

Oregon Department of Transportation
Motorcycle Rider Survey
Statewide Public Opinion Survey
September, 2012

TABLE OF CONTENTS

	<i>Page</i>
Research Methodology	1
Survey Highlights	2
Survey Findings	
<i>Question Topic:</i>	
Number of Motorcycles Registered for Street Use.....	7
Number of Miles Ridden in the Past 12 Months	9
Years of Riding Experience	10
Number of Days per Week Ridden Each Month	11
Motorcycle Riding Habits	12
Types of Roadways Most Frequently Traveled.....	13
Primary Reason for Riding Motorcycle.....	15
Greatest Risk to Motorcycle Rider Safety	17
Alcohol/Drug Use and Motorcycle Riding Ability.....	18
Use of Motorcycle Riding Gear	19
Motorcycle Rider Training	21
Recall of Motorcycle Safety Messages.....	23
Motorcycle Endorsement	25
Year of Motorcycle Endorsement.....	26
Motorcycle Training Courses Taken	27
Reasons for Not Taking Motorcycle Training Course	29
Reasons for Taking Motorcycle Training Course	30
Use of Protective Upper-Body Clothing	32
Use of Protective Lower-Body Clothing	33
Use of Protective Footwear	35
Use of Full-Fingered Protective Gloves.....	37
Use of Fluorescent Vests or Jackets.....	38
Brand of Motorcycle Ridden Most Often	39
Category of Motorcycle Ridden Most Often	41
Sample Profile: Respondent Age/Geographic Distribution By Region.....	42
<i>Appendix: Study Questionnaire</i>	

RESEARCH METHODOLOGY

Method The Oregon Department of Transportation mailed 2,000 self-administered surveys to registered motorcycle owners on July 19, 2012. A reminder card encouraging respondent cooperation was mailed on August 9, 2012.

The Oregon DMV provided informational lists which served as the survey sample frame. There are approximately 131,000 registered motorcycle owners in Oregon.

Sample Returned surveys were collected for a period of 45 days until September 3, 2012. A total of 835 completed surveys are included in the data tabulations and executive report representing a response rate of 42%.

Processing All questionnaires were edited, coded, data entered and cross-tabulated by Intercept Research Corporation's data processing department.

Reliability The table below illustrates the (plus or minus) range of variability at different percentages of response computed at the 95% confidence level:

RESPONSE PERCENTAGE	100 SAMPLE	200 SAMPLE	800 SAMPLE
10% or 90%	5.9%	4.3%	1.3%
20% or 80%	7.8%	5.7%	1.7%
30% or 70%	9.0%	6.5%	2.0%
40% or 60%	9.6%	7.0%	2.1%
50%	9.8%	7.1%	2.2%

Reporting All functions related to the tabulation and reporting of the survey data were completed in-house by Intercept Research Corporation.

Mathematical rounding accounts for differences in survey findings reported in the text and numeric tables of this executive summary and percentages reported in computer tabulations (separate document).

SURVEY HIGHLIGHTS

Motorcycle Owner Profile:

Three out of five (61%) respondents indicate they have 20 years or more of motorcycle riding experience, while 39% indicate they have less than 20 years of motorcycle riding experience.

Almost all (98%) survey respondents indicate they have a motorcycle endorsement, and two percent (2%) indicate they have a motorcycle instruction permit.

Sixty percent (60%) of survey respondents received their motorcycle endorsement prior to 2001:

- 37% prior to 1981, and
- 23% from 1981 through 2000.

Forty percent (40%) of survey respondents received their motorcycle endorsement in 2001 or later:

- 33% from 2001 to 2010, and
- 7% after 2010 (7%).

Three out of five (60%) survey respondents indicate they own one motorcycle registered for street use, while 25% own two motorcycles and 15% own three motorcycles or more.

Harley-Davidson (31%) heads the list of 29 brands of motorcycles respondents indicate they ride most often, followed by Honda (20%), Yamaha (11%), Suzuki (9%) Kawasaki (8%), and BMW (6%).

Survey respondents describe the type of motorcycle they ride most often as a cruiser (37%), followed by:

- Touring bike (22%),
- Sport bike (16%),
- Dual-sport (14%),
- Scooter (8%),
- Standard (6%),
- Three-wheel (1%), and/or
- Side car (1%).

Motorcycle Riding Behavior:

Almost one half (47%) of survey respondents indicate they ride a motorcycle primarily for recreation, while slightly fewer (41%) indicate they ride a motorcycle for both recreation and commuting and 12% indicate they ride a motorcycle only for commuting or other task-related trips.

Almost two-thirds (65%) of survey respondents indicate they have ridden a street motorcycle over 1,000 miles in the past 12 months, while 35% have ridden 1,000 miles or less.

The reported average number of days ridden per week is highest in the months of July (4.11 days) and August (4.26 days) and lowest in the months of December (1.03 days), January (.93 days) and February (1.04 days).

When describing their riding behavior:

- One-half (53%) of survey respondents indicate they ride "Anytime the weather is nice."
- Respondents are equally likely to indicate "I ride mostly on weekends when the weather is nice" (23%) and "I ride 'rain or shine'" (21%).
- Only two percent (2%) indicate they ride "When I have time to ride/when it fits into my schedule."

Forty-five percent (45%) of survey respondents indicate they most frequently travel on two-lane out of town roadways, followed by:

- City/town roadways (36%),
- Scenic highways (25%),
- Challenging/curving roads (13%),
- Interstate/divided highways (12%),
- Off-road/dirt tracks (3%), and/or
- Country roads/rural areas (1%).

Motorcycle Rider Safety:

Of the six options offered for evaluation, almost one-half (47%) of those responding specify inattention or distraction by other drivers as the greatest risk to motorcycle rider safety, followed by:

- Failure to yield right of way by other drivers (20%),
- Drinking and riding by motorcycle riders (13%),
- Reckless riding/speeding by motorcycle riders (13%),
- Lack of skill/training of motorcycle riders (10%), and/or
- Lack of experience of motorcycle riders (10%).

The vast majority (86%) of survey respondents agree that motorcycle riders should always separate alcohol and/or drug use from riding.

Of the motorcycle safety themes or messages offered for evaluation, survey respondents are most likely to recall:

- Watch for motorcyclists (73%),

followed by:

- Don't drink and ride (39%),
- Take the course, get endorsed (18%),
- Mandatory training (6%), and/or
- Increased fines for riding unendorsed (3%).

Motorcycle Riding Gear:

Of the statements offered for evaluation, survey respondents are most likely to agree that:

- Riders should wear riding gear based on weather, temperature and/or length of trip (41%),

followed by:

- Riders should wear "All the gear, all the time" (35%),
- Riders should wear a helmet (18%),

- The choice of whether to wear riding gear or not should be left up to the individual (4%),
- Riders do not need to wear riding gear (2%), and/or
- Riders should wear only the riding gear required by law (2%).

When riding, almost four out of five (78%) survey respondents indicate they wear full-fingered gloves made from leather or sturdy materials all of the time or most of the time.

