

# Motorcycling

## MARKET RESEARCH

### What motorcycle and scooter riders said

#### REASON FOR RIDING

45%

Of riders say the main reason for riding a motorcycle is enjoyment and fun

#### ISSUES

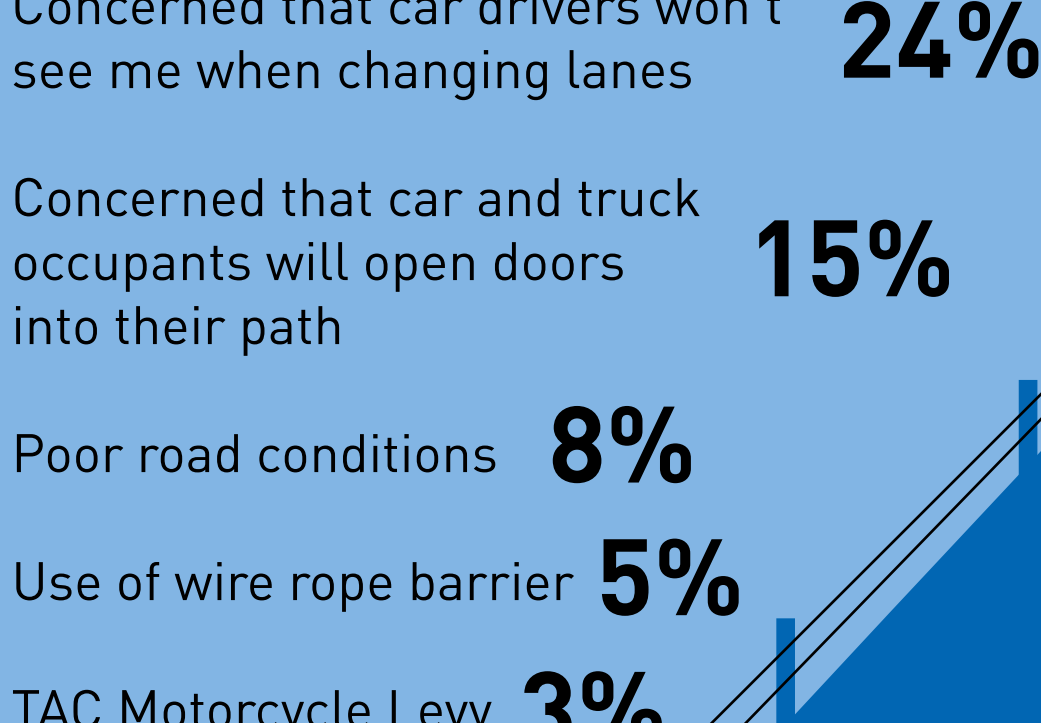
18%

Biggest issue for riders is poor driving and a lack of awareness for riders

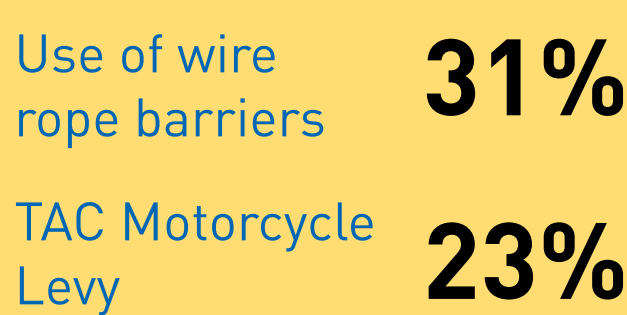
14%

Second biggest issue for riders is motorists not paying attention

### WHEN ASKED TO CHOOSE ONE MAIN CONCERN



However, when riders could select all their concerns



