

Quality Assurance & Research Efforts

RiderCoach Surveys:

Comparing Results from 2003 and 2005

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A Presentation to

RiderCoach Trainer Conference
Bismarck, ND
August 2005

The presentation summarizes results from two RiderCoach surveys, one in 2003 with 154 participants and a second in 2005 with over 3000 respondents. The surveys included questions about the Motorcycle Safety Foundation in general and the Basic RiderCourse. The results show increasing satisfaction with the BRC and confidence in the student outcomes associated with the BRC.



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RCT Conference - Bismarck, ND - 2005



MSF Strategic Objectives

- **Develop, market and maintain the highest quality research-based rider education and training system to meet the lifelong learning needs of motorcyclists.**
- **Help create and maintain a quality delivery system that ensures timely access to our products.**
- **Work in powerful partnerships with other motorcycling, advocacy, government and public organizations to promote a safer riding environment.**
- **Employ a comprehensive government relations strategy that supports the best interests of motorcycling and emphasizes access to training.**



MSF Strategic Objectives

- Develop, market and ... **... highest quality research-based RETS**
research based rider education and training system
... lifelong learning needs of motorcyclists
to meet the changing learning needs of motorcyclists.
- Help create and maintain a quality delivery system
... quality delivery system - - timely access for students
that ensures timely access to our products.
- Work in powerful partnerships with other
... powerful partnerships to promote safety
motorcycle organizations, government and public
organizations to promote a safer riding environment.
- Employ a comprehensive government relations
... comprehensive government relations strategy
strategy that supports the motorcycle industry,
motorcycling and emphasizes access to training.



BRC RiderCoach Survey

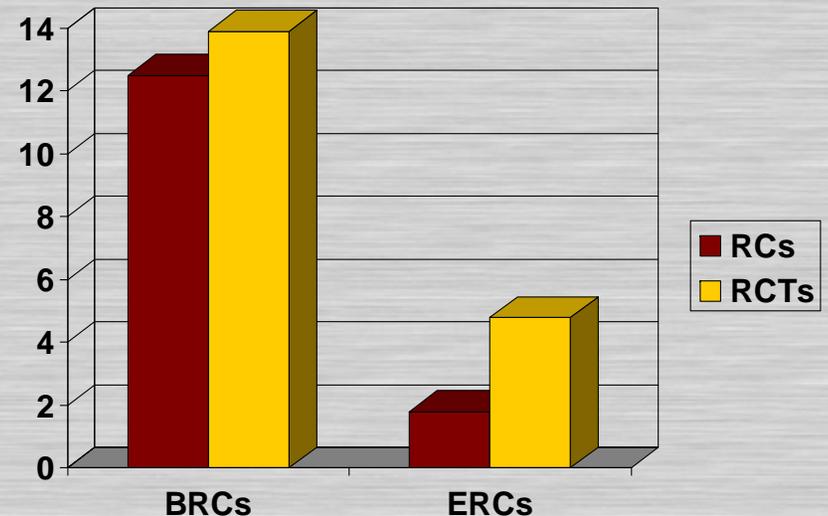
- Study Methodology

- 2003

- States that had 100% implementation of BRC, Total sample of 154
 - Participated in telephone interview, ratings and open-ended responses

