



# Passion, performance, practicality: a study of motorcyclists' motivations

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# Programme

## ■ CONTEXT

- “From a road safety point of view, helping riders to make themselves less vulnerable on the road has to be an important part of an overall strategy to reduce serious and fatal motorcycling accidents, alongside measures to change the behaviour of other road users, improve the skills of riders, and so forth.”

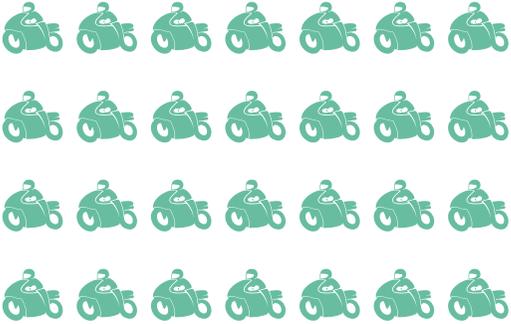
## ■ AIM

- To gain an understanding of motorcyclists’ attitudes to safety and the reasons behind the decisions that impact on their safety

## ■ FOCUS AREAS

- Decisions about what bike to purchase
- Decisions about what helmet to purchase
- Decisions about what safety gear to purchase, and whether to wear it
- Decisions relating to the avoidance/management of fatigue

# Segmentation analysis



**1019 responses...**

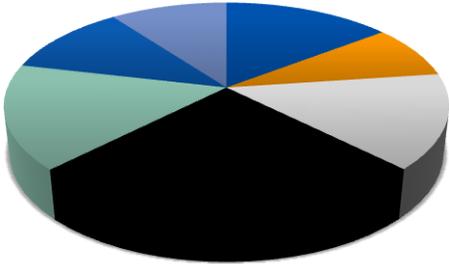
**...to 30 statements**

Q18b Which of the following describe things that are important to you about riding a motorbike/scooter/moped?

## 8 factors

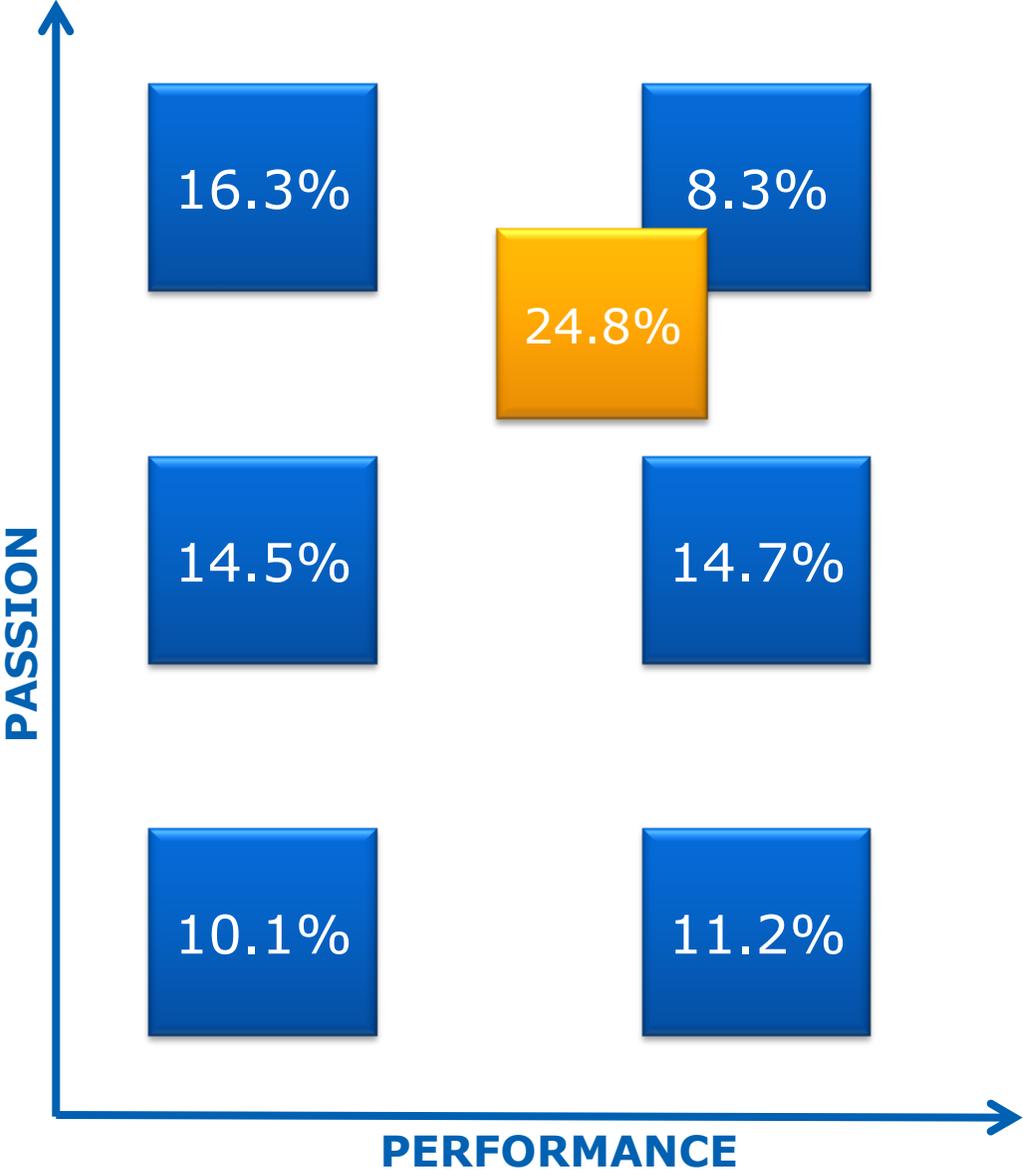
- F1 Power of the bike
- F2 Belonging
- F3 Relationship with the bike
- F4 Self-sufficiency
- F5 Sensations
- F6 Challenge of riding
- F7 Showing off
- F8 Release

