

*PRIVATE & CONFIDENTIAL*

# **MOTORCYCLE USERS SURVEY 2005 RESEARCH RESULTS**

**FOR**

## **BUCKINGHAMSHIRE COUNTY COUNCIL**



**SEPTEMBER - OCTOBER 2005**

Produced by



# **CONTENTS**

**BACKGROUND, OBJECTIVES & METHODOLOGY**

**MANAGEMENT SUMMARY OF THE FINDINGS**

**TABULATED RESULTS BY AGE & GENDER**

**APPENDIX – THE QUESTIONNAIRE**

**BACKGROUND, OBJECTIVES  
& METHODOLOGY**

## **BACKGROUND**

Buckinghamshire County Council has been working closely with motorcyclists and motorcycle groups to reduce collisions involving motorcycles. As part of the ongoing need to understand the views of motorcyclists even better it was decided that there was a need to consult with as many bikers as possible on a range of issues concerning safety and CM Research was commissioned to carry out the survey.

## **OBJECTIVES**

The main objectives were to:

- Find out what type of machine they use most often.
- Discover the potential for them to own a bigger machine in future.
- Evaluate the frequency of using their machines for a range of purposes.
- Find out if they own other types of machine.
- Examine their concerns about a range of related road issues.
- Find out their levels of satisfaction with a range of traffic calming measures.
- Explore their concern about traffic congestion in Buckinghamshire.
- Examine how helpful they would find a range of things that could help them while riding in Buckinghamshire.
- Find out levels of awareness and interest of post-test training courses and whether they have attended them.
- Explore what types of protective clothing are worn.
- Find out what other methods of transport are used.
- Evaluate when they ride their machines.
- Discover membership of motorcycle or related clubs.

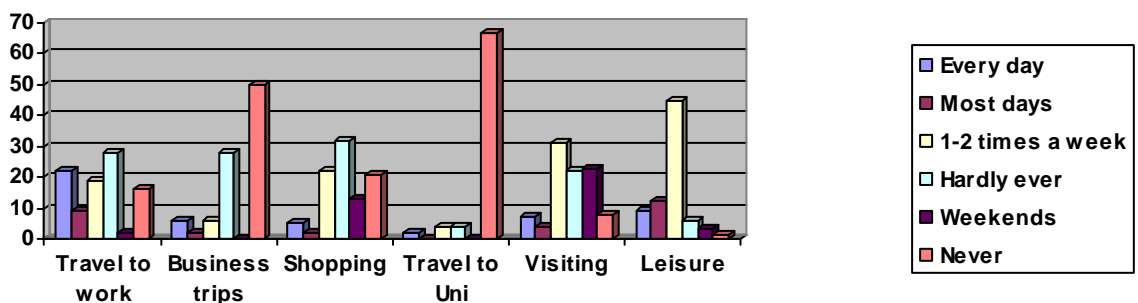
## **METHODOLOGY**

Approximately 500 self-completion questionnaires were handed out to motorcyclists or left in conspicuous places (motorcycle dealers, etc.) for them to fill in and return to CM Research using prepaid FREEPOST envelopes provided. The questionnaire was also available online. The project was promoted on various local radio stations to help boost responses. By Monday 24<sup>th</sup>. October 2005 167 had been completed and returned.

## **MANAGEMENT SUMMARY OF THE FINDINGS**

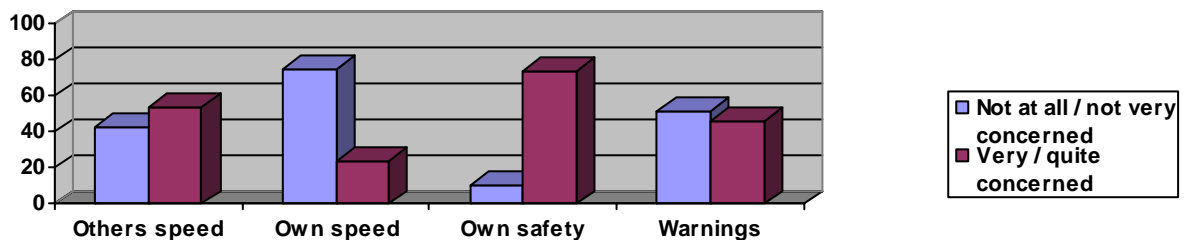
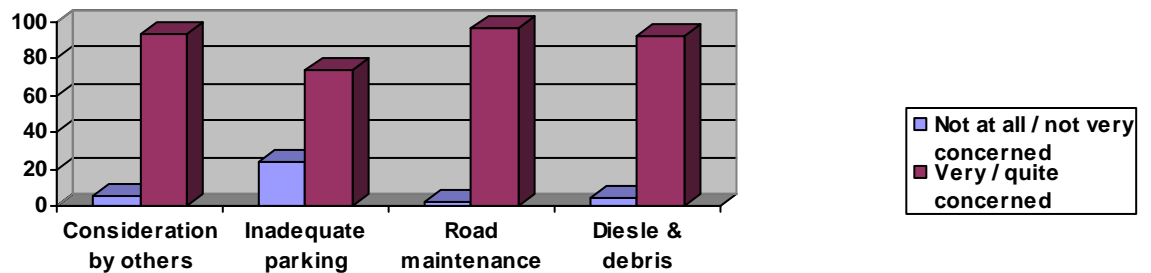
## MANAGEMENT SUMMARY OF THE FINDINGS