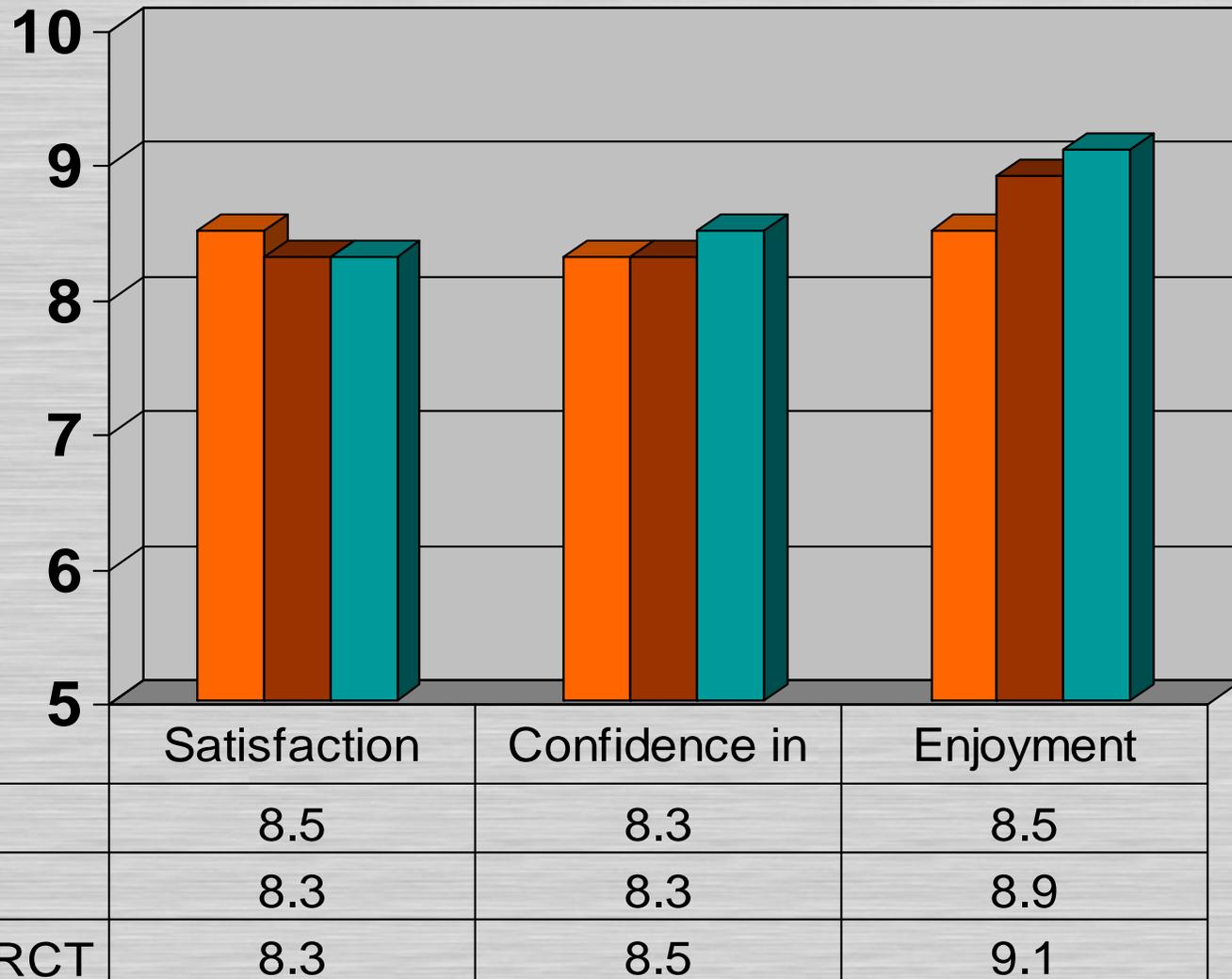
- 2005

- All current active RCs and RCTs contacted by email or postcard (Over 7000 total) (1000 bounce-back e-mails!)
 - 3049 responses to on-line survey - 43% return rate!!
 - Average age: 48
 - Male: 87%; Female: 13%