### HIGHEST PRIORITY SOLUTION

chosen from list by respondents



More driver education for existing license holders **19%**



More driver education for learners **15%**



Better road maintenance **16%**



Spend more fixing motorcycle crash locations **2%**



Remove TAC motorcycle levy to lower cost of riding **6%**



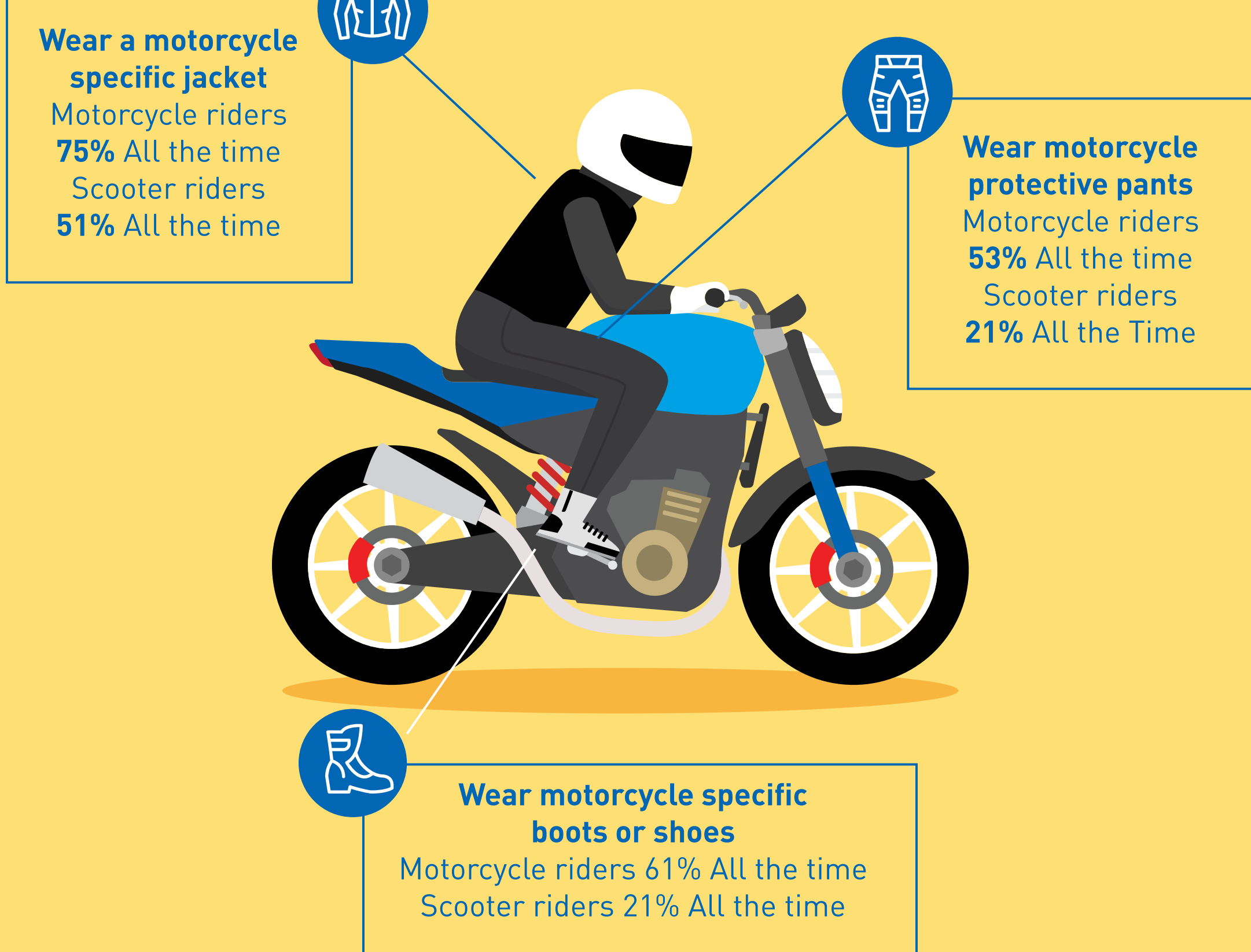
Increase TAC motorcycle levy to fund more motorcycle activities **0%**

### RIDER SAFETY



Would a safety rating system for rider specific clothing be helpful?