- 91% of the questionnaires were returned by males and 9% by females. (Q.1)
  
- Just 2% were aged between 16 – 19; 9% between 20 – 29; 31% were aged between 30 – 39; 34% were between 40 – 49; 14% between 50 – 59 and a further 9% were aged 60 or over. (Q.2)
  
- A third (33%) **lives in** Aylesbury, with 5% in each of High Wycombe and Chesham and 4% in Milton Keynes. (Q.3)
  
- Almost a third (32%) **work or go to school or college** in Aylesbury, with 5% doing so in Milton Keynes and 4% in each of Chesham, High Wycombe and London. (Q.4)
  
- By far the majority (92%) **use** a motorcycle **most often**, while 6% use a scooter and just 2% a moped. Of those who owned a scooter or moped 56% felt it was very / quite likely that they would **go on to own a bigger bike** in the future, while 31% felt it was very / quite unlikely. (Q.5 & 6)
  
- 22% use their machine **to travel to work** every day, while 28% do so at least once or twice a week, with 28% doing so hardly ever and 16% never doing so. For **business trips while at work** 14% do so at least once a week, 28% say hardly ever and 50% never do. Only 7% use their machine for **shopping trips** daily or at least on most days, with 22% doing so once or twice a week. Here 32% say hardly ever and another 21% gave ‘never.’ Two thirds (67%) never use their machine for **going to university / college / school**, but 2% do so every day and 4% once or twice a week. Almost a third (31%) use their machine to **visit friends or relatives** once or twice a week with another 23% doing so at weekends. 21% use it at least on most days for **leisure and fun** with another 45% doing so once or twice a week.



(Q.7)

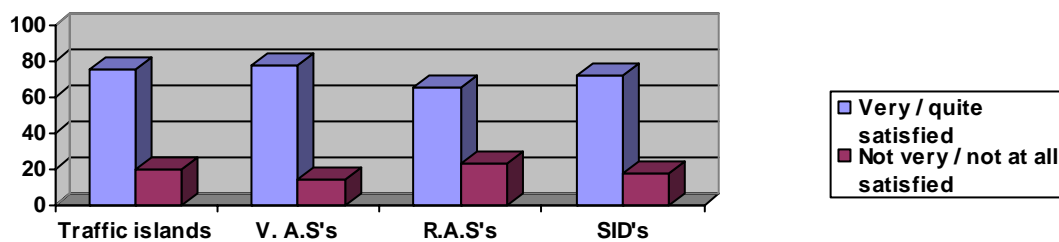
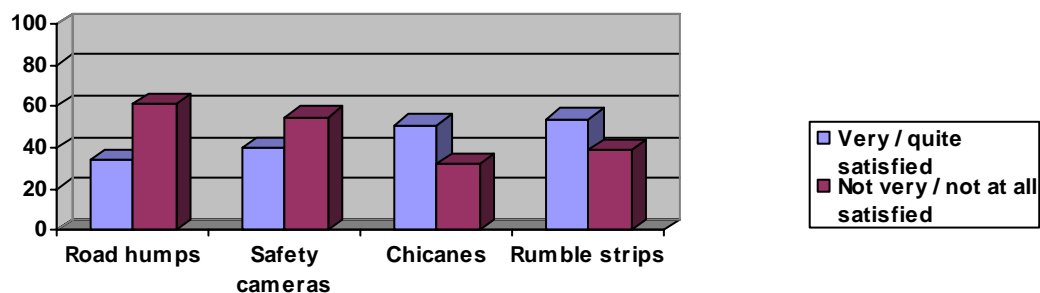
- Several of them **own other bikes** with a number owning more than one other type. 17% also own a *sports bike* and another 17% also own a *classic bike*. 11% own a *motorcycle*, 5% a *scooter* and just 1% mention a *moped*. (Q.8)
- There is a wide range of **concern shown for a wide range of relevant issues while they are motorcycling Buckinghamshire**. Almost all 93% are very /quite concerned about the *lack of consideration by other road users*, while just 6% are not at all / not very concerned. Almost three quarters (74%) are very / quite concerned about the *inadequate secure parking for motorcycles* while almost a quarter (24%) are not at all / not very concerned. Very nearly all (96%) are very / quite concerned about *road maintenance* while just 3% are not. Similarly 92% are very / quite concerned about *diesel and debris on the road surface* with only 5% saying they are not concerned. There is a more even split regarding the *speed of other road users* with 54% being concerned and 43% not being very concerned. As for *their own speed* three quarters (75%) are not at all / not very concerned with almost a quarter (24%) being concerned. Some 74% are concerned about their *own safety* while 11% are not so concerned, and 52% are not particularly concerned about *inadequate road warning signs*, although 46% are concerned.