Three out of four survey respondents indicate they wear over-the-ankle protective footwear, such as motorcycle riding boots or sturdy work boots (75%) and/or protective upper-body clothing, such as a motorcycle riding jacket (75%) all of the time or most of the time.

Forty-three percent (43%) of survey respondents indicate they rarely or never wear protective lower-body clothing, such as motorcycle riding pants or chaps, while 36% indicate they wear protective lower-body clothing all of the time or most of the time.

More than four out of five (83%) survey respondents indicate they rarely or never wear a fluorescent yellow, green, red, or orange reflective vest or jacket, while 12% indicate they wear a reflective vest or jacket all of the time or most of the time.

Motorcycle Rider Training:

Of the statements offered for evaluation, survey respondents are most likely to agree that:

- Training is necessary for all riders (57%),

followed by:

- Training is necessary just for young riders, beginners and unskilled riders (30%),
- Riders can learn skills without training (7%),
- Training is necessary just for young riders and beginners (6%),
- Training is a good idea, but should not be required (1%), and/or
- Training is necessary just for young riders (1%).

Of the motorcycle training courses listed, survey respondents are most likely to have taken:

- The basic/license endorsement course (50%),

followed by:

- An intermediate rider course (16%), and/or
- An advanced rider course (9%).

Survey respondents indicate they were motivated to take a motorcycle training course primarily to:

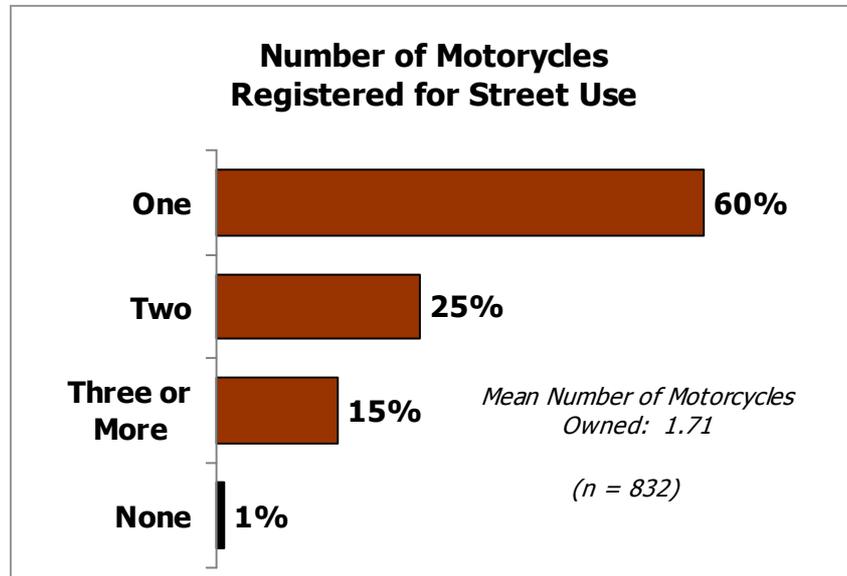
- Increase their personal skill level (34%),
- To get a motorcycle endorsement (32%), and/or
- To increase personal safety (28%).

One-third (33%) of survey respondents indicate they have never had motorcycle rider training.

- More than one-half (55%) of survey respondents with no motorcycle rider training indicate courses were not available when they received their motorcycle endorsement.

SURVEY FINDINGS

Question: *How many motorcycles do you own that are currently registered for street use? (Includes scooters greater than 50 cc.)*



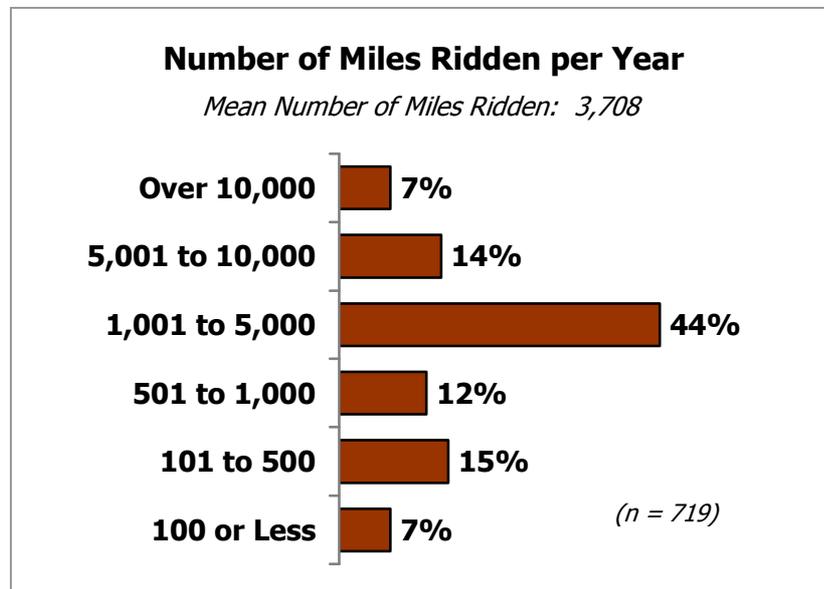
Three out of five (60%) motorcycle owners indicate they own **one motorcycle** registered for street use.

- Respondents 21 to 34 years of age (73%) are more likely than those 35 years of age and older (58%) to indicate they own one motorcycle registered for street use.
- Respondents who use a motorcycle only for commuting or other task-related trips (78%) are more likely than those who use a motorcycle for recreation (60%) or both recreation and commuting (54%) to indicate they own one motorcycle registered for street use.
- Respondents with less than 20 years of motorcycle riding experience (71%) are more likely than those with 20 years of experience or more (52%) to indicate they own one motorcycle registered for street use.
- Respondents who have ridden 1,000 miles or less in the past 12 months (71%) are more likely than those who have ridden more than 1,000 miles (53%) to indicate they own one motorcycle registered for street use.

More than one-third (39%) of motorcycle owners surveyed indicate they own **two or more motorcycles** registered for street use.

- The likelihood to own two or more motorcycles registered for street use increases with respondent age (21 to 34 years of age – 25%, 35 to 44 – 37%, 45 to 64 – 41%, 65 years of age and older – 44%).
- Respondents who have taken an advanced course in motorcycle training (62%) are more likely than those who have taken an intermediate (45%) course, a basic/license endorsement course (35%) or those with no training (41%) to indicate they own two or more motorcycles registered for street use.

