Monitoring Victorian Motorcyclists
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The Transport Accident Commission

Personal Injury Insurance

- For persons injured in a transport accident in Victoria, Australia
- Premiums collected through vehicle registration
- No fault scheme – medical benefits paid to injured parties regardless of who was at fault

In 2011/12, TAC paid around $1 billion to more than 44,000 clients
Accident Prevention / Road Safety Promotion

- Increase awareness of issues
- Change attitudes and behaviour
- Reduce incidence of road trauma
- Work towards a vision of a “Safe System” for road users

Victorian road fatalities have dropped from 705 in 1987, to 282 in 2012.
Why study motorcycle riders?

Motorcycling is increasing in popularity with the number of registered motorcycles and the number of licence holders increasing each year.

Registered motorcycles and licences, Victoria - 2003-2012
Other vehicle registrations and licences are also growing, but at about half the annual rate of motorcycles.

All vehicles (excluding motorcycles) and driver licences 2002-2011

- **All other vehicles**
- **All driver licences**
Motorcycles represent 4% of the Victorian vehicle fleet.
And only around 8% of Victorian motorists hold a motorcycle licence.

According to the latest ABS figures, Victorian motorcycle riders travel less than 1% of all vehicle kilometres travelled.
BUT… motorcycle riders are over-represented in both fatality and injury statistics.
So, why study motorcycle riders?

- Motorcycle riders are over-represented in injury and fatality statistics
- Collect a lot of data about car/vehicle drivers via regular surveys
- Hard to find motorcycle riders as part of other surveys
- Even harder to find active riders
- Access to the VicRoads Registration and Licencing database
- Improved methodologies for contacting a targeted audience
The Motorcycle Monitor

The Motorcycle Monitor aimed to develop a profile of people who ride, and included questions about:

- riding history;
- how often people ride (frequency);
- why riders ride (purpose);
- the types/number of motorcycles owned;
- motorcycle safety features – awareness of and types ‘owned’; and
- attitudes and behaviour regarding speeding and protective gear wearing

Riders were also asked about their crash history.
Methodology

- People who either owned a motorcycle or held a motorcycle licence invited by mail
- Online survey with option to complete via telephone
- Two reminders sent by mail
- Follow up reminder by telephone
- 1,952 riders received at least one letter or telephone call
- 548 completions in total
- Overall response rate 28% across all invitees
  - 36% response rate from people who had both a motorcycle registration and licence
Rider categories

• 55% of motorcycle riders ride regularly
• 37% have stopped riding but would like to ride again in the future
• 7% have stopped riding and don’t see themselves riding again
Proportion of time spent riding a motorcycle vs. driving a car

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10%</td>
<td>65</td>
</tr>
<tr>
<td>11-20%</td>
<td>10</td>
</tr>
<tr>
<td>21-30%</td>
<td>8</td>
</tr>
<tr>
<td>31-40%</td>
<td>4</td>
</tr>
<tr>
<td>41-50%</td>
<td>3</td>
</tr>
<tr>
<td>51-60%</td>
<td>1</td>
</tr>
<tr>
<td>61-70%</td>
<td>2</td>
</tr>
<tr>
<td>71-80%</td>
<td>1</td>
</tr>
<tr>
<td>81-90%</td>
<td>2</td>
</tr>
<tr>
<td>91-100%</td>
<td>3</td>
</tr>
</tbody>
</table>
### Distance ridden in the last 12 months – average km per month

<table>
<thead>
<tr>
<th>Riding purpose:</th>
<th>Average km per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commute (Median=417; n=166)</td>
<td>609.4</td>
</tr>
<tr>
<td>Recreational on-road (Median=292; n=251)</td>
<td>478.6</td>
</tr>
<tr>
<td>Recreational off-road (Median=167; n=112)</td>
<td>401.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type of bike (main):</th>
<th>Average km per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Off road bike/trail bike (Median=50; n=55)</td>
<td>139.9</td>
</tr>
<tr>
<td>Road bike (Median=400; n=197)</td>
<td>559.0</td>
</tr>
<tr>
<td>Scooter (Median=217; n=24)</td>
<td>249.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rider activity segments:</th>
<th>Average km per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active riders (Median=250; n=297)</td>
<td>425.9</td>
</tr>
<tr>
<td>Lapsed riders (Median=13; n=50)</td>
<td>81.9</td>
</tr>
<tr>
<td>Former riders (Median=0; n=5)</td>
<td>3.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ride vs. drive a car:</th>
<th>Average km per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ride less than 20% (Median=83; n=218)</td>
<td>192.8</td>
</tr>
<tr>
<td>Ride 20% or more (Median=520; n=134)</td>
<td>819.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Motorcycle in household as of June 2011:</th>
<th>Average km per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes (Median=333; n=250)</td>
<td>493.3</td>
</tr>
<tr>
<td>No (Median=83; n=102)</td>
<td>167.7</td>
</tr>
<tr>
<td>Total (Median=167; n=356)</td>
<td>368.9</td>
</tr>
</tbody>
</table>
Purpose of riding

- 82% of active riders ride recreationally on road
- 44% commute
- 41% ride off road for recreational purposes
- 10% of riders participate in all three
- 4% of riders solely commute
- 13% solely ride off-road
- 26% only ride recreationally on road
Protective clothing (Ownership)

- Motorcycle helmet: 99%
- Pair(s) of motorcycle riding gloves: 98%
- Motorcycle riding jacket(s): 91%
- Pair(s) of motorcycle riding boots: 83%
- Pair(s) of motorcycle riding pants: 75%
- One piece riding suit(s): 11%
Attitudes toward speeding

- Most motorcycle riders won’t ride over the speed limit even if they think they’ll get away with it!

Agree/disagree: I ride over the speed limit if I’m sure I’ll get away with it

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Neither</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>17</td>
<td>17</td>
<td>18</td>
<td>4</td>
<td>1</td>
</tr>
</tbody>
</table>
Attitudes toward speeding – 60km/h zones

When asked how fast motorcycle riders should be allowed to ride in a 60 km/h zone without being booked:

- 64% nominated a speed of 60km/h or lower
- 55% would never travel above their nominated speed
- Only 3% would travel above their nominated speed most or all of the time

Frequency respondents would ride above nominated speed in a 60km zone

- None of the time: 55%
- Some of the time: 33%
- About half the time: 6%
Attitudes toward speeding – 100km/h zones

When asked how fast motorcycle riders should be allowed to ride in a 100 km/h zone without being booked:

- 55% nominated a speed of 100km/h or lower
- 41% would never travel above their nominated speed
- Only 5% would travel above their nominated speed most or all of the time

Frequency respondents would ride above nominated speed in a 100km zone

None of the time | Some of the time | About half the time | Most of the time | All of the time | Don’t know
--- | --- | --- | --- | --- | ---
41 | 44 | 5 | 3 | 2 | 5
Crash history

- 54% of motorcycle riders said they’d ever experienced a crash
- 45% of those crashes required medical attention
- Most crashes occur
  - While riding a road bike (69%)
  - Or in built up areas (57%)
  - In the early years of riding
- Another party was at fault in 46% of the crashes
More information?
You can read the full results of the 2012 Motorcycle Monitor now at

www.spokes.com.au

or


(under the road safety and marketing survey tab)

2013 results will be available later this year.
The end.