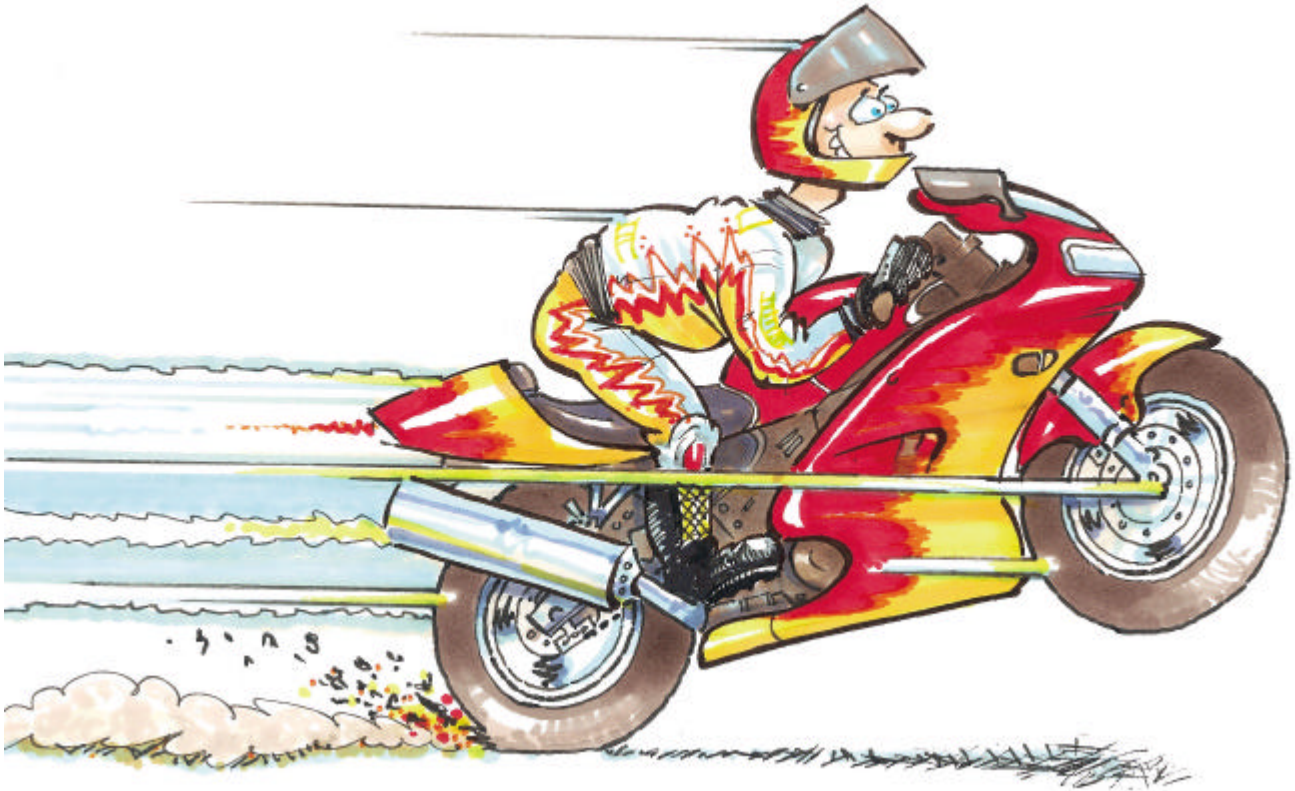


# *Too hot to handle...*



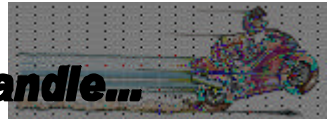
A report on the attitude and behaviour of sports bike riders

***Shiny Side Up Partnership***



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## Background to the report

The **Shiny Side Up Partnership** was initiated in mid-2001 in response to a significant increase in fatal crashes involving the riders of sportsbikes in Nottinghamshire. The partnership now consists of the following road safety practitioners in the East Midlands: Derbyshire County Council, Derby City Council, Nottinghamshire County Council, Nottingham City Council, Nottinghamshire Police, Leicestershire County Council, Leicester City Council, Northamptonshire County Council and Rutland County Council.

**The aim of the Partnership is to reduce the number of motorcyclists killed or injured on East Midlands' roads.**

The **Shiny Side Up Partnership** has produced a number of resources and promoted a range of events to engage the interest of these riders. The campaign has addressed the attitude and behaviour of the sports bike rider rather than promoting training. Resources include an innovative video with thought-provoking messages featuring Superbikes racer, John Reynolds and a series of high-visibility signs are placed at crash "hotspots" on popular routes during the peak riding "season" with messages for both riders and drivers.

During the 2002/2003 racing season at Donington Park the Partnership carried out a number of interactive events with the sports bike riders. These led to the setting up of a significant database of riders, the distribution of a dedicated newsletter and the Too Hot To Handle survey, which is the subject of this report.

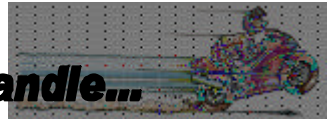
The Too Hot to Handle rider survey [see appendix i](#) was carried out in September 2003 at Donington Park during the two days of the Finals of the British Superbikes Championship. 370 riders took part in the survey, a copy of which is appended to the report.

The survey seeks to establish:

- A profile of the sports bike rider
- Different outlook of male/female riders/passengers
- Their attitudes towards riding
- Their attitudes towards speed/risk-taking
- Their behaviour and skills as riders
- Their concerns about riding (and other drivers)
- Their knowledge of safety campaigns
- Which messages have most impact

The report is set out under 4 main headings (based on the questions shown in brackets):-

1. **The profile of the sports bike rider.** (Rider details and questions 1 -5 of the survey)
2. **Their attitudes towards riding.** (Questions 6-9 and 13 of the survey)
3. **Their behaviour and their perception of the behaviour of other drivers.** (Questions 10-12 of the survey)
4. **Their knowledge of recent publicity and educational campaigns and their response to these campaigns.** (Questions 14-17 of the survey)



### Summary

The Shiny Side Up Partnership carried out a survey of 370 riders at Donington Park during the British Superbikes Finals in September 2003. The results show that the majority of riders taking part in the survey rode sportsbikes and that most of them were between 30 and 39 years of age. (This confers with the target group of riders identified in the Partnership's regional casualty statistics on which the campaign is based) Amongst these riders 50% have a partner and dependents whilst 22% of them were single.

42% of the riders who said they had an accident in the last 5 years were in the 30-39 year age group. The survey shows that some riders in this age group are new to the sport, with 5 or fewer years riding experience, yet they do not form the majority of riders who said they had been involved in a collision in the last 5 years. Rather it is those with more riding experience who say they have been involved in crashes.

In the survey many riders said that they believe that other drivers are a major source of concern to them when they are riding. This belief runs counter to the evidence of regional statistics from fatal crashes on which the campaign is based. It may be that near miss or non-injury accidents, which are not reported do involve driver error. As a result of these findings and the riders' concerns the Partnership investigated all serious and slight injury crashes for 2002 in the region. The result of this more detailed research did not support the riders' views. In fact rider error/ loss of control was, more often than not, quoted as a factor in these crashes. Whilst these findings may not cover every incident which fuels the riders' concerns it is important that they are made aware of the true nature of the risks they face. Riders in the survey seem to underestimate the role of rural roads, bends and loss of control as hazards to motorcyclists yet the evidence in our statistics show these to be significant factors.

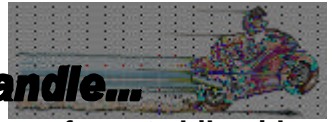
Tiredness and inexperience were also given as factors that contributed to motorcycle collisions, though the survey suggests that some of the riders, who have had accidents, have been riding for a number of years. However we do not know if these riders have had a break in their riding career.

Rider training is not especially seen as something that makes them a skilful rider and many riders have not undertaken additional training.

Almost a third of those questioned report that they do not worry about being involved in a crash (about 40% of these were single people). However being killed or seriously incapacitated was a concern for the remainder of those questioned.

Surprisingly, of the 177 riders who have dependents, only about a third said they would be concerned about leaving their child without a parent as a result of their involvement in an accident.

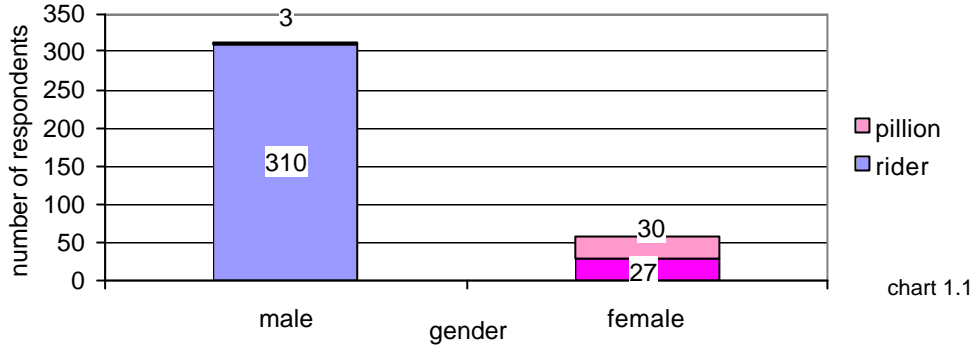
The 'Think Bike' and 'Looked, but failed to see' campaigns seem to be the most popular, perhaps because these target drivers who are seen as the cause of collisions. However almost a quarter of those surveyed had seen one or more of the campaign images but didn't rate any of them as being attention grabbing.