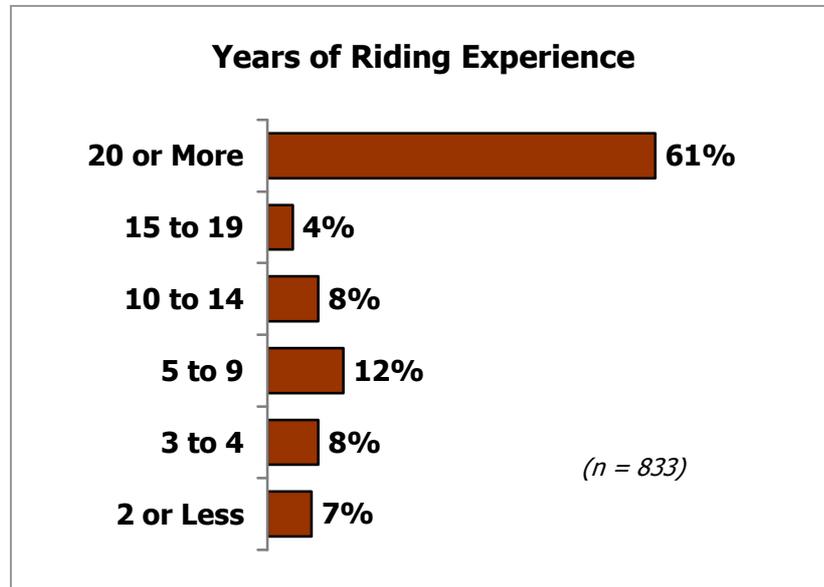
Question: How many total miles have you ridden on your street motorcycle(s) in the past 12 months?



Almost two-thirds (65%) of survey respondents indicate they have ridden their street motorcycle(s) **over 1,000 miles** in the past 12 months, while 35% have ridden **1,000 miles or less**.

- Respondents who have taken an intermediate (74%) and/or an advanced (78%) motorcycle rider course are more likely than those who have taken a basic/license endorsement course (62%) or those with no motorcycle training (65%) to indicate they have ridden a street motorcycle over 1,000 miles in the past 12 months.
- Respondents who use a motorcycle for both recreation and commuting (76%) are more likely than those who use a motorcycle only for commuting or other task-related trips (57%) or recreation (58%) to indicate they have ridden a street motorcycle over 1,000 miles in the past 12 months.
- Respondents with 20 years of motorcycle riding experience or more (68%) are more likely than those with less than 20 years of experience (61%) to indicate they have ridden a street motorcycle over 1,000 miles in the past 12 months.

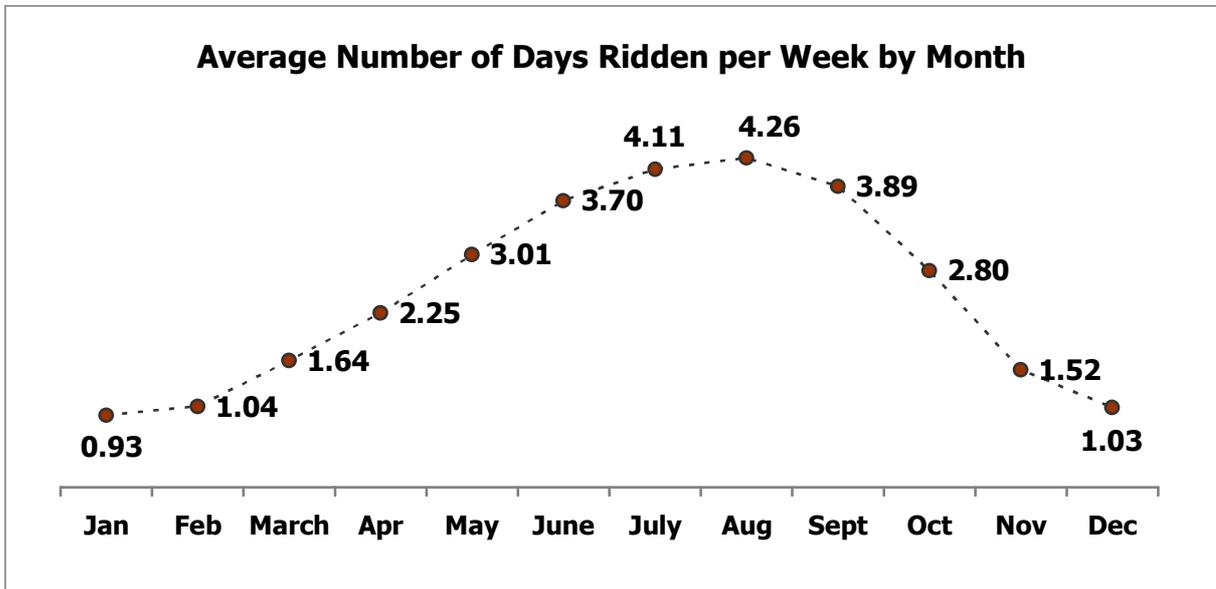
Question: How many years of riding experience do you have?



Three out of five (61%) respondents indicate they have **20 years or more** of motorcycle riding experience, while 39% indicate they have **less than 20 years** of motorcycle riding experience.

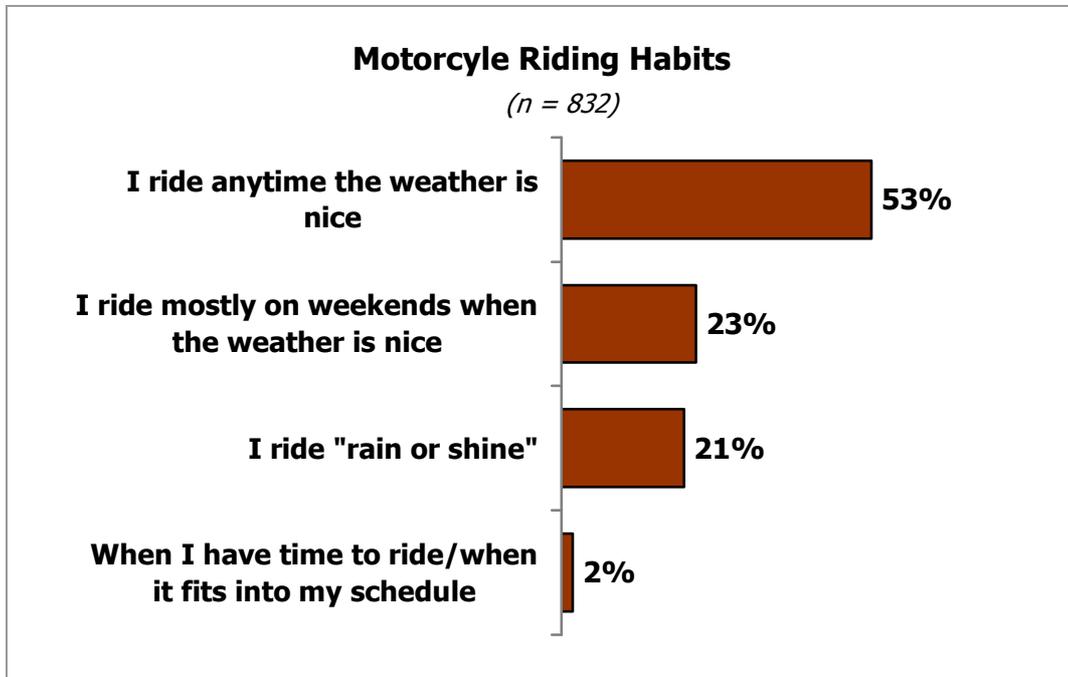
- Geographically, residents of Region 3 (67%) are more likely and residents of Region 1 (57%) are less likely to indicate they have 20 years or more of motorcycle riding experience.
- The likelihood to indicate 20 years or more of motorcycle riding experience increases with respondent age (21 to 34 – 8%, 35 to 44 – 34%, 45 to 54 – 62%, 55 to 64 – 73%, 65 years of age and older – 81%).
- Respondents who use a motorcycle for recreation (67%) or both recreation and commuting (61%) are more likely than those who use a motorcycle only for commuting or other task-related trips (40%) to indicate they have 20 years or more of motorcycle riding experience.