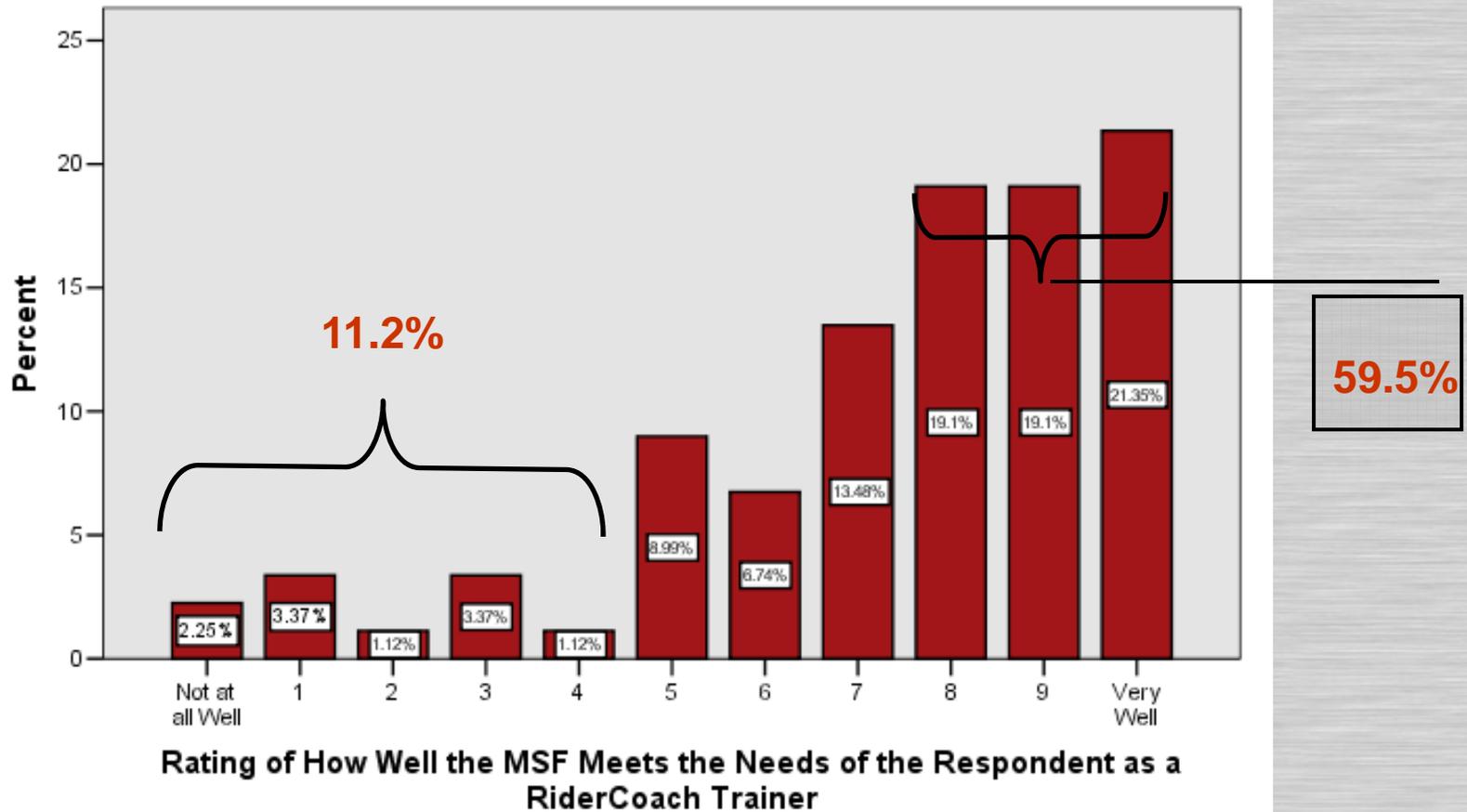


Overall Results According to RiderCoaches & RiderCoach Trainers





Does MSF Meets the RCT's Needs?



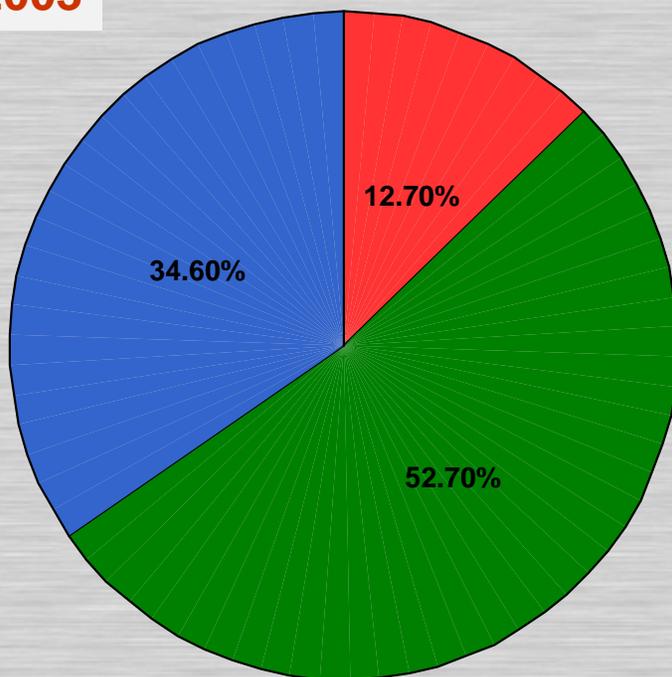


Teaching the BRC is...