### 1. Profile of the Sports Bike Rider

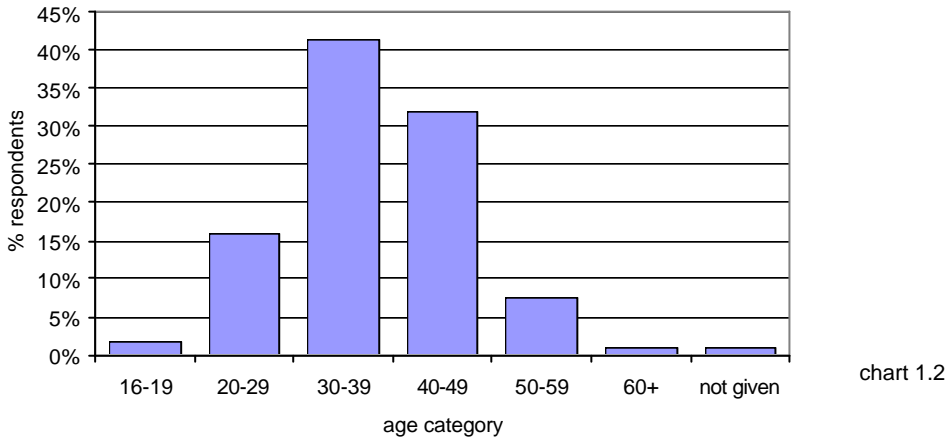
Riders were asked a range of personal details to establish this profile.

#### a) Gender distribution of riders



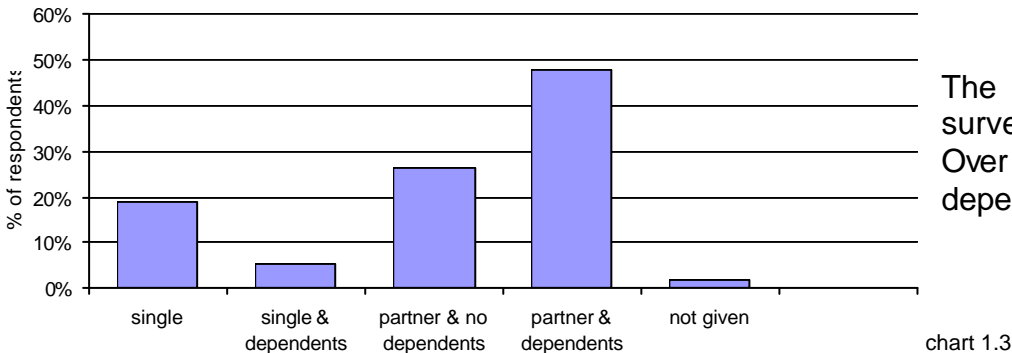
85% of respondents were male, only with 1% riding as a pillion passenger. Of the 57 female riders, 47% were riders and 53% rode as pillion passengers.

#### b) Age distribution of riders surveyed



The majority of riders surveyed fall within the 30-39 year old age bracket. This confers with the Partnership's target audience identified through casualty statistics and used to inform its publicity campaigns.

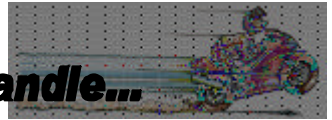
#### c) Status



The majority of those surveyed had a partner. Over 50% of riders had dependents.

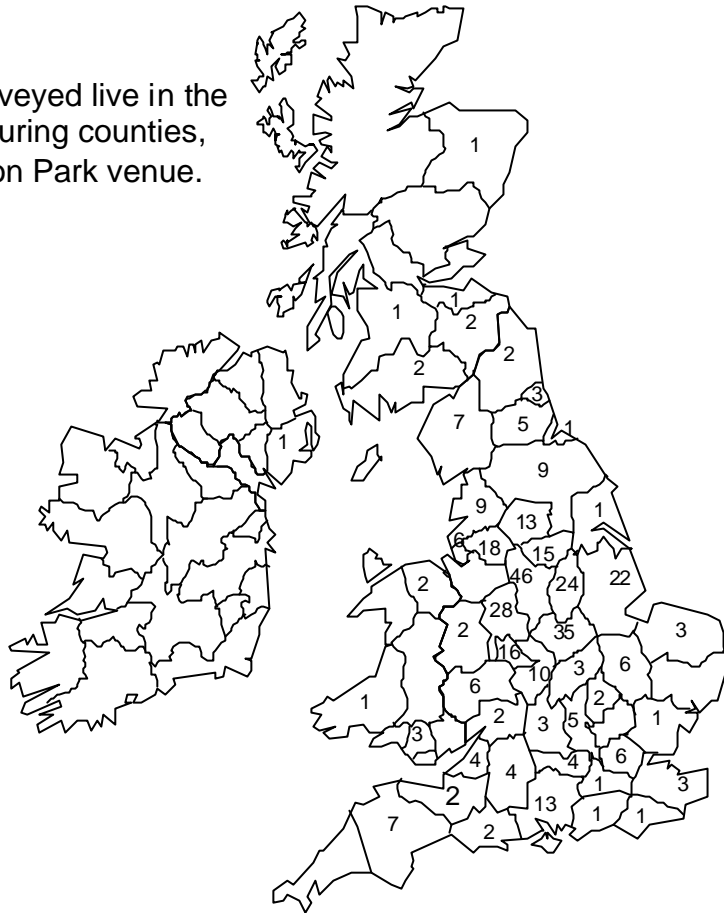
# Too hot to handle...

survey results of the attitudes and behaviour of sports bike riders



## d) Place of residence of riders

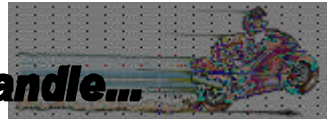
A large proportion of the riders surveyed live in the East Midlands region and neighbouring counties, reflecting the siting of the Donington Park venue.



County	No.	%	County	No.	%	County	No.	%
Avon	4	1%	Bedfordshire	2	1%	Berkshire	4	1%
Buckinghamshire	5	1%	Cambridgeshire	6	2%	Cheshire	18	5%
Cleveland	1	0%	Conway	2	1%	County Down	1	0%
County Durham	5	1%	Cumbria	7	2%	Derbyshire	46	12%
Devon	7	2%	Dorset	2	1%	Dumfriesshire	2	1%
East Sussex	1	0%	Essex	1	0%	Glamorgan	3	1%
Gloucestershire	2	1%	Grampian	1	0%	Greater London	6	2%
Greater Manchester	1	0%	Hampshire	13	4%	Kent	3	1%
Lancashire	9	2%	Leicester	35	9%	Lincolnshire	22	6%
Lothian	1	0%	Merseyside	6	2%	Norfolk	3	1%
North Yorkshire	9	2%	Northamptonshire	3	1%	Nottinghamshire	24	6%
Humberside	1	0%	Pembrokeshire	1	0%	Oxfordshire	3	1%
Roxburghshire	2	1%	Rutland	2	1%	Shropshire	2	1%
Somerset	2	1%	South Yorkshire	15	4%	Staffordshire	28	8%
Strathclyde	1	0%	Surrey	1	0%	West Yorkshire	13	4%
Tyne & Wear	3	1%	Northumberland	2	1%	West Sussex	1	0%
Worcestershire	6	2%	Wiltshire	4	1%	not known	3	1%
Warwickshire	10	3%	West Midlands	15	4%			

table 1.1

# Too hot to handle...



## survey results of the attitudes and behaviour of sports bike riders

### e) Choice of Bike

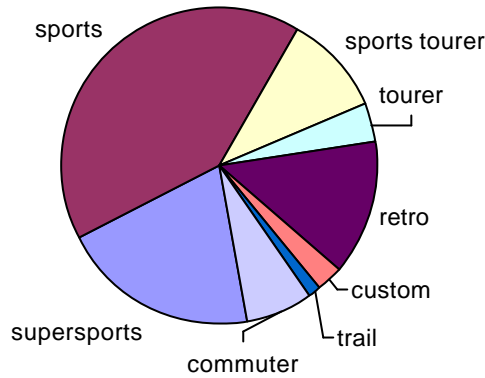


chart 1.4

The majority of riders owned sports bikes, with some riders owning more than one bike.

### f) Bike type by age

The most popular bike in each age group is the sports bike, with the exception of 16-19 year olds.

Bike age	supersports	sports	sports tourer	tourer	retro	custom	trail	commuter	
16-19	0	0	0	0	0	0	1	5	<b>6</b>
20-29	12	32	2	2	3	1	1	3	<b>56</b>
30-39	32	66	19	3	24	5	1	8	<b>158</b>
40-49	26	42	14	7	17	3	1	9	<b>119</b>
50-59	5	12	4	2	3	2	0	1	<b>29</b>
60+	0	1	0	1	1	0	0	0	<b>3</b>
not given	0	1	0	0	2	0	0	0	<b>3</b>
<b>total</b>	<b>75</b>	<b>154</b>	<b>39</b>	<b>15</b>	<b>50</b>	<b>11</b>	<b>4</b>	<b>26</b>	

table 1.2

### g) How long have bikers been riding?

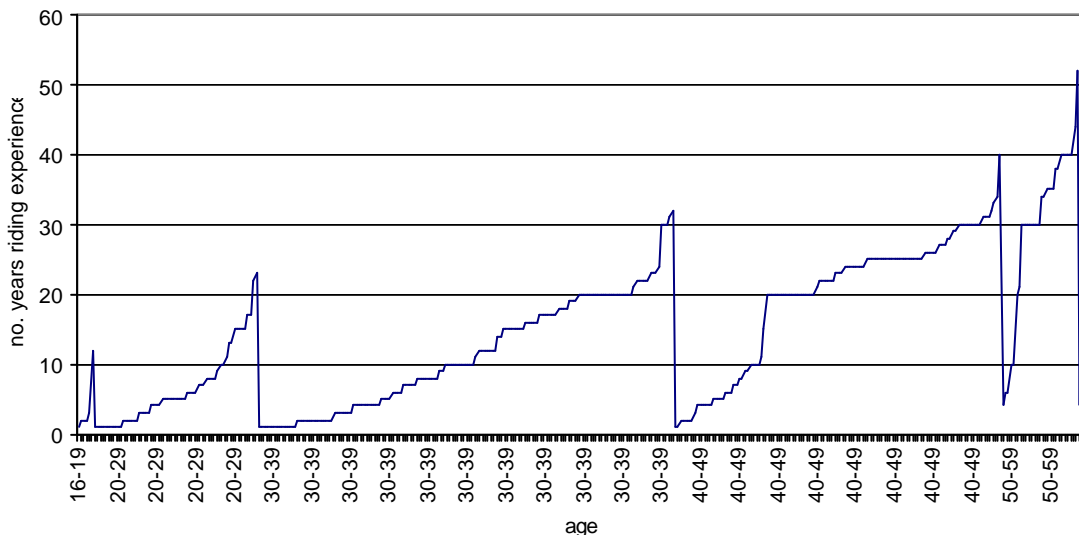
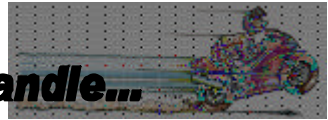


chart 1.5

The graph shows the relationship between riding experience and age, riding experience does not increase exponentially with age because individuals take up riding at different ages. The data sample suggests around a third of 30-39 years have 5 or less years riding experience.