(Q.9)

- 6% are **also concerned about** ‘the lack of awareness of bikers’, with 5% mentioning either ‘loose man hole covers and man hole covers on bends’ or ‘diesel / mud / chippings on the road.’ (Q.10)

- **Levels of satisfaction with a range of traffic calming measures while motorcycling in Buckinghamshire** show that 34% are generally satisfied with *road / speed bumps* while 61% are not. For *safety cameras* 40% are satisfied while 55% are not; for *chicanes and pinch points* 51% are satisfied with 32% saying they are not. 54% are satisfied with the *rumble strips approaching junctions* while 39% are not; and three quarters (75%) are satisfied with *traffic islands* while 20% are not. For the *vehicle activated signs telling you to slow down if you are going above the speed limit* 77% are satisfied and only 15% are not, and for *route alert signs telling you about casualties on a specific stretch of road* 65% are satisfied with 24% thinking the opposite. For *Speed Indicating Devices (SID's) showing your speed if you above the limit* some 72% are satisfied, while 18% are not.

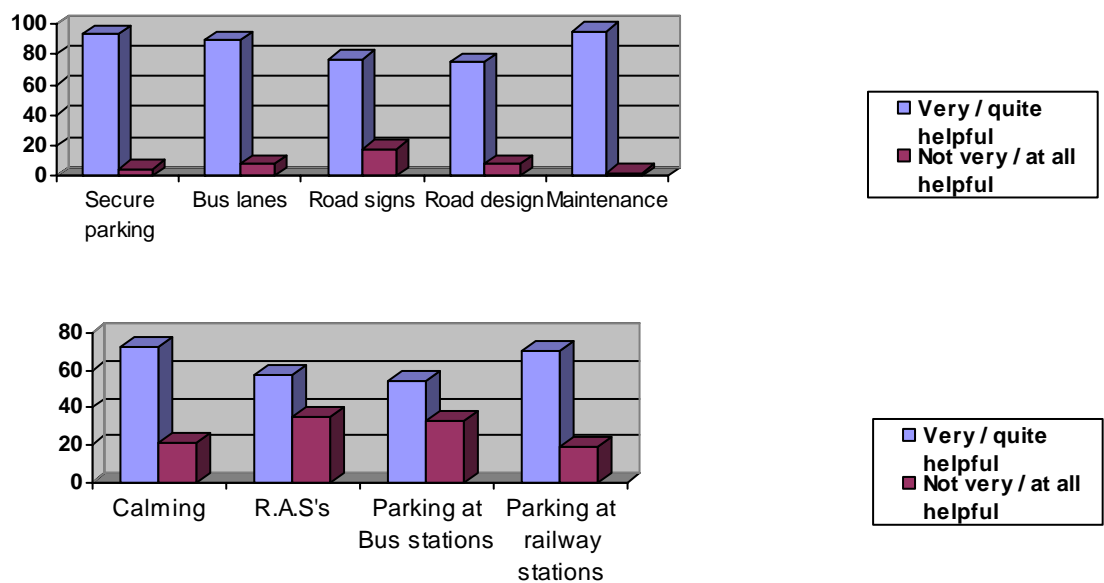


(Q.11)

- Some 42% are not very / not at all concerned about **traffic congestion while motorcycling in Buckinghamshire** with only 13% saying they are. Of those who are, the **main reasons given for saying so** include 'they should open up bus lanes to motorbikes' from 56%; 'impatience and aggression' was given by 50%, with another 50% mentioning 'lack of consideration or awareness of bikes.' 44% suggested that 'Aylesbury should be by-passed now.'