## 7 segments

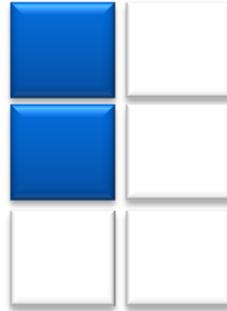


?

# Passion and performance

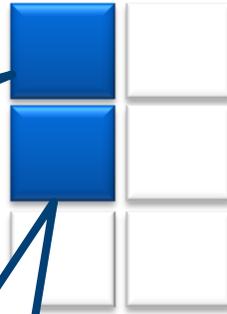


# Passionate low-performance segments



- What these two segments have in common
  - Place a major emphasis on being part of a community of riders
  - Both significantly skewed to 45+, with low levels of formal training
  - Fondness for big non-sports bikes (>1000cc) and high on multiple-bike ownership
  - Liking for leather gear and higher than average on open-face helmets
- What differentiates them
  - For the high passion segment, riding is a whole way of life
    - The relationship with the bike is as important to this segment's identity as the membership of a riding fraternity that follows from it
    - Riding plays a pivotal role in their lives as a whole, in particular making them self-sufficient
    - They ride for pleasure **all year round**
  - For the medium passion segment, riding is just a nice part of life
    - This segment lacks the need for a strong relationship with the bike, and has no interest in using the bike to make them self-sufficient – perhaps because 1 in 5 of them are company owners or directors!
    - They ride for pleasure, but **only in the summer**

# Passionate low-performance clusters



## “Riding disciples”

Passionate riders for whom riding is a way of life, built on a strong relationship with the bike itself and membership of the wider fraternity of riders

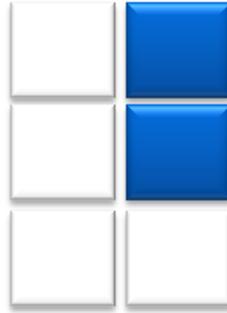
16.3%

## “Riding hobbyists”

Older summer-only riders who enjoy the social interaction with other riders almost as much as the riding itself – and who like to look the part

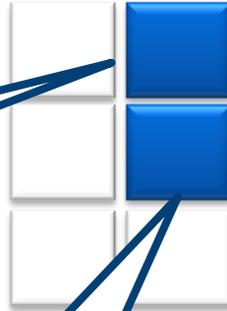
14.5%

# Passionate high-performance clusters



- What these two clusters have in common
  - Place a major emphasis on the performance of the bike
  - Both skewed to midlife (25-44)
  - Fondness for sports bikes, 500cc and up
  - Above average preference for full face helmets
- What differentiates them
  - For the high passion segment, performance is an end in itself
    - This includes their own performance as a rider as well as that of the bike
    - They are keen to avoid anything that gets in the way of this performance – e.g. sensations
    - Their obsession with performance creates a strong sense of common identity with like minded riders
    - They ride for pleasure and commuting **all year round**
  - For the medium passion segment, performance is a means to pleasure
    - They love the sensations that go with riding – noise, vibration, etc
    - The pleasure of riding is a solitary one – and they have very low interest in bonding with other riders
    - They ride for pleasure and commuting, but **only in the summer**

# Passionate high-performance clusters



## “Performance disciples”

Committed all-year round riders with a total focus on high performance riding – and a strong dislike for anything that gets in the way of it