# Too hot to handle...



## survey results of the attitudes and behaviour of sports bike riders

### h) Relationship between riding experience and involvement in a collision

194 riders (52%) indicated that they had been involved in an accident at some point in their riding career.

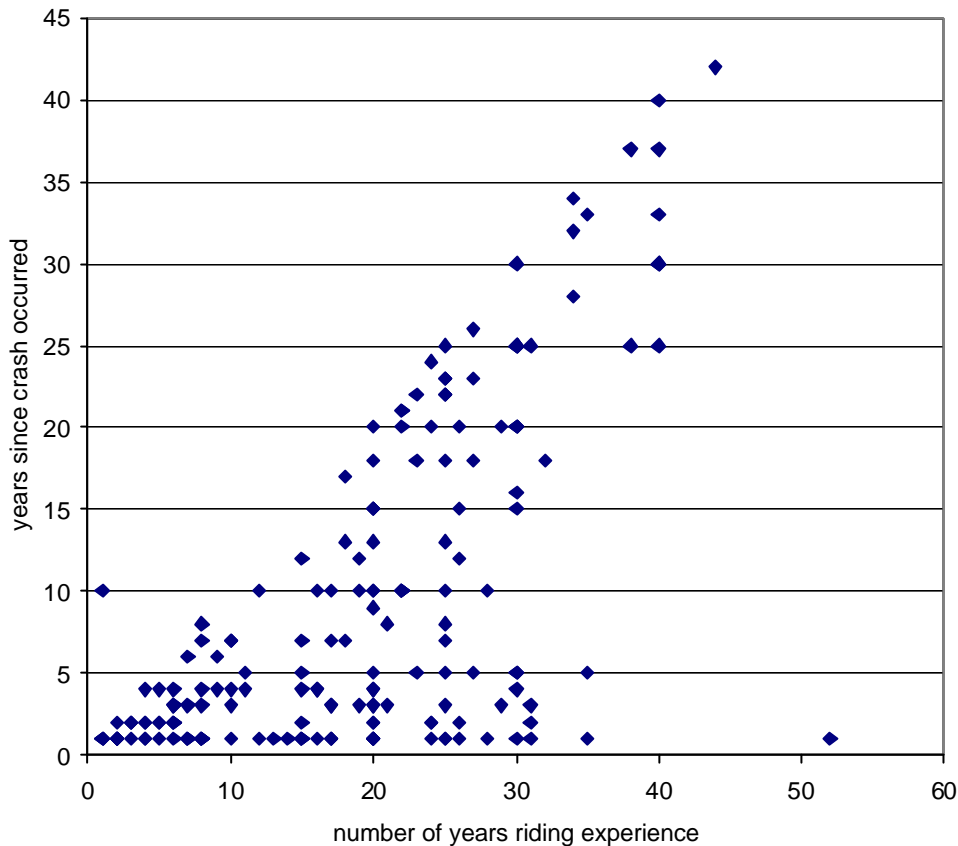
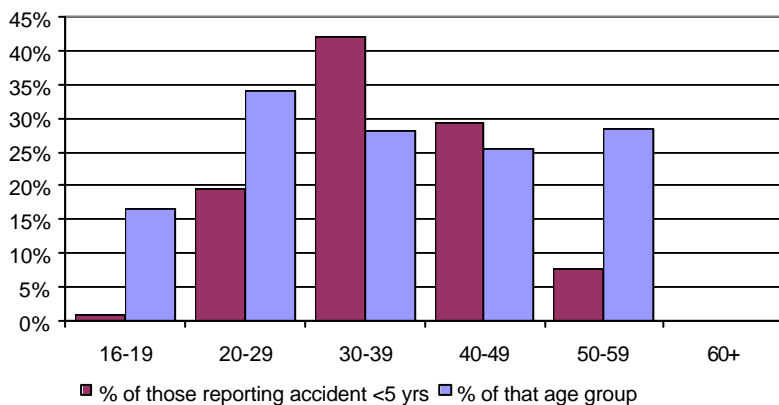


chart 1.6

There is a mostly a linear relationship between riding experience and the number of years since riders suffered an accident, suggesting that riders suffer a collision within first 2 years of riding. However there remains a cluster of accidents with the last 5 years for riders with 6- 30 years riding experience. It is not known whether the riding experience is continual or if there has been a break and subsequent return to riding

### i) Riding experience of bikers reporting a collision in the last 5 years

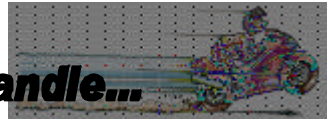


42% of riders who have had an accident in the last five years, are from the 30-39 age group.

As a percentage of all those aged 30-39, 28% have had an accident in last 5 years.

chart 1.7

# Too hot to handle...



## survey results of the attitudes and behaviour of sports bike riders

### j) Age distribution of those reporting an accident in last 5 years

age	16-19	20-29	30-39	40-49	50-59	60+
No. respondents	6	59	153	118	28	3
no. had accident in last 5 yrs	1	20	43	30	8	0
% of that age group	17%	34%	28%	25%	29%	0%
% of those reporting accident <5 yrs	1%	20%	42%	29%	8%	0%
% of all riders	0%	5%	12%	8%	2%	0%

table 1.3

Of the 102 riders who had an accident in the last five years, 42% are riders aged 30-39 years old.

### k) Riding experience of bikers aged 30 - 39 who have had a collision in last five years

experience years since accident	12 months or less	2-5 years	6-10 years	11-15 years	16-20 years	21-25 years	26-30 years	31-35 years	36 years+
<12 months	2	4	4	5	6	0	0	0	0
2-5 yrs ago	0	3	4	3	10	0	0	1	0
total	2	7	8	8	16	0	0	1	0
	2%	7%	8%	8%	16%	0%	0%	1%	

table 1.4

Of 43 riders aged 30-39 who had an accident in the last five years the greatest proportion of these had 16-20 years riding experience.

However caution needs to be exercised in drawing any conclusions from this information because the data set from which these results are drawn is small as this group represents only 12% of the entire data set. Also at the time of collision the rider may have had up to 5 year less riding experience that they currently report.

Furthermore while 16-20 years riding experience is being reported, the questionnaire did not allow for riders to indicate whether they had had a break from riding in this time.

### l) Purpose of bike journey

The majority of riders use their motorcycle for sports and leisure purposes.

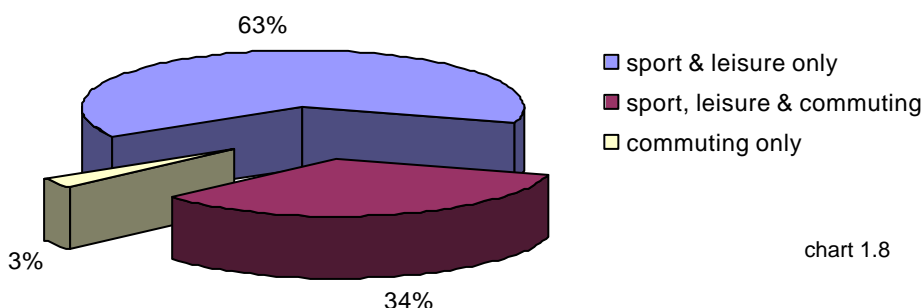
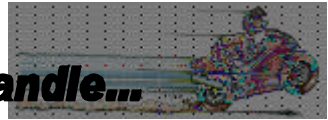


chart 1.8

# Too hot to handle...



## survey results of the attitudes and behaviour of sports bike riders

### l) Purpose of bike journey cont.

Riders were asked to estimate their annual mileage and the percentage of time spent riding in the summer and winter and on urban and rural roads. Not every respondent answered this question in full therefore the results below are based on those answers given:

	Sports and leisure		commuting	
total	1,633,000 miles per year		502,300 miles per year	
number of riders	349		117	
average	4679 miles per year		4293 miles per year	
maximum recorded	16000 miles per year		20000 miles per year	
minimum recorded	200 miles per year		50 miles per year	
mode (most frequently occurring)	3000 miles per year		3000 miles per year	
median (Middle value of data set)	4000 miles per year		3000 miles per year	
season	75% summer	25% winter	66% summer	34% winter
roads	40% urban	60% rural	51% urban	49% rural

table 1.5

### m) Training and other activities

Riders were asked what training or other riding activities they had undertaken.