Question: How many days a week do you usually ride each month?



The average number of days ridden per week is highest for the months of July (4.11 days) and August (4.26 days) and lowest for the months of December (1.03 days), January (.93 days) and February (1.04 days).

Question: Which statement best describes your riding habits?



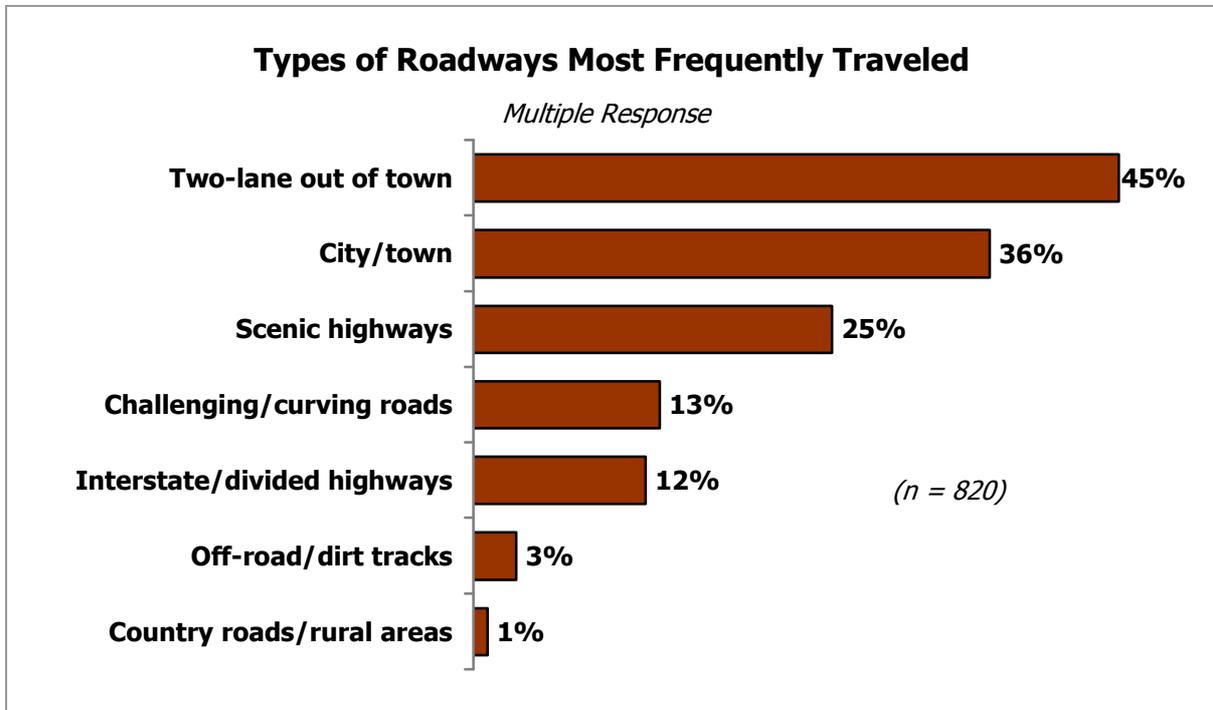
One-half (53%) of survey respondents indicate **"I ride anytime the weather is nice."**

- The likelihood to indicate "I ride anytime the weather is nice" increases with respondent age (21 to 34 – 43%, 35 to 44 – 44%, 45 to 54 – 49%, 55 to 64 – 55%, 65 years of age and older – 65%).

Respondents are equally likely to indicate **"I ride mostly on weekends when the weather is nice"** (23%) and **"I ride 'rain or shine'"** (21%).

- Respondents who have ridden 1,000 miles or less in the past 12 months (39%) are more likely than those who have ridden more than 1,000 miles (14%) to indicate "I ride mostly on weekends when the weather is nice."
- Respondents who have ridden more than 1,000 miles in the past 12 months (28%) are more likely than those who have ridden 1,000 miles or less (10%) to indicate "I ride 'rain or shine.'"

Question: On what type of roadway do you most frequently travel?



Forty-five percent (45%) of survey respondents indicate they most frequently travel on **two-lane out of town roadways**.

- Geographically, residents of Region 2 (55%), Region 3 (56%) and Region 5 (54%) are more likely to indicate they most frequently travel on two-lane out of town roadways.
- Respondents 55 years of age and older (52%) are more likely than those under 55 (37%) to indicate they most frequently travel on two-lane out of town roadways.
- Respondents who use a motorcycle primarily for recreation (53%) are more likely than those who use a motorcycle only for commuting or other task-related trips (26%) or both recreation and commuting (42%) to indicate they most frequently travel on two-lane out of town roadways.

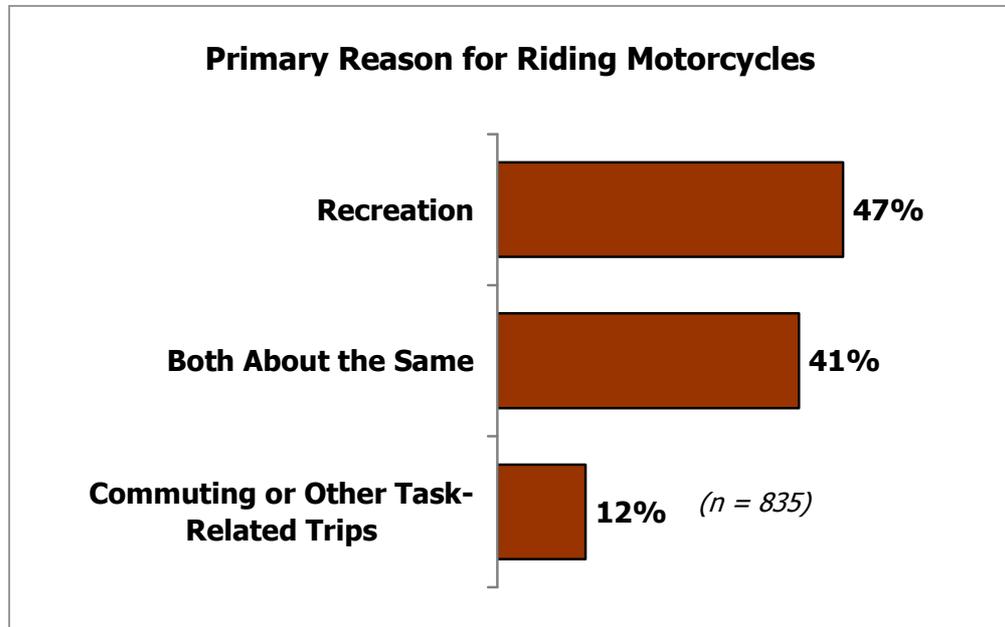
Thirty-six percent (36%) of survey respondents indicate they most frequently travel on **city/town roadways**.