8.3%

## “Performance hobbyists”

Solitary, summer-only riders, for whom riding is all about individual experiences and sensations – and who aren't bothered about what other riders are doing

14.7%

# Pragmatist (low passion) segments



- What these two clusters have in common
  - Low mileage riders, commuting all year round on urban roads
  - The bike is an alternative to the car – valued for its economy
  - Preference for scooters & moped, typically less than 125cc
  - Many novice riders, and many provisional licenses
  - Higher than average fondness for flip-front helmets and textile jackets
  - Very low exposure to 'safety agencies'
  - Lowest levels of commitment to riding in three years time
- What differentiates them
  - For the high-performance segment, the bike is **a stepping stone to a car**
    - This segment is the least likely to have a full (car) driving licence and is heavily skewed towards the 15-24 age group
  - For the low-performance segment, the bike is **a way of escaping the car**
    - Two thirds of this segment also drive a car, with average mileage (c. 10k miles pa)
    - Increased mobility gives them increased access to fun – especially in the summer
    - The segment has an average age profile and a strikingly high representation of women (28% against an average of 12%) – 23% of women riders were in the cluster

# Pragmatist (low passion) segments



## “Car rejectors”

Escapees (often women) from traffic jams, parking tickets, fuel costs and other downsides of the car – who don’t care for motorcycles, but do care for low-cost mobility

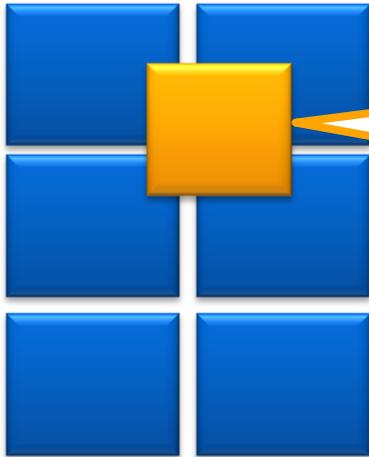
10.1%

## “Car aspirants”

Young people looking forward to getting their first car when age/finances allow – but for the time being just happy to have got their own wheels