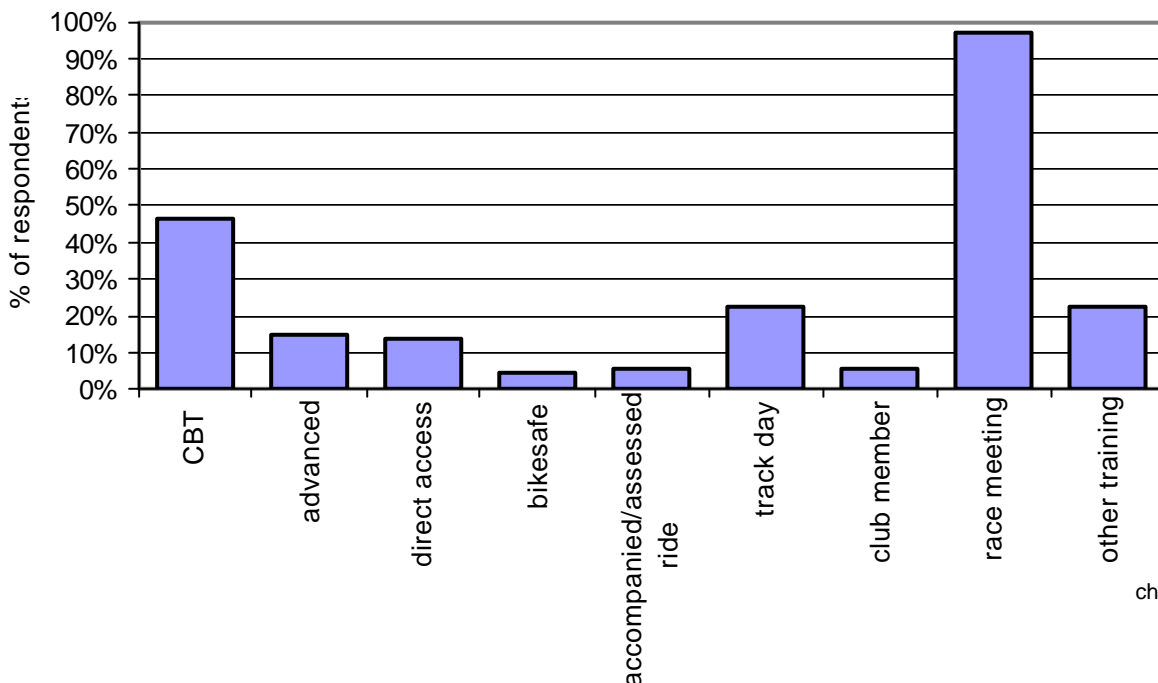
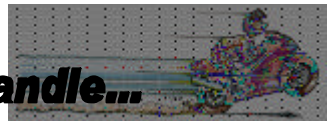


chart 1.9

Just over 40% had taken the compulsory basic test and the vast majority identified that they attended one or more race meetings a year.



### 2. Their attitudes towards riding

#### a) Riders were asked what influenced their choice of bike.

Their verbal responses were categorised during data analysis to give the following results.

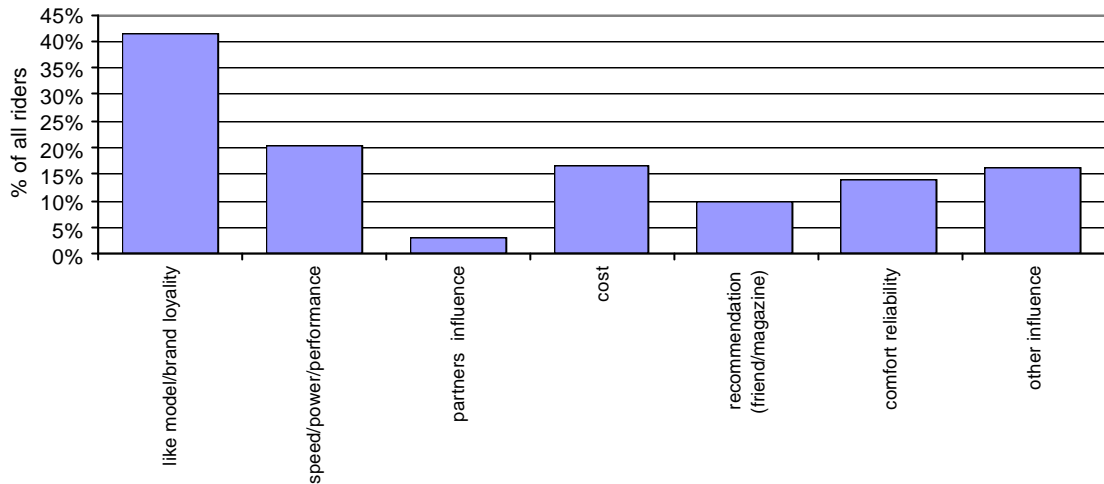


chart 2.1

Whilst the speed element and a desire to go fast was suggested by some riders, a far greater proportion of riders indicated their choice of bike was mostly influenced by the style, looks and brand name. There was a wide range of other reasons for their choice with comments such as "biggest is best", "not to kill myself" and modestly "it's small like me and easy to handle". A number of riders said that purchase and insurance costs and reliability were important when choosing their bike.

#### b) Riders were asked to identify what they enjoyed about riding a motorbike.

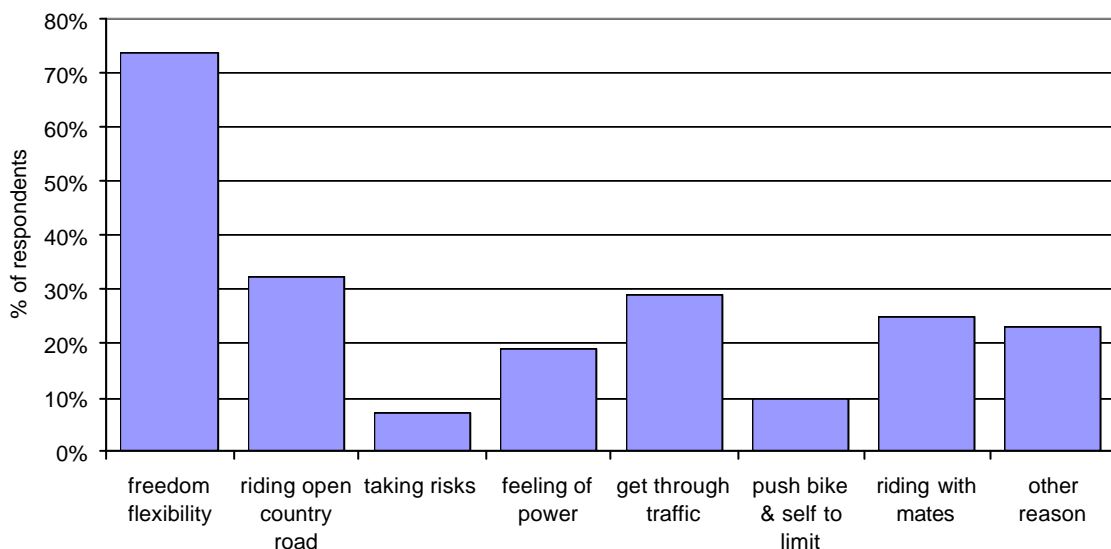
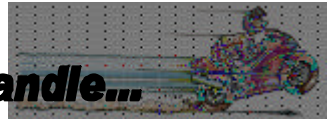


chart 2.2

The majority of riders said it was the freedom and flexibility that it offers, they liked the most. However amongst "other reasons" were some indications of the strength of feeling that riders have for their sport. Statements such as "the lifestyle of a biker, it cheers me up and makes me smile" "chicks love bikers and "I can think and chill" represent some of the reasons biking is so popular.

# Too hot to handle...



## survey results of the attitudes and behaviour of sports bike riders

c) Riders were asked what made them a skilful rider.

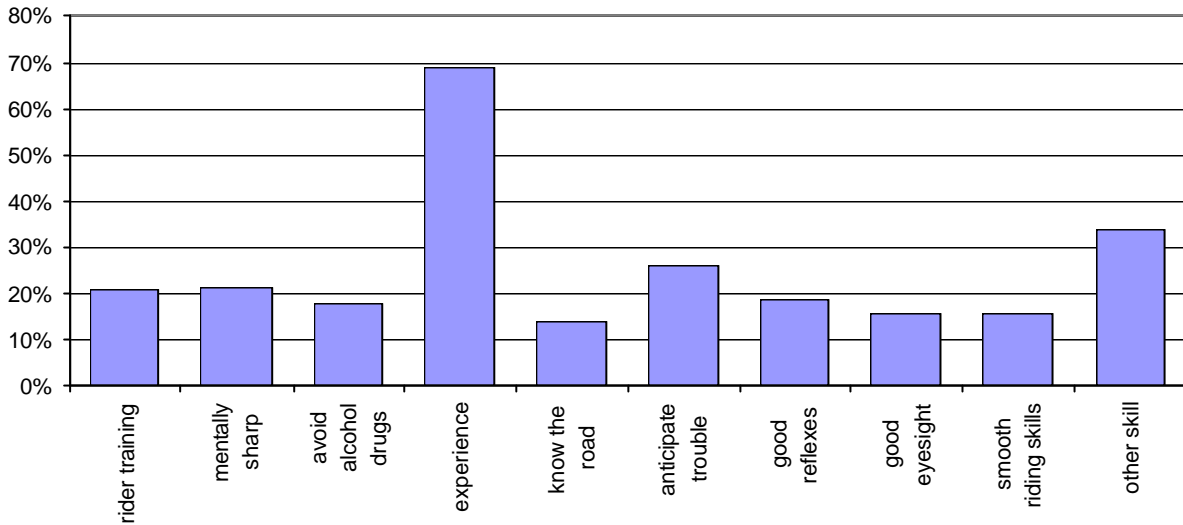


chart 2.3

70% identified 'experience' as the main skills, with other skills including good observation, awareness, concentration and common sense. It is noticeable that training seems to occupy only a modest role in gaining riding skills.

d) Riders were asked what concerns they had about riding.

