required



# Riding Straight

1. Facilitator Guide
2. Fatal Vision Simulator Goggles and Floor Tape
3. 12-minute studio-visual training aid (VHS)
4. CD of Facilitator Guide
5. Currently Available (\$160)



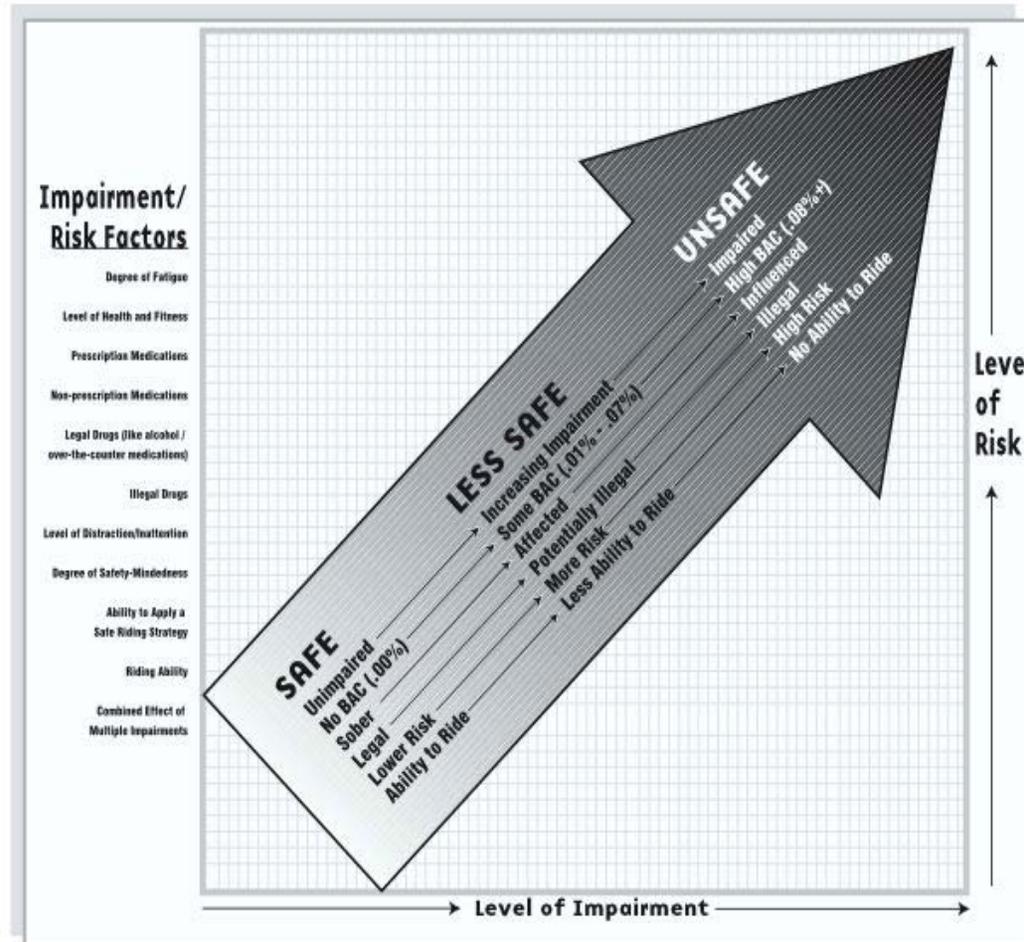


# Riding Straight

Sample  
Activity:

Impairment  
Discussion  
Graphic

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**Appendix D**  
**Impairment Discussion Graphic**

The Impairment Discussion Graphic is intended to assist in facilitating a discussion regarding the safety risks associated with riding a motorcycle while impaired. It is recommended that a motorcyclist ride unimpaired, which means to separate alcohol use and other impairments from motorcycle operation.