(Q.12 & 13)

- The **degree of helpfulness of a range of issues relating to motorbiking** were investigated and 93% would find *better access to secure parking* very / quite helpful with only 5% thinking it would not be. Similarly 89% said *access to bus lanes* would be helpful while 8% disagreed. 77% feel *better road signs would be helpful* while 18% do not; and 75% feel *better road design* would be helpful with 8% disagreeing. Almost all (95%) feel *better road maintenance* would be helpful with only 2% disagreeing, and for *traffic calming which is designed for motorcyclists* almost three quarters (73%) agree it would be helpful while 21% do not think so. 58% think *route alert signs* would be helpful with 35% disagreeing; while for *parking at bus stations* 54% agree it would be helpful a third (33%) do not; while for *parking at railway stations* 70% agree it would be helpful and 19% do not.



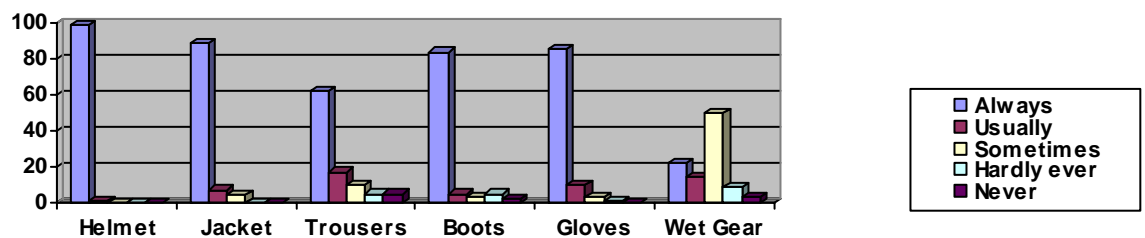
(Q.14)

- Comments received in relation to **what else they would find helpful while motorcycling in Buckinghamshire** included 'improve road surfaces' from 8%; 'educating car drivers' from 7% and 'having designated bike parking' from another 6% (Q.15)

- Some 69% are **aware that there are post-test training courses for motorcyclists in Buckinghamshire** and almost a quarter (24%) has attended one of them. A total of 55% say they would be very / quite **interested in attending post-test training courses** while 29% say they are not very / not at all interested in doing so. (Q.16 - 18)

- 13% think that if there was 'more awareness by car drivers' this **would improve motorcycling in Buckinghamshire**. A further 13% feel that 'improving road surfaces' would do the same thing, while 7% think that 'keeping up Better Biker courses and post-test training' would improve things on the roads. Another 5% feel that 'reducing diesel spills and debris on roads' would also be very useful. (Q.19)

- 11% travel less than 1,000 **miles per year by motorcycle**, with 26% travelling between 1,001 and 3,000 miles and another 24% travel between 3,001 and 5,000 miles per year. Over a third (35%) travels in excess of 5,000 miles per year. (Q.20)
- Among those who **travel to work / university / college / school** by motorcycle / scooter / moped 20% travel up to 5 miles; 10% say they travel 6 – 10 miles; 20% travel 11 – 20 miles and 18% travel more than 20 miles each way. (Q.21)
- 99% always wear a *helmet* when riding their machine, with 89% always wearing a *protective jacket* with another 7% saying they usually do. 62% always wear *protective trousers* with 17% usually doing so, and 84% always wear *boots* with a further 5% saying they usually do so. 86% always wear *gloves* with 10% also usually doing so, and for *wet weather gear* 22% always wear it with another 14% usually doing so and 50% sometimes do so.



(Q.22)

- As for **other forms of transport used**, 29% use a *car* every day, 31% use one most days, with another 22% doing so once or twice a week. Only 10% say they hardly ever or never use a car. Just 2% use a *bicycle* every day with another 2% using one on most days, while 20% use one once or twice a week, with 62% hardly ever or never doing so. Only 1% use *public transport* every day and 2% use it most days and 8% do so once or twice a week with 84% hardly ever or never doing so. (Q.23)
- 37% **ride their machines all year round whatever the weather**; while almost half (46%) *ride all year round providing the weather is reasonable* and 17% only *ride in the summer or good weather*. (Q.24)
- 37% **belong to a motorcycling club or organisation** while 60% do not. (Q.25)
- *Motorcycle News* is by far the most **popular magazine or publication read regularly** with 38% saying they do so, and this is followed by 14% reading *Bike*, 13% reading *Rider*, 7% reading *Classic Bike* and 5% reading *Two Wheels Only*. (Q.26)

- 29% are **aware of** the *Be a Better Biker* campaign and a quarter (25%) is aware of the *Government Motorcycle Campaign*. Just 8% are aware of the *Handle it or Lose it* campaign. (Q.27)

## **TABULATED RESULTS**

## **APPENDIX - THE QUESTIONNAIRES**