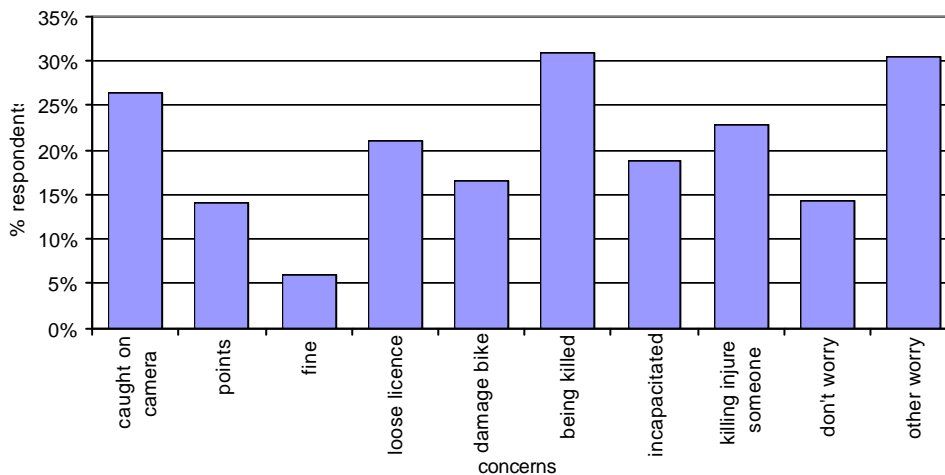
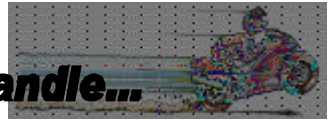


chart 2.4

The 2 main responses were 'being killed' and 'other concern' the latter mainly identified other road users, especially car drivers, as the main cause of concern. This was a continuing theme in the survey and one which led the Partnership to publicise the Think Bike message as road signs, car stickers and in radio commercials.



### e) Riders concerns by gender

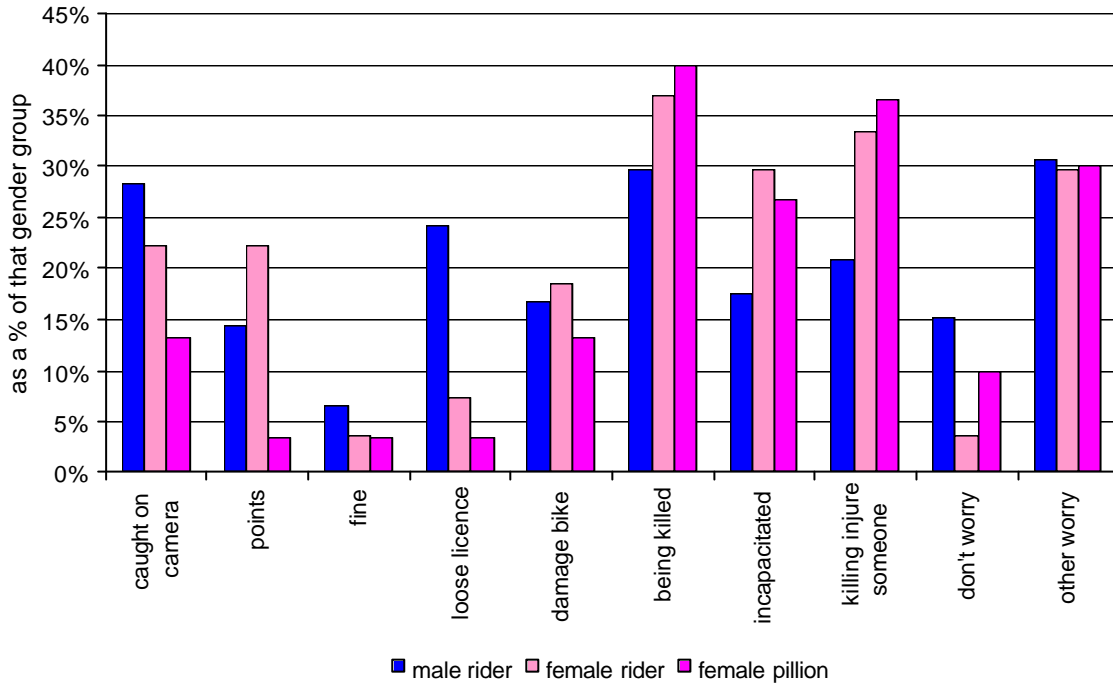


chart 2.5

This analysis shows a higher proportion of male riders are concerned about being caught on camera and losing their licence, compared to female riders. Concerns about personal injury or injury to others is higher among female riders and female pillion passengers. Male riders appear to be almost as concerned about damaging their bike as being incapacitated themselves - "greater love hath no man..!"

### f) Riders were asked what concerns they had about being involved in a crash

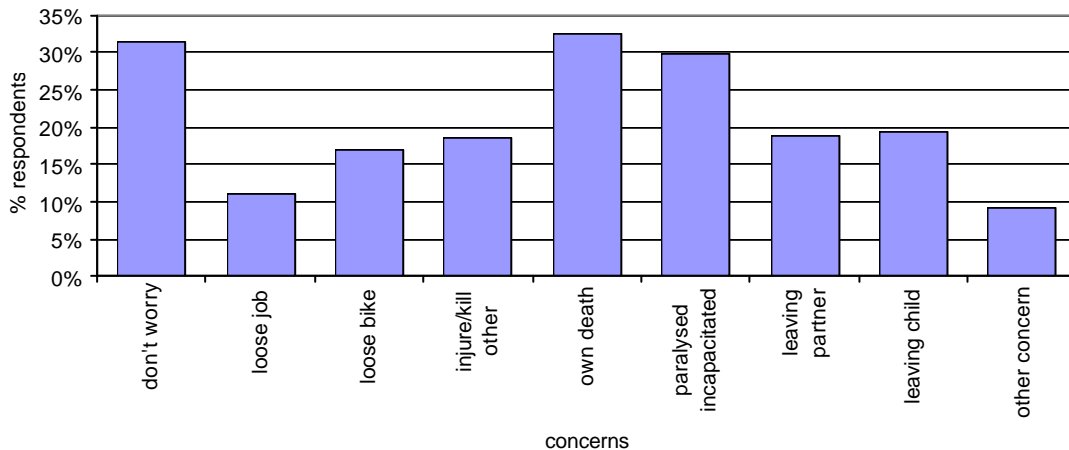
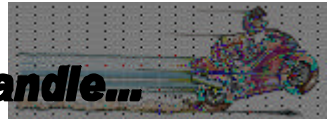


chart 2.6

The 3 main responses, with more or less equal weighting, were "I don't worry about it", "being killed" and "being seriously incapacitated"

# Too hot to handle...



## survey results of the attitudes and behaviour of sports bike riders

### g) Crash concerns by gender

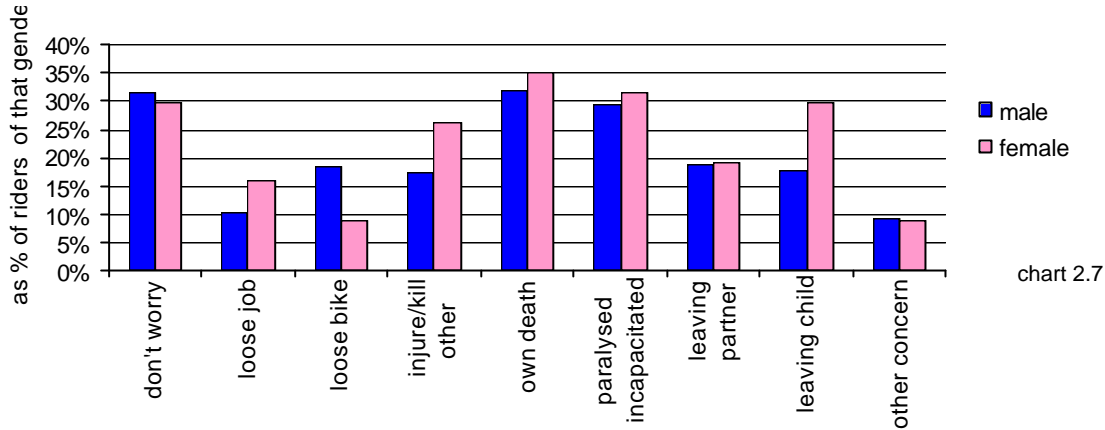


chart 2.7

### h) Crash concerns by status

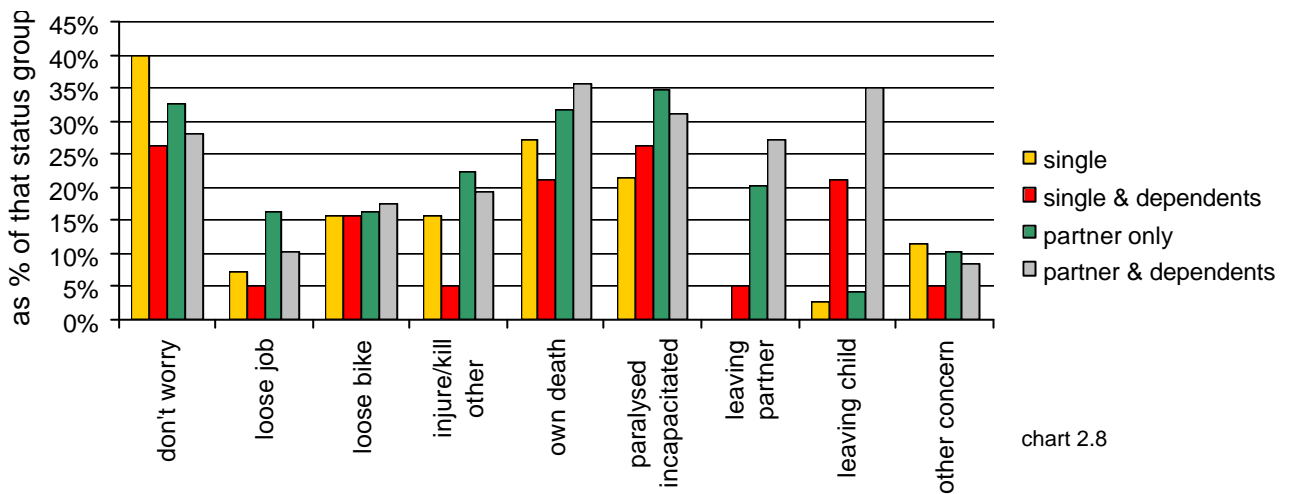
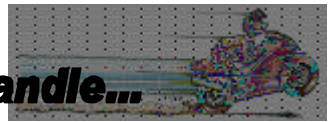