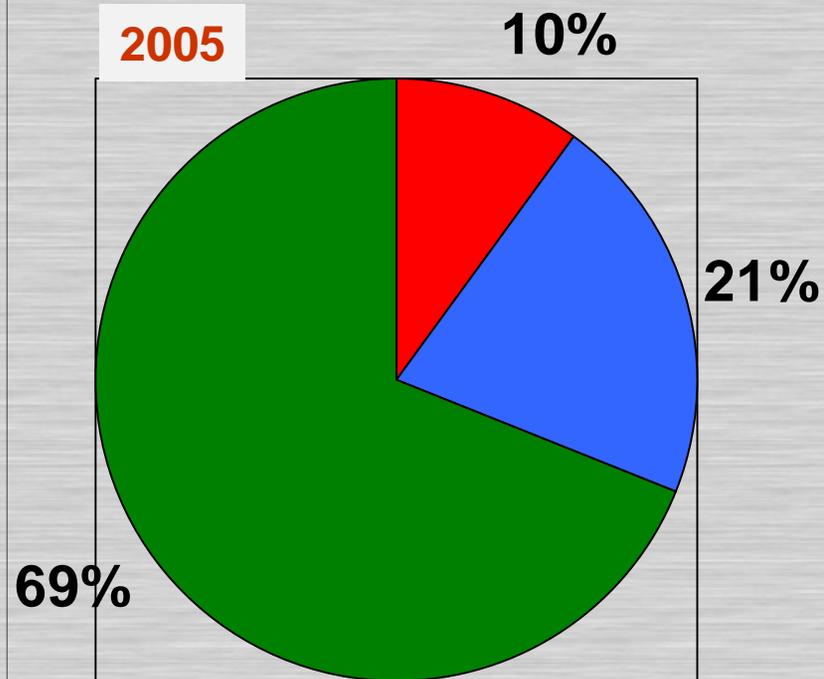
Q29 In your experience, teaching the BRC is:

- Valid 1 Less satisfying than the MRC:RSS.
- Valid 2 More satisfying than the MRC:RSS.
- Valid 3 The same level of satisfaction as the MRC:RSS.

2003



2005



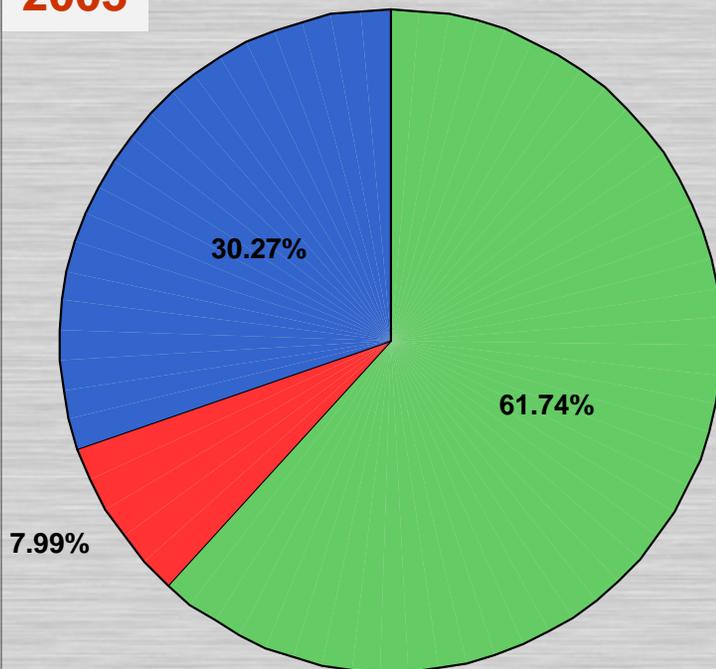


Gaining control of the motorcycle

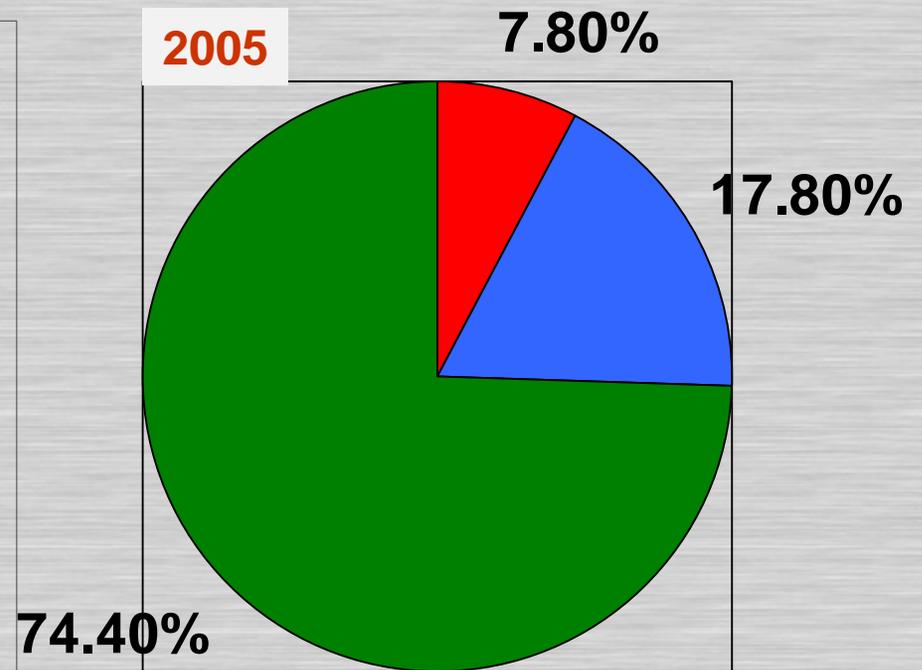
Q26 Compared with the typical MRC:RSS participant, the typical BRC participant:

- Valid 1 Gains control of the motorcycle earlier in the program.
- Valid 2 Gains control of the motorcycle later in the program.
- Valid 3 Ability to gain control of the motorcycle is the same.

2003



2005



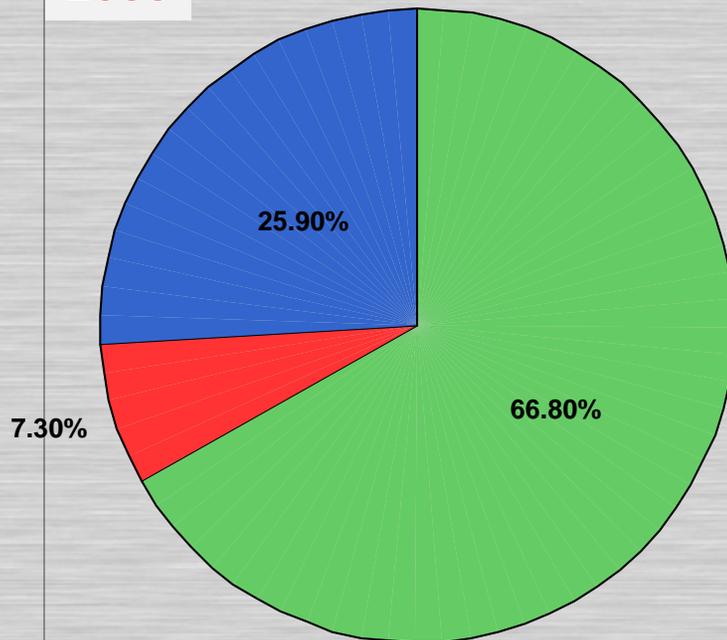


Participant Stress

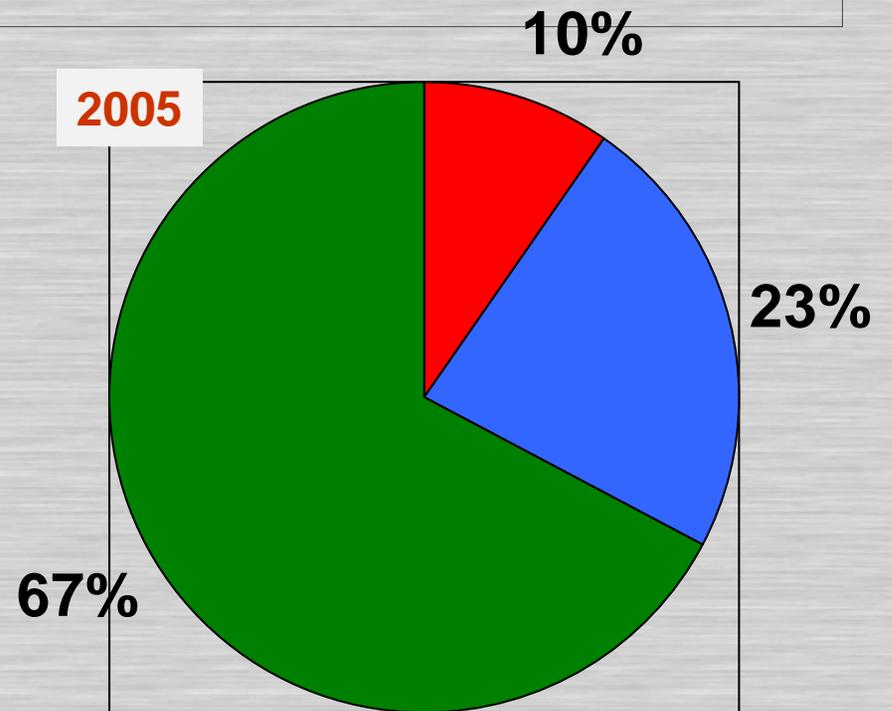
Q28 Compared with the typical MRC:RSS participant, the typical BRC participant experiences:

- Valid 1 Less stress during range exercises.
- Valid 2 More stress during range exercises.
- Valid 3 No difference in stress during range exercises.

