Texas Motorcyclist Survey

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Texas Motorcyclist Survey

- Part of TxDOT research project
- Purpose:
  - to provide background information on Texas motorcycle rider demographics, riding habits, and attitudes
  - develop communications and outreach plan for encouraging safe riding behaviors
  - provide data for the development of a statewide motorcycle safety plan
Survey Questions – Summary

- Characteristics
  - Demographics
  - Riding habits
  - Training
  - Licensing status
  - Crash experiences

- Knowledge/Attitudes
  - Use of protective gear
  - Opinions on safety countermeasures
  - Opinions on advanced technologies
Where did participants come from?

- Existing e-mail database of riders
- Texas Motorcycle Safety Coalition (TMSC)
- Riders groups (TMRA, TMRA2, COC&I)
- Motorcycle safety instructors → new riders
- Contacts collected at motorcycle rider events
- Social media
- 1,386 total respondents
Demographics

- 85% male
- 15% female
- Ages range: 21 to 81 years
- Average age: 52.5
Riding History and Experience

“How long have you been riding a motorcycle?”

- 42.7%: 31+ years
- 13.1%: 2-5 years
- 13.3%: 11-20 years
- 12.6%: 6-10 years
- 13.0%: 1-2 years

- 5.3%: Less than 2 years

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# Type of Motorcycle Participants Ride Most Often

<table>
<thead>
<tr>
<th>Type</th>
<th>Response Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cruiser</td>
<td>39.8%</td>
</tr>
<tr>
<td>Touring</td>
<td>33.2%</td>
</tr>
<tr>
<td>Sport</td>
<td>5.0%</td>
</tr>
<tr>
<td>Sport touring</td>
<td>9.1%</td>
</tr>
<tr>
<td>Standard/naked</td>
<td>4.1%</td>
</tr>
<tr>
<td>Dual purpose (on and off-road)</td>
<td>5.7%</td>
</tr>
<tr>
<td>Three-wheeler</td>
<td>2.8%</td>
</tr>
</tbody>
</table>
Motorcycle Safety Training

- 72% of participants have taken at least one training course
- 82% of these say that training significantly improved their skills
- Training needs identified:
  - Improve/update curriculum
  - Better/more motorcycles available for training
  - Courses for 3-wheel motorcycles
  - Courses for high-performance riding
“How often do you choose to wear a DOT-approved helmet when you ride?”

- **Always**
- **Most of the time**
- **About half the time**
- **Sometimes**
- **Rarely or never**

The graph shows the percentage of people in different age groups who choose to wear a DOT-approved helmet when they ride.
# Reasons for Wearing or Not Wearing a DOT-Approved Helmet

## Reasons for wearing a helmet

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protective benefits</td>
<td>81.2%</td>
</tr>
<tr>
<td>Weather (cold/rain/wind)</td>
<td>49.6%</td>
</tr>
<tr>
<td>Keeps bugs/debris out of my face</td>
<td>40.2%</td>
</tr>
<tr>
<td>Habit</td>
<td>38.3%</td>
</tr>
<tr>
<td>Know someone who was injured riding without a helmet</td>
<td>25.9%</td>
</tr>
</tbody>
</table>

## Reasons for NOT wearing a helmet

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal freedom/choice</td>
<td>58.3%</td>
</tr>
<tr>
<td>Weather (hot/humid)</td>
<td>36.5%</td>
</tr>
<tr>
<td>Uncomfortable</td>
<td>25.8%</td>
</tr>
<tr>
<td>More fun to ride without helmet</td>
<td>25.2%</td>
</tr>
<tr>
<td>See better</td>
<td>18.2%</td>
</tr>
<tr>
<td>Hear better</td>
<td>16.0%</td>
</tr>
<tr>
<td>Give passenger the only helmet</td>
<td>8.0%</td>
</tr>
</tbody>
</table>
Participant Strategies for Improving Conspicuity

- Strategic lane positioning (74%)
- Auxiliary lights (51%)
- Reflective materials (32%)
- Brightly colored helmet (24%)
- Brightly colored clothing (22%)
“Within the last year, have you consumed alcohol within an hour prior to riding a motorcycle?”
## ITS and Advanced Technologies

<table>
<thead>
<tr>
<th>Technologies for Motorcycles/Riders</th>
<th>Technologies for Vehicles/Drivers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adaptive headlights</td>
<td>Blind spot detector (vehicles)</td>
</tr>
<tr>
<td>Airbag on motorcycle</td>
<td>System to warn drivers if they're getting close to motorcycles</td>
</tr>
<tr>
<td>Airbag vest</td>
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<tr>
<td>Alcohol breathalyzer on motorcycle ignition</td>
<td></td>
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<tr>
<td>Anti-lock brakes</td>
<td></td>
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<tr>
<td>Blind-spot detector in motorcycle helmet</td>
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<tr>
<td>Electronic stability system (for trikes)</td>
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<tr>
<td>Helmet-mounted rear-view display/camera</td>
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<tr>
<td>System to alert riders if they're getting too close to other vehicles, pedestrians, or objects</td>
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<tr>
<td>Traction control</td>
<td></td>
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</tbody>
</table>
Percent Rated as Effective/Very Effective

- Anti-lock brakes
- Blind spot detector for vehicle
- In-vehicle alert about motorcycle
- Traction control
- Adaptive headlights
- Electronic stability system
- Blind-spot detector in helmet
- Breathalyzer on motorcycle ignition
- Alert system on motorcycle
- "Airbag" vest
- Helmet-mounted rear-view
- Airbag on motorcycle

0.0% 20.0% 40.0% 60.0% 80.0%
Texas Strategic Action Plan for Motorcycles

- Living document intended to guide motorcycle safety initiatives for Texas, 2013–2018
- Survey results contributed to plan measures
  - Improve motorcycle training
  - Increase helmet/safety gear use
  - Increase motorcycle/rider conspicuity
  - Increase driver awareness of motorcycles
  - Reduce impaired riding
  - Promote adoption of advanced technologies