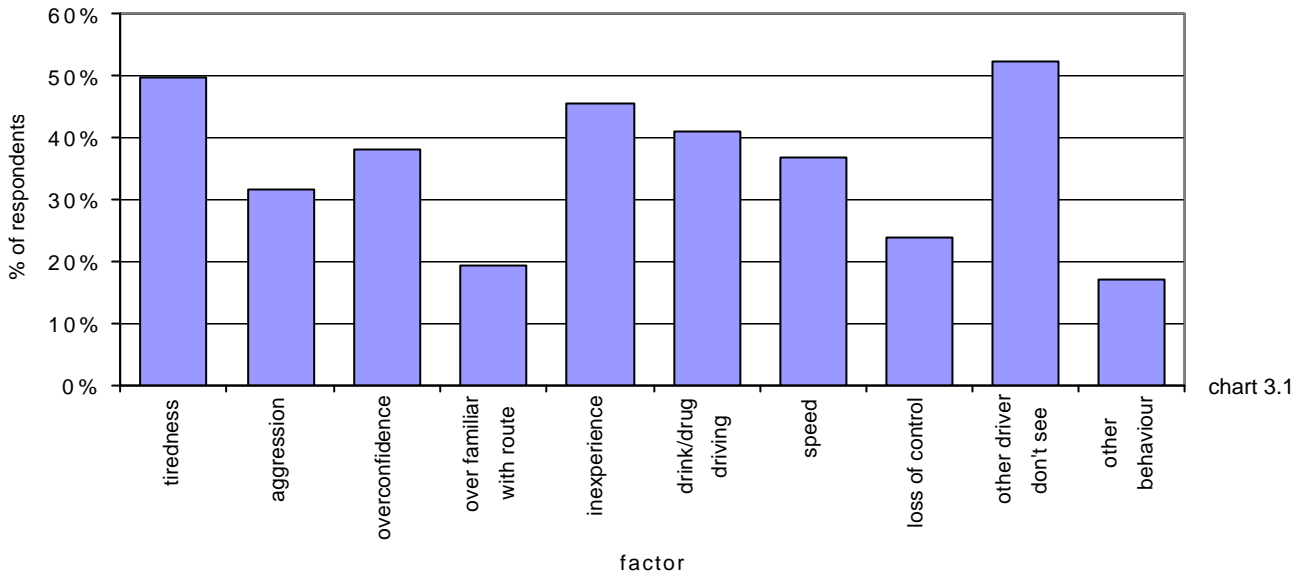
chart 2.8

Among single riders 40% 'don't worry' about being involved in a crash. Of 177 riders who had a partner and dependents, 35% said that 'being killed' and 'leaving a child without a parent' was a concern if they should be involved in a collision. (Female riders showed greater concern about 'leaving a child without a parent' than male riders) This number is lower than expected and one that the campaign misjudged. A strong theme in the campaign was the consequences of a rider leaving family behind and it was thought that this approach would be a motivating factor for riders to moderate their behaviour. The survey results do not appear to support this approach as much as hoped.



## 3. Their behaviour and perception of other drivers' behaviour

### a) Riders were asked what factors contributed to accidents involving motorcyclists

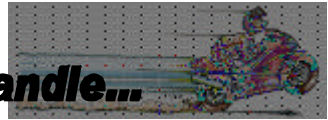


The majority of riders said that 'other drivers don't see you', 'tiredness' and 'inexperience' contributed to accidents involving bikes. Riders appear to believe that other drivers not seeing them is a much more significant threat than their own loss of control of the bike. However analysis of information from STATS19 (police accident reports) giving details of fatal and serious accidents in the East Midlands region does not support this belief.

2002 county comparison accident\* figures  
(\*not casualty)

County	fatal	serious	slight	total	KSI	factors relating to killed & serious injury (KSI) accidents							
						road condition		oil		TWMV at fault		bend	
						dry		diesel					
Leicestershire	17	72	343	432	89	67	75%	3	3%	42	47%	19	21%
Nottinghamshire	12	119	207	338	131	105	80%	4	3%	72	55%	30	23%
Derbyshire	16	148	284	448	164	134	82%	0	0%	110	67%	62	38%
Northamptonshire	7	89	122	218	96	87	91%	0	0%	66	75%	16	17%
Total	52	428	956	1436	480	393	82%	7	1%	290	60%	127	26%

Bends were seen as hazardous by just 22% of riders, across the region 26% of rider accidents occurred on bends, however there is significant regional variation. In particular Derbyshire has almost 40% of KSI on bends. This is factor is under estimated by local riders and many of the riders travelling to Donington would have travelled through Derbyshire on route to the track.



## b) Riders were asked what road layout or other feature is hazardous for riders

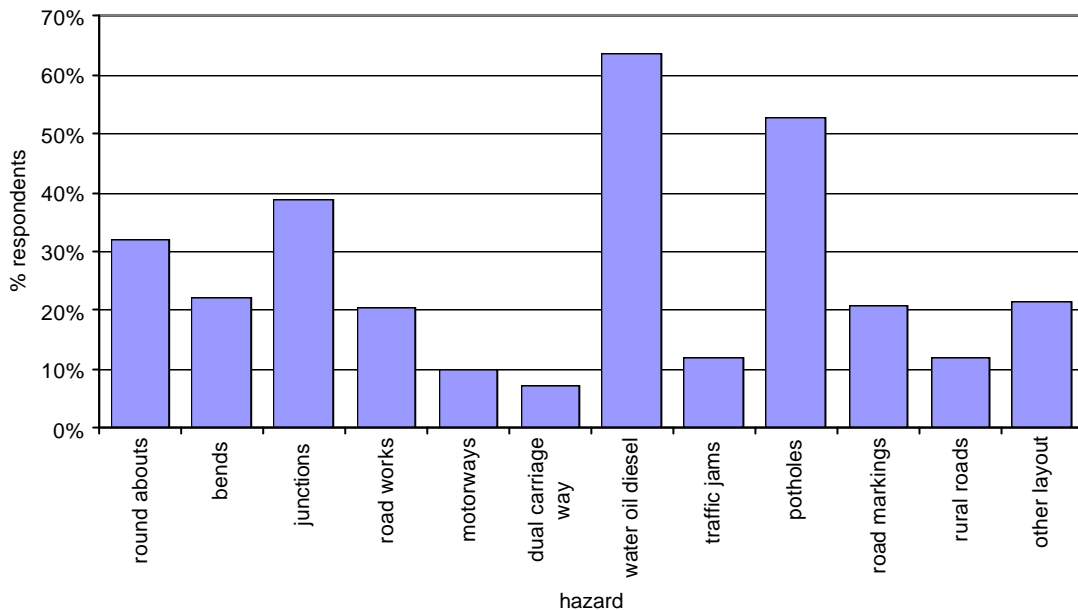


chart 3.2

Riders expressed greater concern about oil, water and diesel spills and potholes than junctions and roundabouts as hazardous features. Rural roads and bends were not rated so highly by riders, yet in research by SSUP suggest a high incidence of crashes on these roads. The riders' perceptions do not reflect the actual dangers as demonstrated by accident statistics in the region. Only 1% of fatal and serious crashes were due to oil or diesel and 82% occurred on dry roads. (See County comparisons chart page 14)

## c) Riders were asked what manoeuvres are hazardous to riders

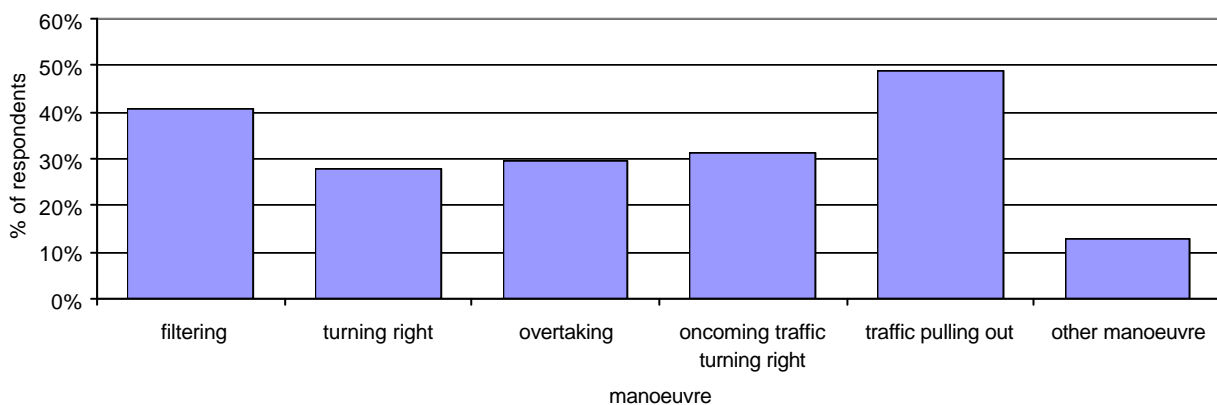
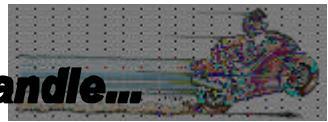


chart 3.3

Traffic pulling out was considered a hazardous manoeuvre followed by filtering through traffic. The development of Think Bike signs, placed at junctions in urban areas and at accident hot spots on popular riding routes, has been undertaken by the Partnership.