- Geographically, residents of Region 1 (50%) are more likely to indicate they most frequently travel on city/town roadways.
- Respondents under 55 years of age (43%) are more likely than those 55 years of age and older (30%) to indicate they most frequently travel on city/town roadways.
- Respondents who use a motorcycle primarily for commuting or other task-related trips (62%) or both recreation and commuting (44%) are more likely than those who use a motorcycle primarily for recreation (21%) to indicate they most frequently travel on city/town roadways.
- Respondents who have ridden less than 1,000 miles in the past 12 months (43%) and those with less than 20 years of riding experience (41%) are also more likely to indicate they most frequently travel on city/town roadways.

Twenty-five percent (25%) of survey respondents indicate they most frequently travel on **scenic highways**.

- Geographically, residents of Region 1 (16%) are less likely to indicate they most frequently travel on scenic highways.
- The likelihood to indicate they most frequently travel on scenic highways increases with respondent age (21 to 34 – 12%, 35 to 44 – 20%, 45 to 54 – 25%, 55 to 64 – 27%, 65 years of age and older – 32%).
- Respondents who use a motorcycle primarily for recreation (33%) are more likely than those who use a motorcycle only for commuting or other task-related trips (6%) or both recreation and commuting (23%) to indicate they most frequently travel on scenic highways.
- Respondents who have ridden more than 1,000 miles in the past 12 months (29%) are more likely than those who have ridden 1,000 miles or less (17%) to indicate they most frequently travel on scenic highways.

Question: *What is your primary reason for riding your motorcycle?*



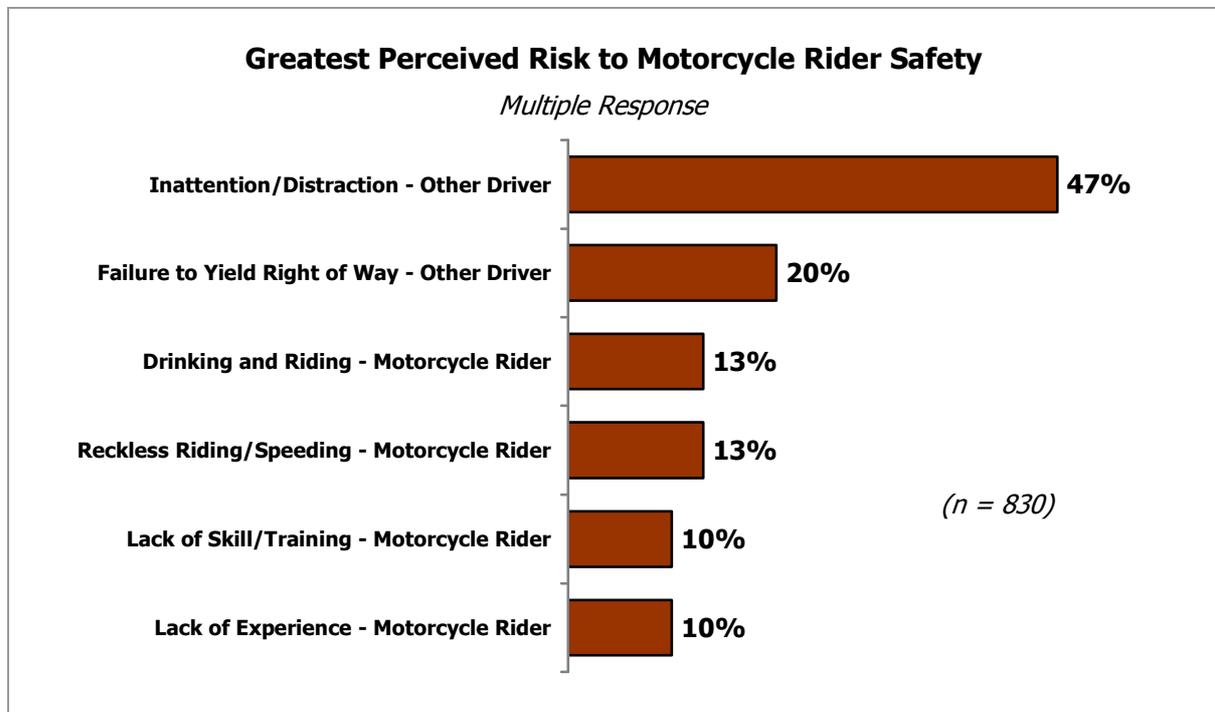
Almost one half (47%) of survey respondents indicate they ride a motorcycle primarily for **recreation**.

- Geographically, residents of Region 2 (56%) are more likely and residents of Region 1 (38%) are less likely to indicate they ride a motorcycle primarily for recreation.
- The likelihood to ride a motorcycle primarily for recreation increases with respondent age (21 to 44 – 25%, 45 to 54 – 48%, 55 to 64 – 53%, 65 years of age and older – 59%).
- Respondents who have ridden 1,000 miles or less in the past 12 months (56%) and those with 20 years of experience or more (51%) are also more likely to indicate they ride a motorcycle primarily for recreation.

Forty-one percent (41%) of survey respondents indicate they ride a motorcycle for **both recreation and commuting**.

- Geographically, residents of Region 2 (34%) are less likely to indicate they ride a motorcycle for both recreation and commuting.
- The likelihood to ride a motorcycle for both recreation and commuting declines with respondent age (21 to 44 – 58%, 45 to 54 – 40%, 55 to 64 – 36%, 65 years of age and older – 31%).
- Respondents who have ridden more than 1,000 miles in the past 12 months (48%) are more likely than those who have ridden 1,000 miles or less (28%) to indicate they ride a motorcycle for both recreation and commuting.

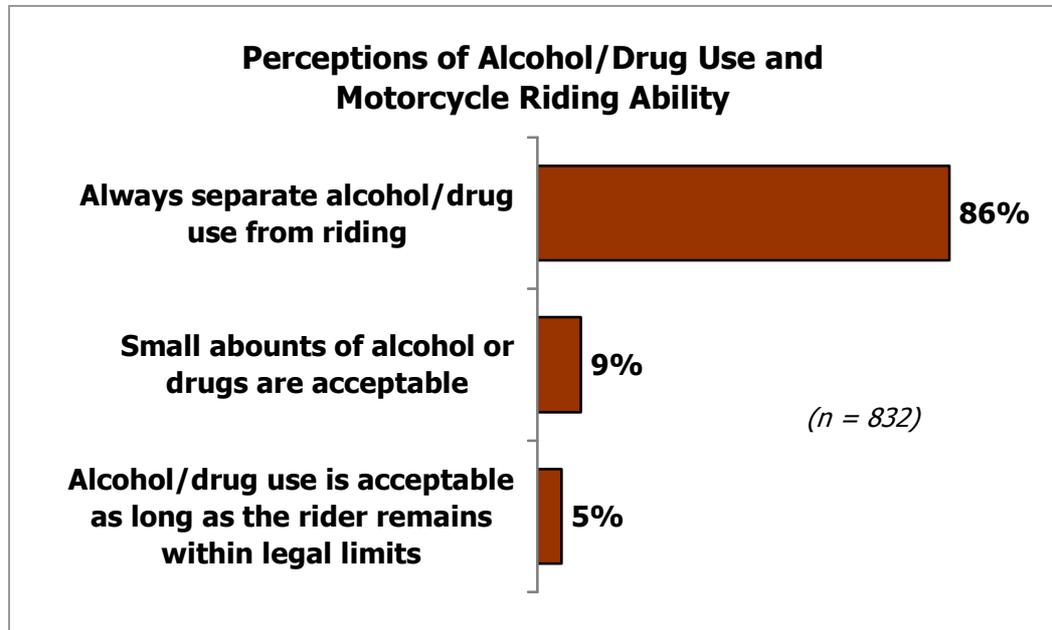
Question: Which one of the following do you believe is the greatest risk to motorcycle riders' safety?