11.2%

# Raw passion – the last segment



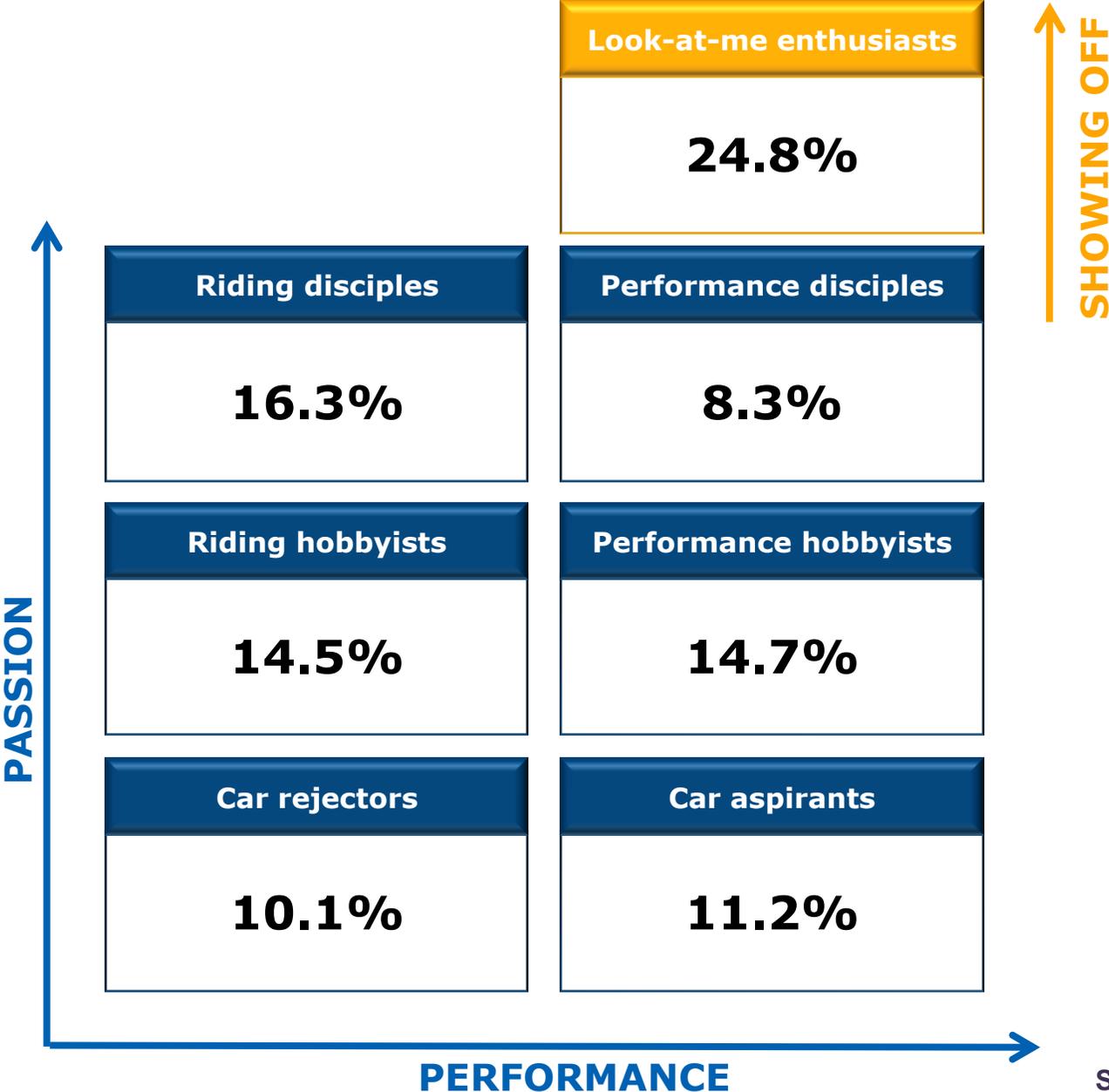
24.8%

## “Look-at-me enthusiasts”

Young (or never-grew-up) riders with limited experience but limitless enthusiasm, for whom riding is all about self-expression and looking cool

- This segment was uniquely set out from the others by one of the eight motivational factors: Showing Off
  - S23 Demonstrating my skills to others
  - S24 Pitting myself against others
  - S26 The fact I look good on the motorcycle
- Heavily skewed to young people (40% of under 25s are in this group), and high on novices and provisional licences
- The segment is marked by an undifferentiated passion for riding – scoring significantly higher than average on 28 of the 30 motivation statements

# Summary



# Accident propensity 1 accident every...

## Look-at-me enthusiasts

**5.6 years**  
**29,000 miles**

## Riding disciples

**9.7 years**  
**58,000 miles**

## Performance disciples

**7.2 years**  
**50,000 miles**

## Riding hobbyists

**15.1 years**  
**56,000 miles**

## Performance hobbyists

**7.7 years**  
**40,000 miles**

## Car rejectors

**7.7 years**  
**34,000 miles**

## Car aspirants

**6.0 years**  
**25,000 miles**

# Performance Disciples

## “Precautionary fatalism”

- Significantly LESS in agreement than riders in general that
  - “My primary purpose in riding is to arrive safely”
  - “I am constantly thinking about the risks when riding my motorcycle”
  - Seeing a serious accident involving a motorcyclist would have an impact on whether they ride or not (36% say no impact at all, vs 25% of total sample)
- Significantly MORE in agreement than riders in general that “The risk is something I am willing to live with”
- Not overconfident
  - Less likely than riders in general to rate motorcycling as very or quite safe
  - More likely to rate themselves as very or quite risky (at 90% confidence level)
- Significantly MORE likely than riders in general to
  - wear armour, including back armour
  - have undertaken or be considering training
  - ride when fatigued, angry, upset or in a rush
  - know someone who had a motorcycle accident involving serious injury or death, or to have had an accident themselves requiring medical treatment

“2001 was the last time I came off at 60 miles an hour when a woman pulled out on me. **Now, the clock’s ticking because I will come off my bike at some point in the future.** And you need to keep that at the front of your mind, so you’ve got to ride to the best of your ability, you’ve got to wear your kit, because I don’t know when I’m coming off my bike again. Police motorcyclists are the best in the country, you hear about them having fatalities, so **you can plan all you want but the plan doesn’t always work.** So what I’m saying is, always ride and think to yourself, right, **what I’m wearing, my bike, is it roadworthy, is this kit going to protect me?**” [M, 39, 650cc]

# Attitudes to risk

	<b>Look-at-me enthusiasts</b>
	<b>Blasé confidence</b>
<b>Riding disciples</b>	<b>Performance disciples</b>
<b>Active management of risks</b>	<b>Precautionary fatalism</b>
<b>Riding hobbyists</b>	<b>Performance hobbyists</b>
<b>Personal responsibility for avoiding risks</b>	<b>Cautious attraction</b>
<b>Car rejectors</b>	<b>Car aspirants</b>
<b>High awareness and high unhappiness</b>	<b>Low awareness but high educability</b>

# How might we engage people? Eg: high visibility clothing