### 4. Their knowledge of recent publicity and educational campaigns and their response to these campaigns.

a) Riders were asked to indicate which form of publicity is likely to attract their attention.

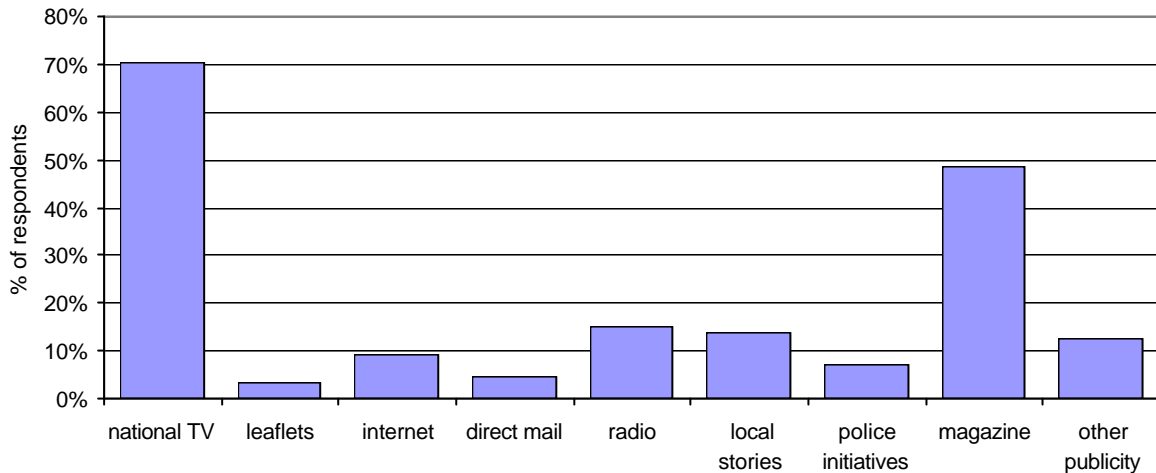


chart 4.1

National TV campaigns were most favoured, followed by magazines. Other publicity measures suggested by riders include roadside poster/sign/billboard campaigns. As previously mentioned the Partnership has acted upon this suggestion.

b) Riders were asked which magazines they read

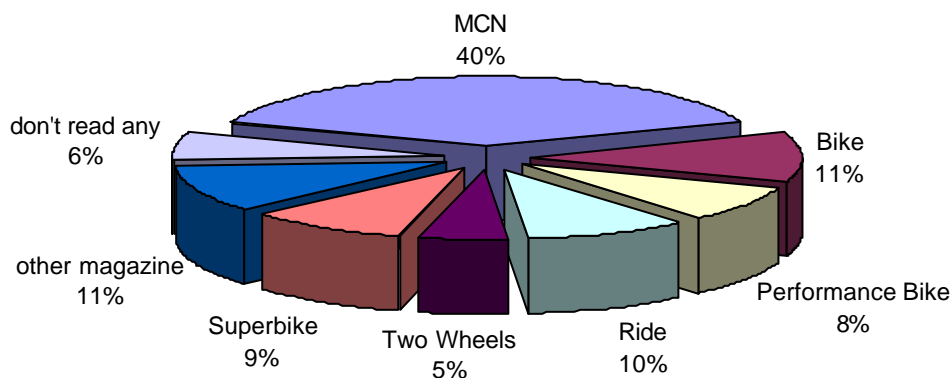
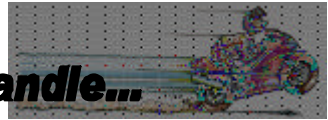


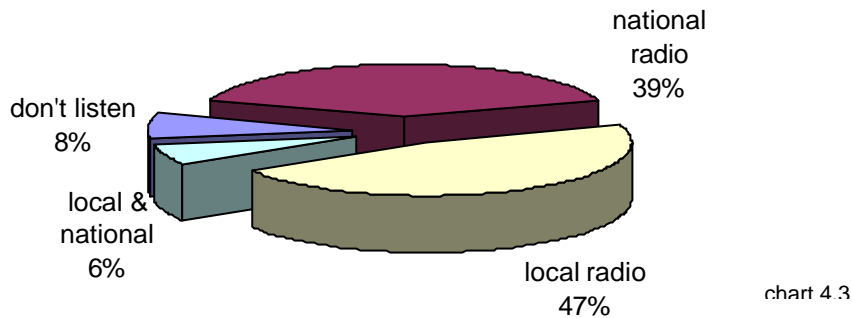
chart 4.2

In terms of magazines read by riders, Motorcycle News was by far the most popular. The levels of interest in a given magazine may have implications for future publicity and advertising.

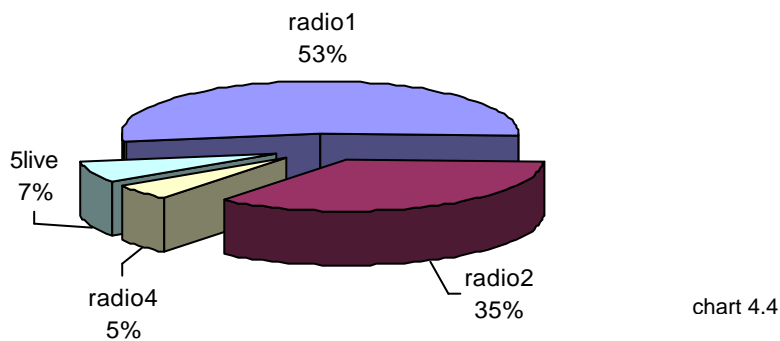


### c) Riders were asked which radio programmes they listened to.

There was speculation during our campaign as to how effective local radio advertising might be in attracting the attention of riders. Almost half the riders surveyed listen to local radio stations, with the remainder listening to a combination of local and national or solely national radio (Radio1 being the most popular). 30 riders indicated they didn't listen to any radio stations.



### Station preference



The partnership's local radio advertising would appear worthwhile if riders are listening at the times campaign ads are played. However the survey suggests that almost 40% of our target audience listen to national radio and are not reached by our radio campaigns.

### d) Riders were asked which publicity campaign images they had seen and if they grabbed their attention.

Riders were shown the following selection of motorcycle safety campaigns and asked if they were aware of the images/messages and whether they grabbed their attention.

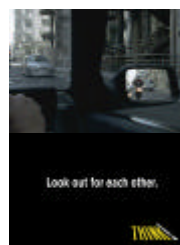
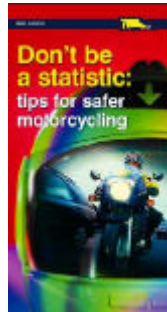
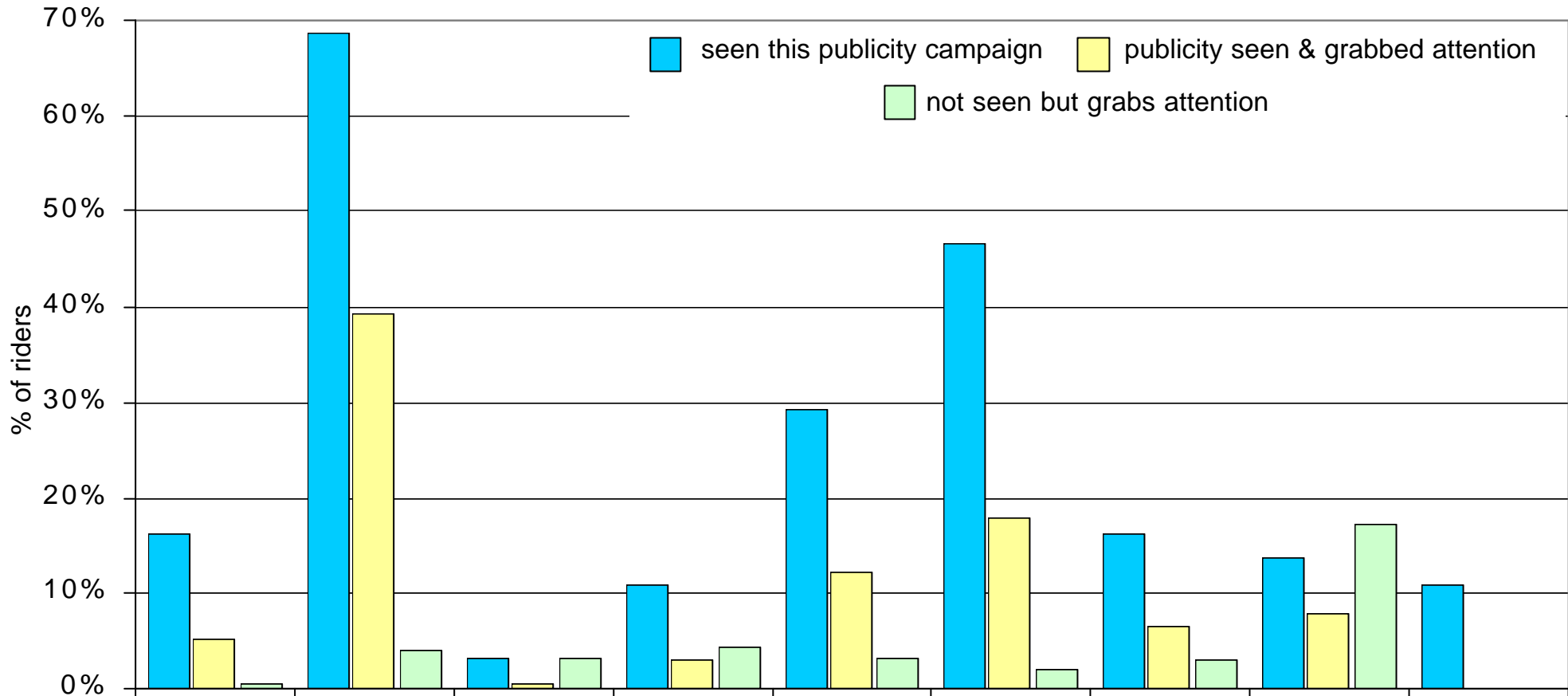
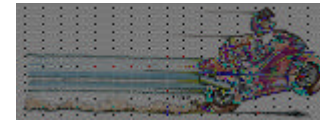
A control image, "Looked, but failed to see" was shown alongside genuine campaign images. This imaginary campaign image was rated highly by riders for both its message and attention-grabbing style, perhaps largely because the image/message reinforces the riders' belief that other drivers are often responsible for accidents involving motorcyclist.

