Motorcyclist Attitudes Toward Safety Gear: A Re-Analysis of Survey Data

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Deliverable for:

Objective 4: Develop 1 Additional Campaign Message by 9/30/2016

Survey 200 Texas Motorcycle Riders by 1/31/2015

Activity: TTI will Further Analyze the FY15 Rider Survey and Identify Additional Message(s)

Sponsor:
Texas Department of Transportation
125 East 11th Street
Austin, TX 78701

Special acknowledgement to D.J. Jeffries
Problem Identification

The rate of motorcycle related fatalities (n = 460) and serious injuries (n = 5,202, 2013) in Texas continues to be one of the highest in the United States (n = 4,957, 2012).

Only Florida and California are worse.

In 2012 in Texas, 52% of the motorcyclists killed were not wearing rudimentary safety equipment.
2015 Survey Findings

What is “All the gear, all the time?”
• ATGATT needs clarification

The most frequent reasons cited for not wearing gear include
- Not as important on some rides
- Feels better to ride without it
- Heat/weather

There is a crucial need to
- understand why Texas riders do not wear safety equipment
- identify additional information that would promote gear use
- deploy a program to educate riders

Why do and why don’t riders wear gear and how can that information be used to encourage gear use?
Motorcycle Gear Use Survey

Methods
• Sample Size: N = 203
• Locations: Motorcycle events, dealers, shops, on the street
• Sex: Men and women
• Age: 18 +

Results
• Demographics
• Gear Use
• Reasons for Wearing or Not Wearing Gear
• Reasons that Encourage Gear Use
• Media and Messages
Demographics

Sex: 80% men, 20% women
Education: 1% less than HS, 14% HS, 34% some College, 13% AD, 27% BS, 10% GD
Area of Residence: 54% large city, 37% small city, 15% small town/rural area
Income:

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0-$24,999</td>
<td>12%</td>
<td>17%</td>
</tr>
<tr>
<td>$25,000-$49,999</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>19%</td>
<td>19%</td>
</tr>
<tr>
<td>$75,000-$99,999</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>$100,000-$124,999</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>$125,000-$149,999</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>$150,000-$174,999</td>
<td>2%</td>
<td></td>
</tr>
<tr>
<td>$175,000-$199,999</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>$200,000 and up</td>
<td>7%</td>
<td></td>
</tr>
</tbody>
</table>
Demographics-Ride Frequency

- 6-7 days a week: 25%
- 3-5 days a week: 35%
- 1-2 times a week: 20%
- Less than once a week: 15%
- Less than once a month: 5%
Gear Use and Ride Frequency

- Helmet (all types)
- Jacket with impact protectors
- Motorcycle pants with impact protectors
- Gloves
- Over-the-ankle Boots

- 6-7 days a week
- 3-5 days a week
- 1-2 times a week
- Less than once a week
Gear use increases as miles per year increases.

Less gear was found to be associated with high frequency, but shorter duration riders.
Reasons for Wearing Gear by Age and Sex

- **Peer pressure (from family, friends, and/or people I ride with)**
- **Habit**
- **Protective benefits**
- **Weather (cold/rain/wind)**

### Age Groups
- **18-30**
  - Peer pressure: 0%
  - Habit: 0%
  - Protective benefits: 0%
  - Weather: 0%
- **31-50**
  - Peer pressure: 0%
  - Habit: 0%
  - Protective benefits: 0%
  - Weather: 0%
- **51 and over**
  - Peer pressure: 0%
  - Habit: 0%
  - Protective benefits: 0%
  - Weather: 0%

### Gender
- **Female**
  - Peer pressure: 0%
  - Habit: 0%
  - Protective benefits: 0%
  - Weather: 0%
- **Male**
  - Peer pressure: 0%
  - Habit: 0%
  - Protective benefits: 0%
  - Weather: 0%
Reasons for Not Wearing Gear by Age and Sex

- Not as important on some rides (short, low-speed, etc.)
- Feels better to ride without it
- Heat/weather
- Inappropriate attire for where I'm going (work, event, etc.)

Age Groups:
- 18-30
- 31-50
- 51 and over

Gender:
- Female
- Male
Incentives to Wear Gear by Age and Sex

- Information about what types of injuries it will prevent or reduce
- Information about the odds of surviving a crash with vs. without the gear
- My friends or family asking me to wear more gear
- More riders around me wearing gear
- Motorcycle club/event rules requiring certain types of gear
Where do you get most of your motorcycle safety information from?
Conclusions

Campaign Messages to Target Trends in Gear Use

All Gear for All Rides
- Less gear use associated with high frequency, short duration riders
- “Not as important on some rides” is common reason to not wear gear (49% 31-50)

All Gear in All Weather
- At least 25% of all riders in all age groups do not wear gear due to heat/weather
Gear Use and Education Level

- **Helmet (all types)**
- **Jacket with impact protectors**
- **Motorcycle pants with impact protectors**
- **Gloves**
- **Over-the-ankle Boots**

- High school degree or equivalent (e.g., GED)
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree
“Optional” gear tends to increase with level of education and income