82% said a little to a great deal



#### Motorcycle riders

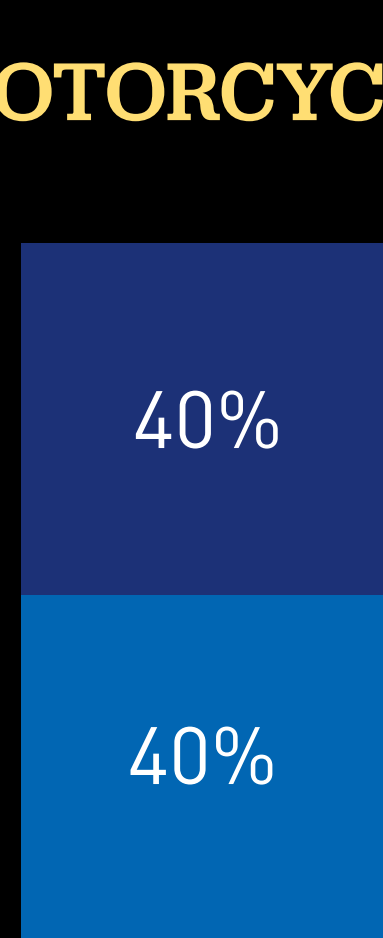
27% Use a bicycle as their main mode of travel at least once a fortnight

29% Use public transport as their main mode of travel at least once a fortnight

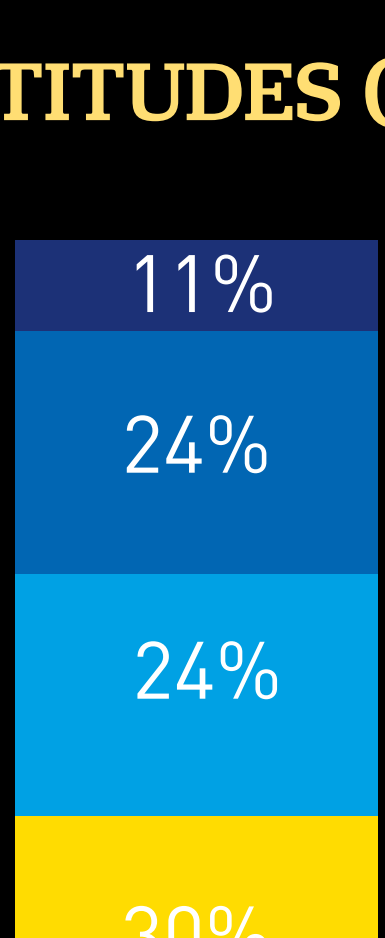
92% Drive themselves in a car as their main mode of travel at least once a fortnight

**Gender**  
22% of motorcycle riders are female  
33% of scooter riders are female

### MOTORCYCLING ATTITUDES (AGREE/DISAGREE)



The single biggest danger to motorcyclists are drivers (cars, trucks, buses)

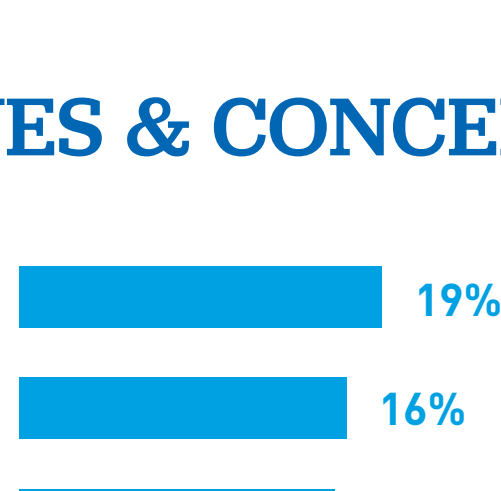


The main reason I ride a motorcycle is to avoid congestion



### POTENTIAL SOLUTIONS FOR ISSUES & CONCERNS

More driver education ie road rule and safety reminders for existing license holders  
More frequent / better road maintenance  
More driver (all vehicles) education ie additional theory / practice for learners  
Segregation of bikes and motorist



### TOP 5 SAFETY FEATURES WHEN BUYING A NEW BIKE