Almost one half (47%) of survey respondents indicate **inattention or distraction by other drivers** is the greatest risk to motorcycle rider safety.

- Geographically, residents of Region 5 (61%) are more likely and residents of Region 4 (38%) are less likely to indicate inattention or distraction by other drivers is the greatest risk to motorcycle rider safety.
- Respondents under 45 years of age (58%) are more likely than those 45 years of age and older (44%) to indicate inattention or distraction by other drivers is the greatest risk to motorcycle rider safety.
- Respondents who have ridden more than 1,000 miles in the past 12 months (51%) are more likely than those who have ridden 1,000 miles or less (43%) to indicate inattention or distraction by other drivers is the greatest risk to motorcycle rider safety.

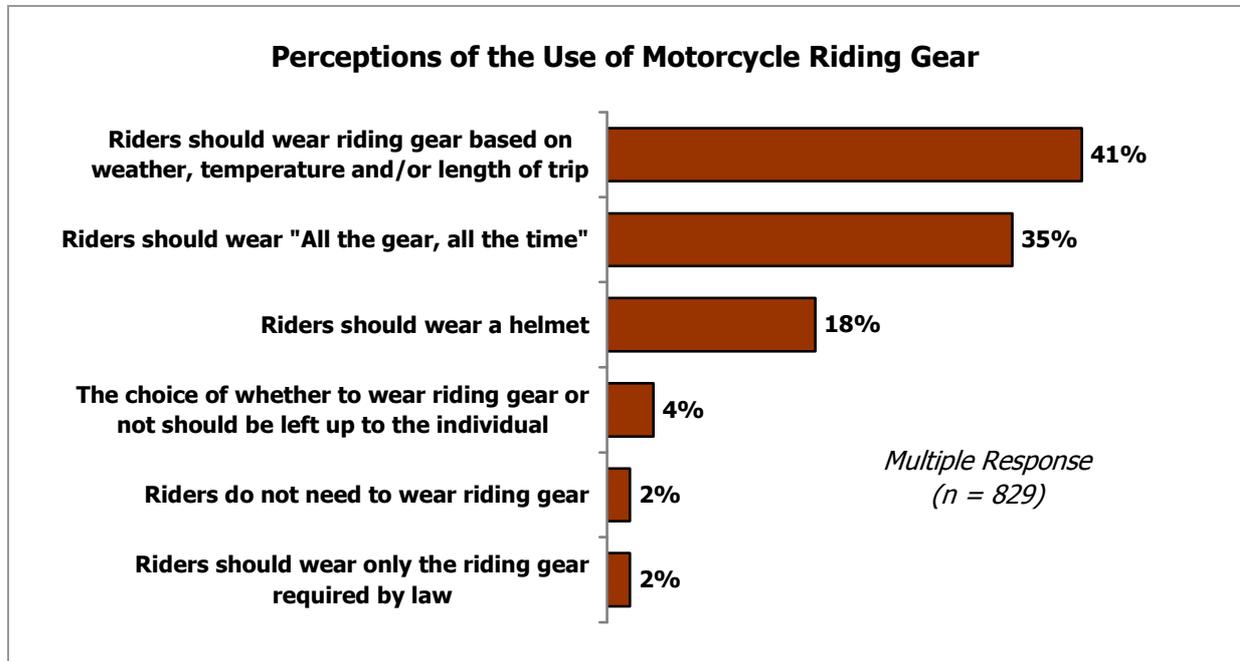
Question: *With which one of the following statements do you most agree?*



The vast majority (86%) of survey respondents agree that motorcycle riders should always separate alcohol/drug use from riding.

- Geographically, residents of Region 5 (92%) are more likely and residents of Region 1 (80%) are less likely to agree that motorcycle riders should always separate alcohol/drug use from riding.
- Respondents 65 years of age and older (90%) are more likely than those under 65 (84%) to agree that motorcycle riders should always separate alcohol/drug use from riding.
- Respondents who have taken a basic/license endorsement course (87%), an intermediate rider course (89%) and/or an advanced rider course (90%) are more likely than those with no training (81%) to agree that motorcycle riders should always separate alcohol/drug use from riding.

Question: *With which one of the following statements do you most agree?*



Forty-one percent (41%) of survey respondents agree that **riders should wear riding gear based on weather, temperature and/or length of trip.**

- Geographically, residents of Region 5 (49%) are more likely to agree that riders should wear riding gear based on weather, temperature and/or length of trip.
- Respondents under 55 years of age (45%) are more likely than those 55 years of age and older (37%) to agree that riders should wear riding gear based on weather, temperature and/or length of trip.

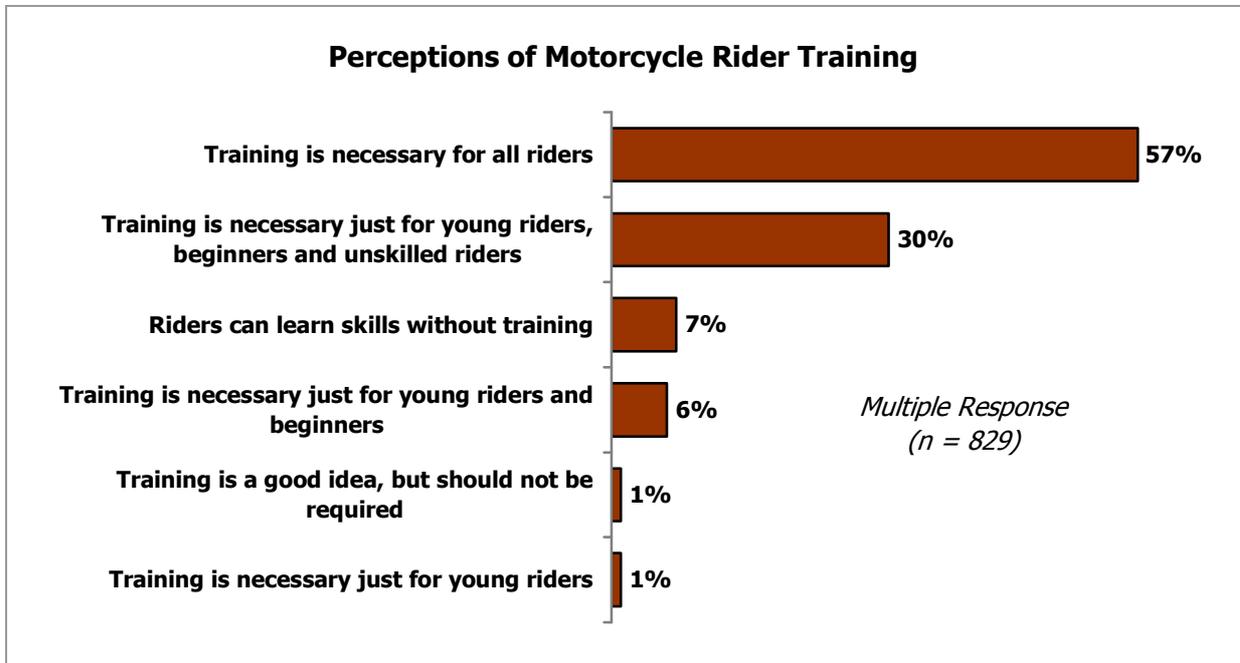
Thirty-five percent (35%) of survey respondents agree that **riders should wear "All the gear, all the time."**