2003



2005



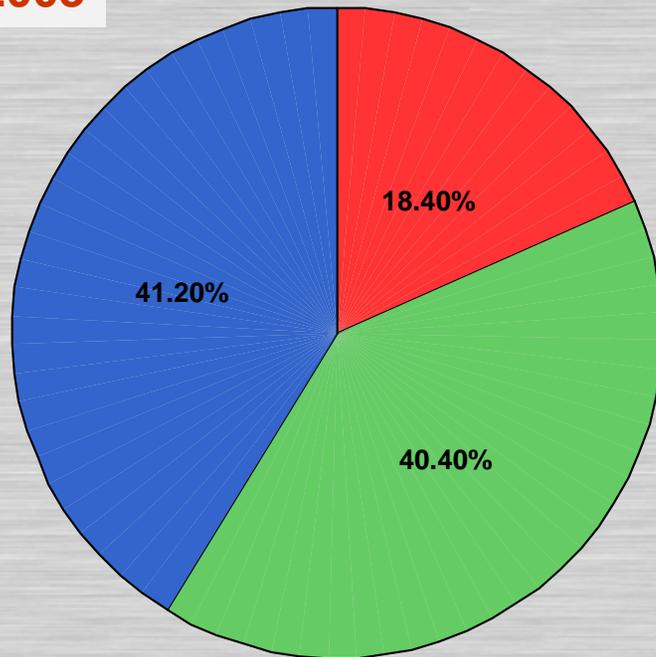


Preparation to Ride

Q27 Compared with the typical MRC:RSS graduate, the typical BRC graduate is:

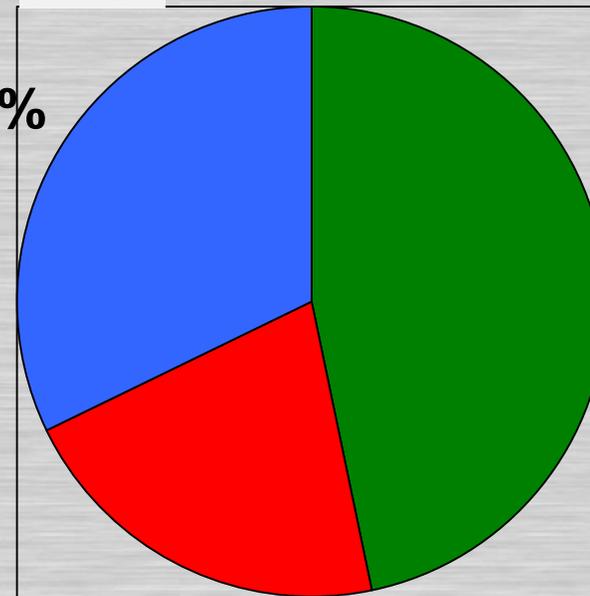
- Valid 1 Less prepared to continue developing skills on the street.
- Valid 2 More prepared to continue developing skills on the street.
- Valid 3 No difference in preparation to continue developing skills.