88 riders (25%) said they had seen one or more of the publicity campaigns, but **none** grabbed their attention.

23 riders (6%) had not previously seen any of the images/messages and said none grabbed their attention, whilst a further 17 riders (5%), although previously unaware of any of the campaigns, said one or more of the images did grab their attention.

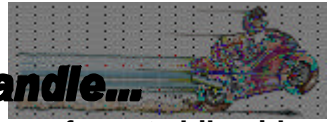
# Too hot to handle...

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none

chart 4.5



### Conclusions

There were few surprises revealed by the survey. Our original campaign was based on fatal casualty statistics that identified that the average age of the riders who died was 35 years and that they mostly rode bikes of 600cc and above. The survey identified that these sports bikes are the machines of choice for male riders between the ages of 30-39 years. These riders use their machines mostly for sport and leisure and they are over-represented in casualty statistics across the region.

Half of the riders surveyed had partners and dependents, a factor that we thought might have a significant effect on the riders' behaviour. However, amongst these riders, only one in three expressed any concern about leaving partners or dependents to cope without them.

Whilst a third of those surveyed said they didn't worry about being in a crash, two thirds were concerned about being killed or incapacitated.

The greatest cause for concern when riding, *given by riders*, was other drivers. It was clear that riders tend to believe that other drivers are the cause of the majority of accidents involving motorcyclists. However the evidence from Stats 19 (police reports) does not support this belief and in 60% of reported crashes in the East Midlands the motorcyclist was judged to be at fault. *There are however a greater number of crashes in urban areas which are attributable to driver error especially in the "looked but did not see" category.*

Riders also misjudged the dangers when asked about the physical factors contributing to crashes. They cited oil and diesel spillages as being a major cause of crashes. This information led us to widen our research into KSI (killed and serious injury) accidents to check whether oil and diesel spillage featured more prominently in serious crashes. This did not prove to be the case with only 1% of crashes attributable to this factor. In fact 82% of the reported accidents occurred on dry roads. Further research showed that there was no significant increase in this factor when slight accidents are included.

However in some areas of the region the incidence of crashes due to single vehicle loss of control on bends is a very significant factor. This gives us great concern. Riders believe that they are most at risk from other driver actions and slippery or contaminated road surfaces but *they are failing to recognise that by far the greatest risk of killed and serious injuries are associated with bends on rural roads.*

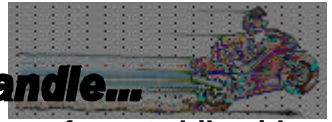
The Partnership is urgently considering methods of making riders aware of this information without appearing to be too critical and judgemental. It is already clear that many of our target group of riders do not want to hear the messages we have to tell them! 40% of single riders we spoke to do not worry about crashing. Yet riders are *50 times more likely than drivers to die in a crash.*

Without doubt our most effective communications with riders has been on their own "turf" at the race meetings they support with such passion. The riders we spoke to were friendly and took time to complete our survey (we can't deny that a bit of bribery was involved!) We gained useful and interesting insights into their attitudes and they made positive suggestions, which we have implemented where possible.

# **Too hot to handle...**

survey results of the attitudes and behaviour of sports bike riders

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## ***Appendix 1***

# SHINY SIDE UP PARTNERSHIP

## SURVEY OF ATTITUDES AND BEHAVIOUR OF SPORTS BIKE RIDERS.

British Superbikes Championship, Donington 27<sup>th</sup> and 28<sup>th</sup> Sept. 2003

**RIDERS WHO AGREE TO TAKE PART IN THE SURVEY WILL BE GIVEN A FREE TOO HOT TO HANDLE MUG WORTH £5.**

In order to complete this survey as quickly as possible each question has a range of "likely answers" with boxes. If riders offer these answers then the appropriate box/boxes should be ticked.

However it is important that the riders' responses are not led by our questionnaire and riders should be encouraged to give a personal response. There is a space under "other" on each question for individual answers that do not already appear on the form.

It is important to establish as accurately as possible the type of bike the rider has. Please note their replies in full on the form.

### INTRODUCTION TO THE SURVEY

Since January 2002 the Shiny Side Up Partnership has been promoting a campaign to reduce the number of riders killed and seriously injured on the roads. We would appreciate your views on rider attitudes and behaviour. We also need to check if our messages are well targeted and the language is appropriate.

*The information, which is strictly confidential, will be used to evaluate the project.*

### Rider details

<b>Male</b>	<b>Female</b>					
<b>Age.....</b>	<b>16-19</b>	<b>20-29</b>	<b>30-39</b>	<b>40-49</b>	<b>50-59</b>	<b>60+</b>
or <b>Single</b>	<b>YES / NO</b>	<b>Partner</b>	<b>YES / NO</b>	<b>Dependants</b>	<b>YES / NO</b>	

**Occupation**.....  
.....

**Rider** or **pillion passenger**

**Address** **Town** ..... **County** .....

**Country** **England** **Scotland** **Wales** **N. Ireland** **I.O.M** **Eire**

**Other** .....

### **Q1. What machine do you ride?**

(Show full details of make and model of bike e.g. Kawasaki ZXR6)

.....

**Q2. How long have you been riding?** .....years

**Q3. Have you ever had an accident on your bike? YES / NO How many years ago?.....**

**Q4. Do you ride for Sport & Leisure or Commuting? (or both)**

Sport & Leisure		Commuting	
miles per year		miles per year	
% summer	% winter.	% summer	% winter
% urban	%rural	% urban	%rural

**Q5. What training or other riding activities have you done?** (tick all appropriate boxes)

- CBT  advanced rider training  direct access training   
BikeSafe  accompanied or assessed rides  track days   
club member  attend race meetings  No. per year.....

other .....

**Q6. What influenced your choice of bike?** (please write the answer given)

.....  
.....  
.....  
.....

**Q7. What do you like about riding a motorbike?** (tick all appropriate boxes)

- the freedom/flexibility it offers  riding country/open roads   
the buzz of riding fast  taking risks   
the feeling of power  getting through traffic quickly & easily   
pushing yourself and the bike to the limits  riding with mates

other .....

**Q8. What makes you a skilful rider?** (tick all appropriate boxes)

- rider training  mentally sharp  avoid alcohol/drugs   
experience  know the road  anticipate trouble   
good reflexes  good eyesight  smooth riding style

other .....

**Q9. What concerns do you have about riding a motorbike?**

(tick all appropriate boxes)

caught on speed camera

points on licence

large fine

losing licence

damaging bike

being killed

being seriously incapacitated

killing or injuring someone else

none

other .....

**Q10. What physical and /or behavioural action may lead a rider to be involved in a crash?** (tick all appropriate boxes)

tiredness

aggression

over confidence

over familiar with route

inexperience

drink-drugs-driving

other drivers don't see you

loss of control

speed

other .....

**Q11. What road layout or other features are hazardous to riders?**

(tick all appropriate boxes)

roundabouts

bends

junctions

road works

motorways

dual carriageways

water/oil/diesel on road

traffic jams

potholes

road markings

rural roads

other .....

**Q12. What manoeuvres are hazardous to riders?** (tick all appropriate boxes)

filtering through traffic

turning right

overtaking

oncoming traffic turning right

traffic pulling out from junction

other .....

**Q13. What concerns do you have about being involved in a crash on your bike?**

(tick all appropriate boxes)

I don't worry about it

loss of job due to injuries/recovery

loss of bike

killing or injuring another person

being paralysed/incapacitated in some way

being killed

leaving a partner to cope alone

leaving children without a parent

other .....

**Q14. Which form of publicity is most likely to attract your attention?**

(tick all appropriate boxes)

National TV campaigns

radio advertising

local stories in the press

leaflets

Internet

direct mail

police initiatives

magazines

other .....

**Q15. Which is your favourite motorcycling magazine?**

.....

**Q16. Which radio station do you listen to?**

.....

**Q17. Show a selection of publicity resources:**

Which have these have you seen and which message grabs your interest?

(tick all appropriate boxes)

**Have you seen?**

**Did it or does it grab your interest?**

1 Bikesafe

2 Think Bike

3 Daz-zle

4 Don't be a statistic

5 To die for..?

6 Look out for each other

7 Be seen to be a safe rider

8 Looked, but failed to see?

**and finally.....**

**Can we add your details to our Shiny Side Up Database?**

They will be used for research purposes and will enable us to send you a copy of the completed survey.

If **YES** take full name and further address details. (Town and County already taken)

Name.....

House number and street.....

Post code.....

**To thank you for your help in completing this questionnaire we would like you to accept this Too Hot To Handle mug!**

The **Shiny Side Up Partnership** would like to thank the following for their generous support of our Sports Bike campaign:

### John Reynolds

Whose expertise and skills have been invaluable in shaping the ethos of the campaign.



### Donington Park

Whose racing circuit provided the perfect venue for our campaign.



### Q8 Oils

For helping to build the campaign's image.

## Contacts

The **SSUP** partner in your area is as follows:

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