- Geographically, residents of Region 1 (39%) and Region 2 (38%) are more likely to agree that riders should wear "All the gear, all the time."

Eighteen percent (18%) of survey respondents agree that **riders should wear a helmet.**

- Geographically, residents of Region 4 (27%) are more likely to agree that riders should wear a helmet.
- The likelihood to indicate that riders should wear a helmet increases with respondent age (21 to 34 – 5%, 35 to 44 – 11%, 45 to 54 – 14%, 55 years of age and older – 23%).

Question: *With which one of the following statements do you most agree?*



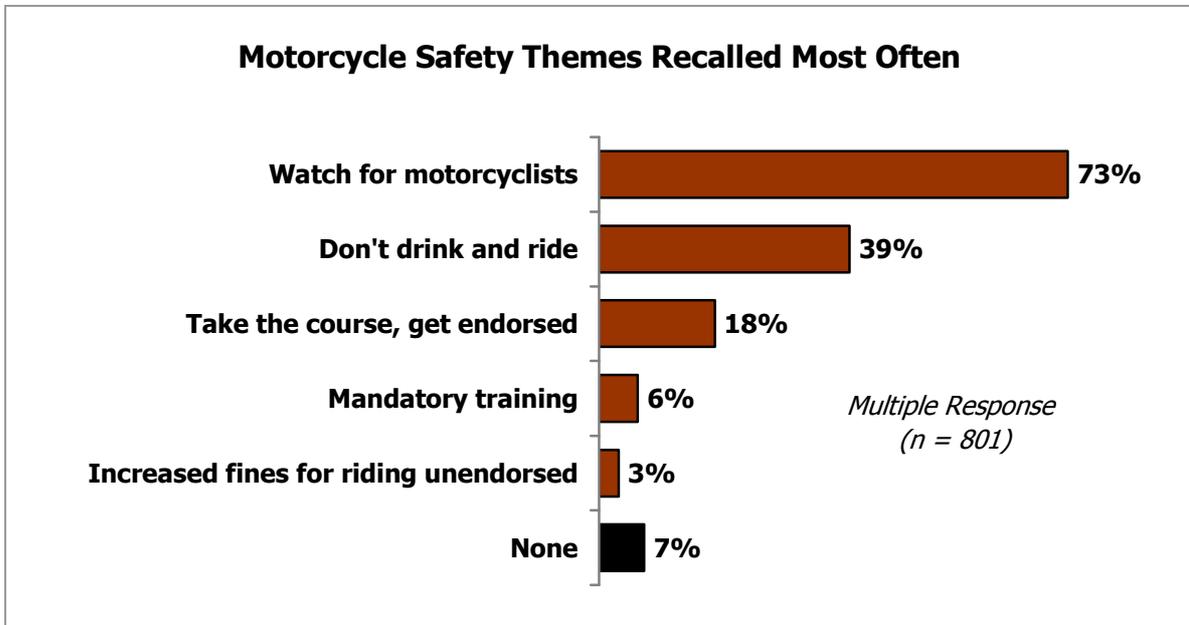
More than one-half (57%) of survey respondents agree that **training is necessary for all riders**.

- Geographically, residents of Region 3 (48%) are less likely to agree that training is necessary for all riders.
- Respondents under 55 (60%) are more likely than those 55 years of age and older (53%) to agree that training is necessary for all riders.
- Respondents with less than 20 years of motorcycle riding experience (70%) are more likely than those with 20 years of experience or more (48%) to agree that training is necessary for all riders.

Thirty percent (30%) of survey respondents agree that **training is necessary just for young riders, beginners and unskilled riders.**

- Geographically, residents of Region 3 (37%) are more likely to agree that training is necessary just for young riders, beginners and unskilled riders.
- Respondents under 55 years of age (60%) are more likely than those 55 years of age and older (53%) to agree that training is necessary just for young riders, beginners and unskilled riders.
- Respondents with 20 years of riding experience or more (35%) are more likely than those with less than 20 years of riding experience (22%) to agree that training is necessary just for young riders, beginners and unskilled riders.

Question: What motorcycle safety themes or messages have you seen or heard in the last 12 months??



Almost three out of four (73%) survey respondents are aware of the motorcycle safety theme to **Watch for motorcyclists**.

- Geographically, residents of Region 1 (77%) and Region 2 (74%) are more likely to be aware of the motorcycle safety theme "Watch for motorcyclists".
- Awareness of the motorcycle safety theme "Watch for motorcyclists" declines as respondent age increases (21 to 34 – 76%, 35 to 44 – 75%, 45 to 64 – 73%, 65 years of age and older – 70%).

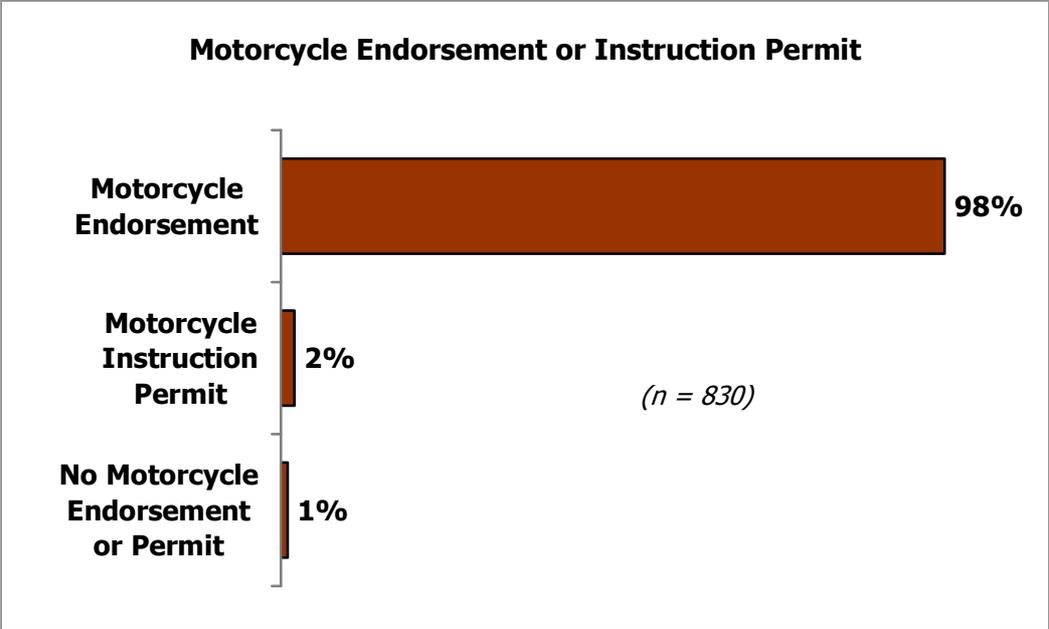
Thirty-nine percent (39%) of survey respondents are aware of the motorcycle safety theme **Don't drink and ride**.