2003



2005

32.20%



21.10%

46.70%

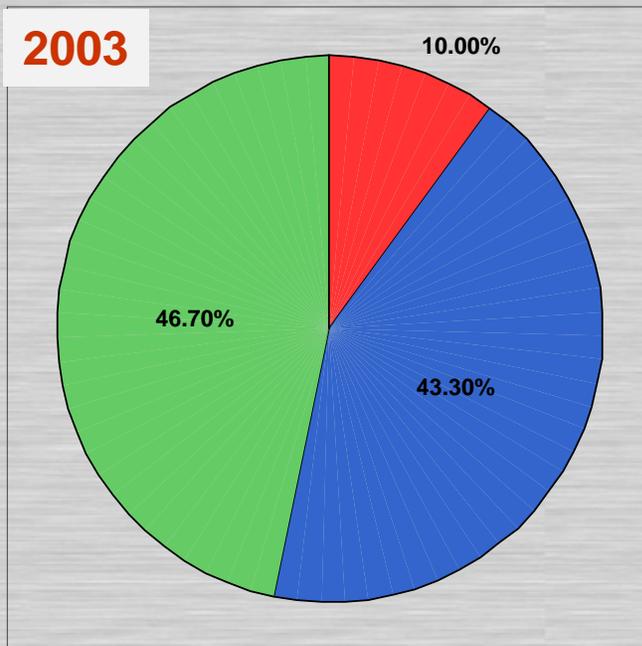


Training Incidents

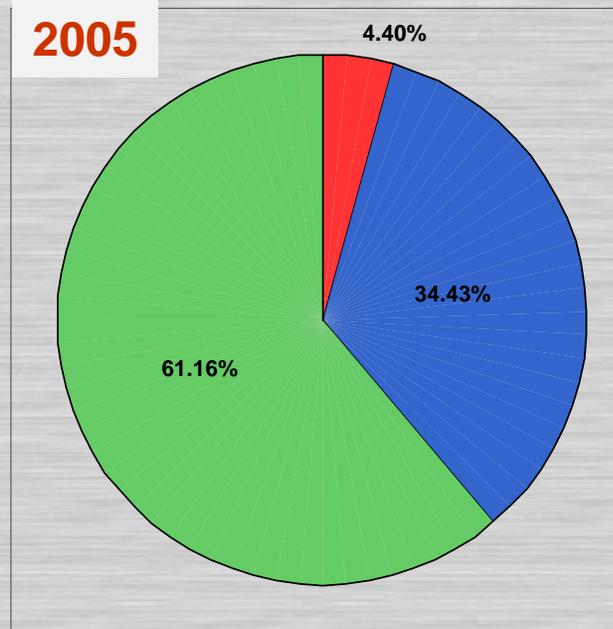
For severity of student injuries due to training incidents, the BRC produces:

- More severe injuries than in the MRC:RSS.
- The same level of severity of injuries as in the MRC:RSS
- Less severe injuries than in the MRC:RSS.

2003



2005

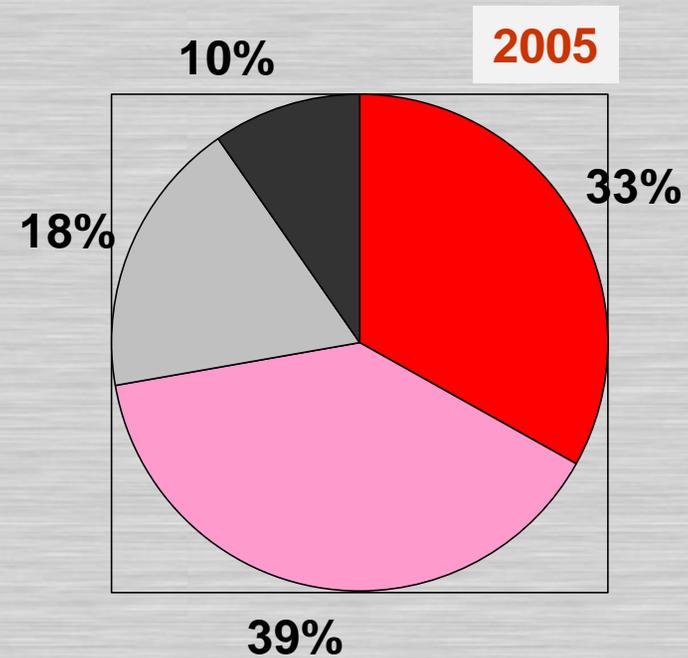
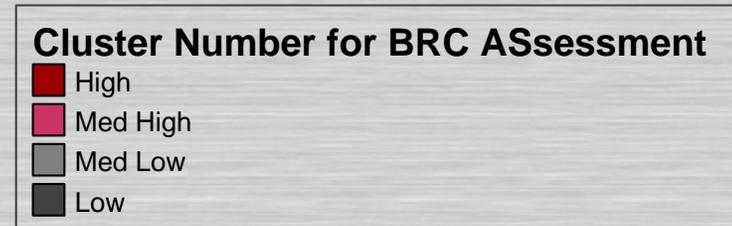
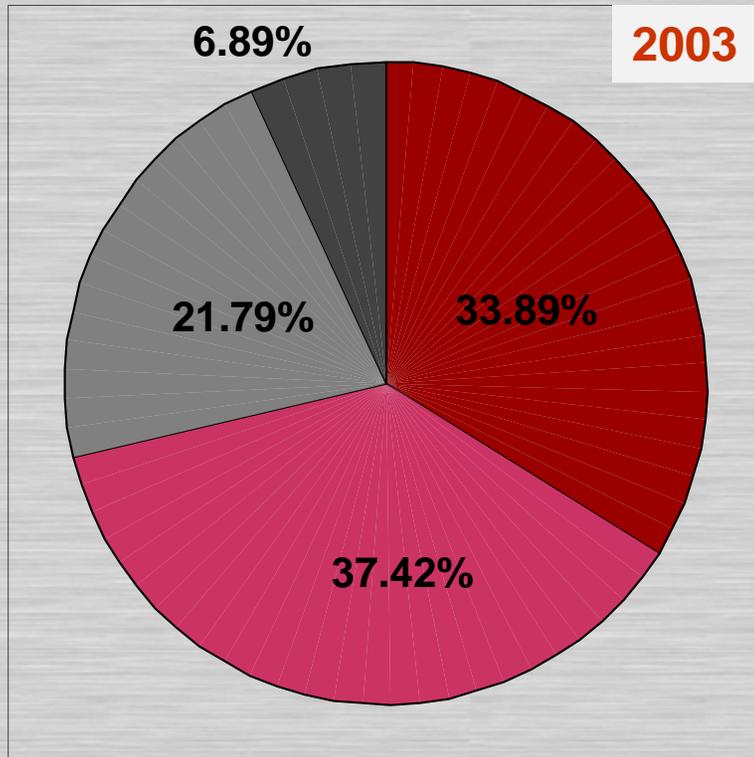