FACILITATOR'S GUIDE

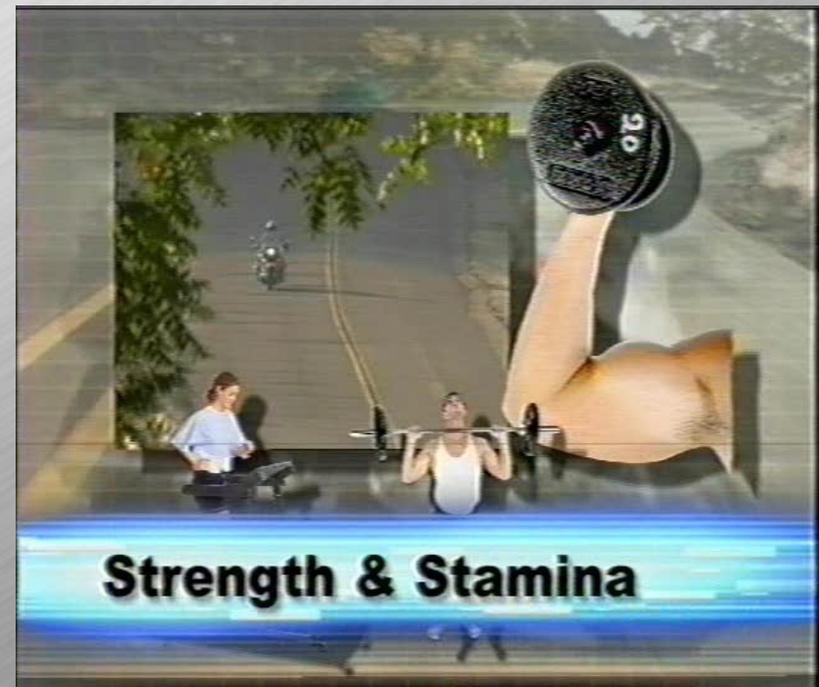
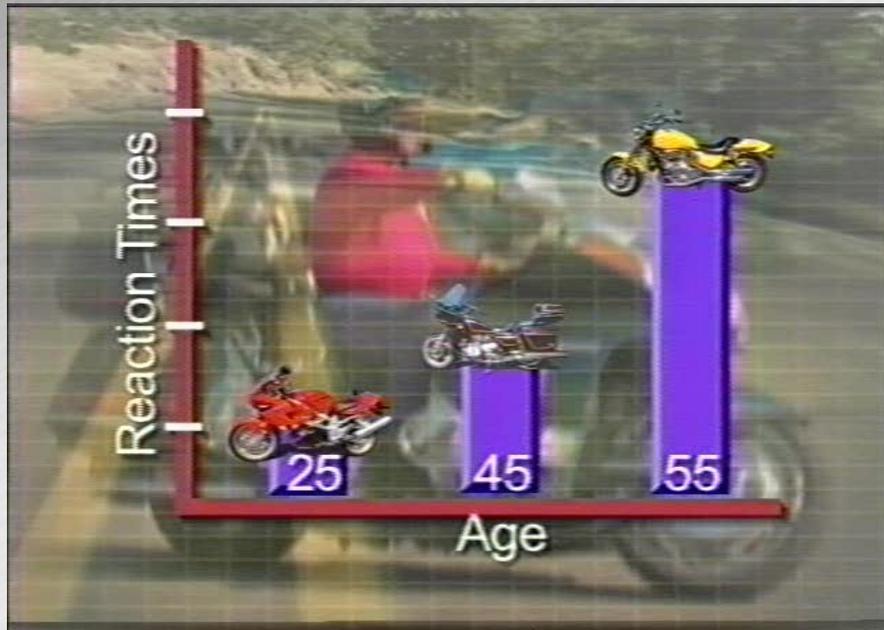
# SeasonedRider Module

- Purpose to address effects of aging on motorcyclists
- *Host An Event* curriculum
- Contents:
  - Leader's Guide
  - Fact sheet
  - DVD
  - Snellen eye charts
  - MSF rulers
  - Menu of optional learning activities
- Currently available (\$35)



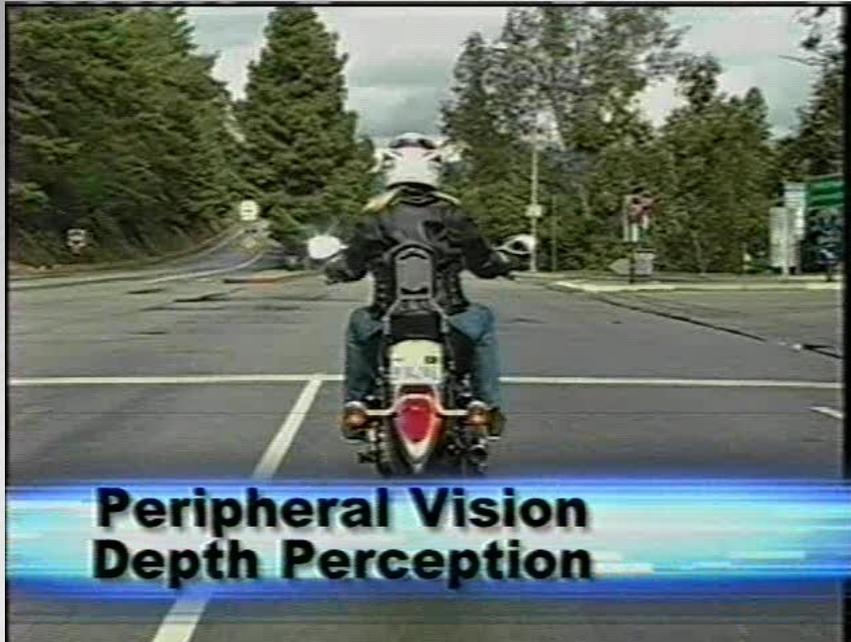


# Seasoned Rider DVD





# *Seasoned Rider* DVD





# Resources Available

- National Agenda for Motorcycle Safety (NAMS) Grant Program
  - Grass-roots proposals to enhance motorcycle safety and programs
    - \$70,000 awarded to motorcyclists, clubs and non-motorcycle industry partners who applied for small-award grants
    - The recipients are active in motorcycle safety initiatives that address one or more of the 82 recommended actions in the National Agenda
    - Funds are still available through 2006
    - Grant application available on the MSF website



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**Thank You!**

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