For potential students injury or more than cosmetic damage to a motorcycle, the BRC produces:

- More training incidents than the MRC:RSS.
- The same number of incidents as the MRC:RSS
- Fewer training incidents than the MRC:RSS.

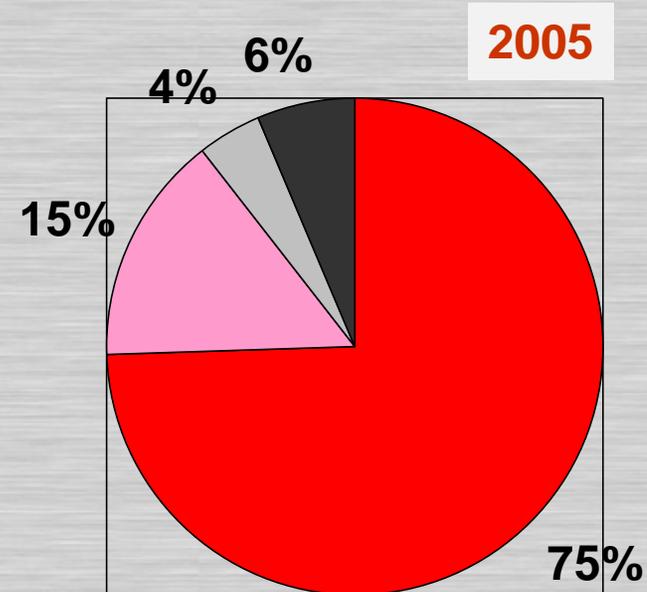
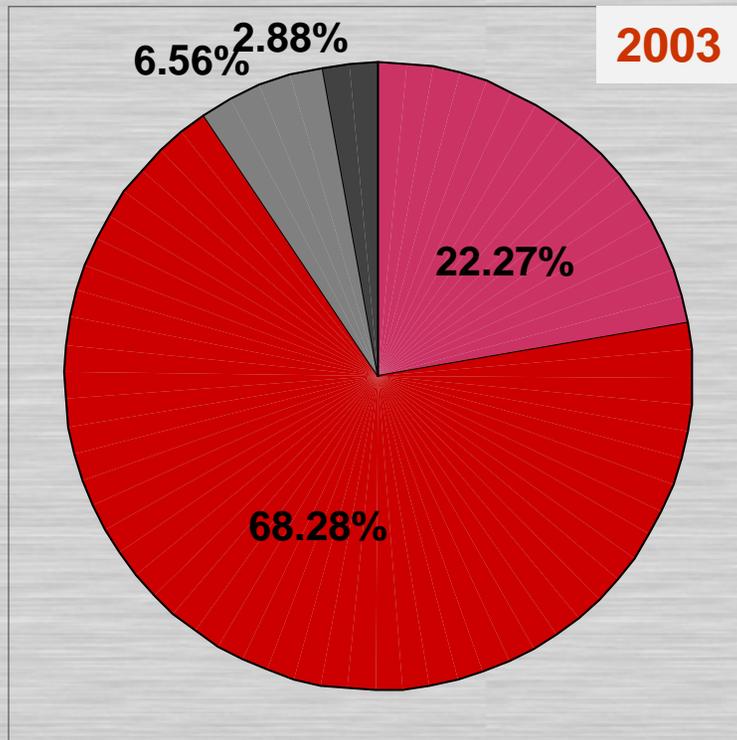


Response Clusters: BRC Questions





Response Clusters: Satisfaction & Enjoyment





Q & A