- Geographically, residents of Region 1 (43%) are more likely to be aware of the motorcycle safety theme "Don't drink and ride".

Eighteen percent (18%) of survey respondents are aware of the motorcycle safety theme **Take the course, get endorsed.**

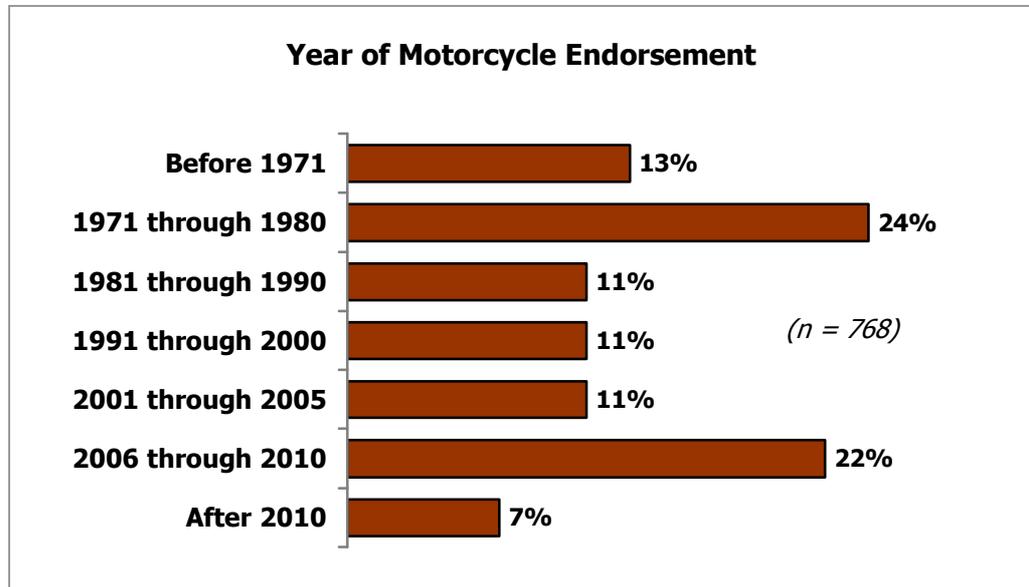
- Geographically, residents of Region 4 (25%) are more likely to be aware of the motorcycle safety theme "Take the course, get endorsed".
- Respondents 21 to 34 years of age (26%) are more likely than those 35 years of age and older (17%) to be aware of the motorcycle safety theme "Take the course, get endorsed".

Question: Do you have a motorcycle endorsement on your driver license or a motorcycle instruction permit?



Almost all (98%) survey respondents indicate they have a motorcycle endorsement on their driver license and two percent (2%) indicate they have a motorcycle instruction permit.

Question: Please indicate the year in which you received the motorcycle endorsement.



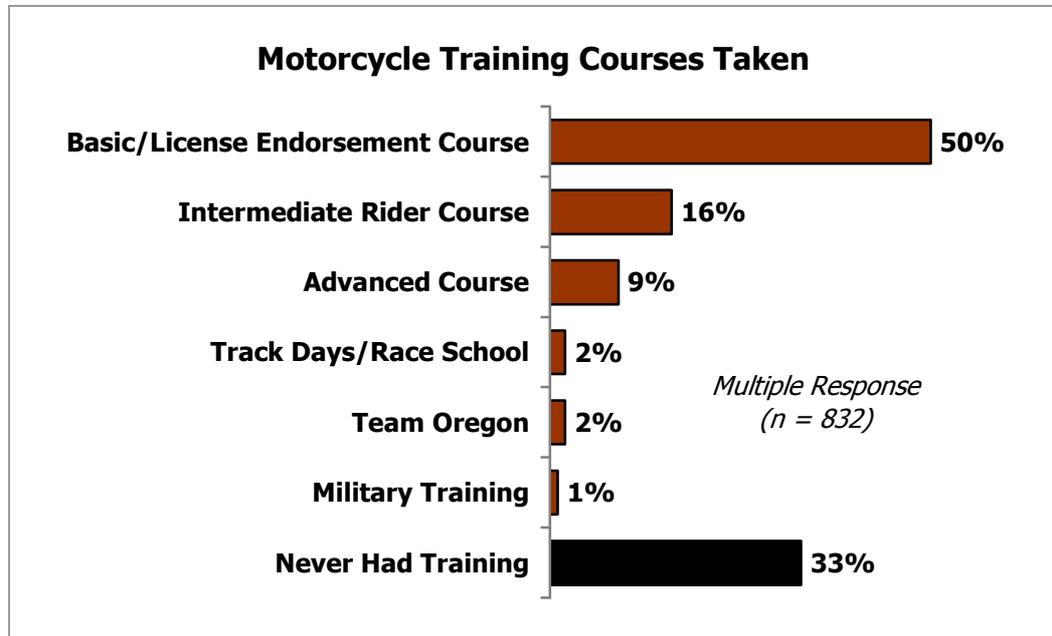
Sixty percent (60%) of survey respondents received their motorcycle endorsement prior to 2001:

- 37% prior to 1981, and
- 23% from 1981 through 2000.

Forty percent (40%) of survey respondents received their motorcycle endorsement in 2001 or later:

- 33% from 2001 to 2010, and
- 7% after 2010 (7%).

Question: Which of the following motorcycle training courses have you taken?



One-half (50%) of survey respondents have taken the **basic/license endorsement course**.

- The likelihood to have taken a basic/license endorsement course declines as respondent age increases (21 to 34 – 70%, 35 to 44 – 65%, 45 to 54 – 50%, 55 to 64 – 44%, 65 years of age and older – 42%).
- Respondents with less than 20 years of motorcycle riding experience (72%) are more likely than those with 20 years of experience or more (37%) to indicate they have taken a basic/license endorsement course.
- Respondents who have ridden 1,000 miles or less in the past 12 months (56%) are more likely than those who have ridden more than 1,000 miles (48%) to indicate they have taken a basic/license endorsement course.

One-quarter (25%) of survey respondents have taken an **intermediate or advanced course**.

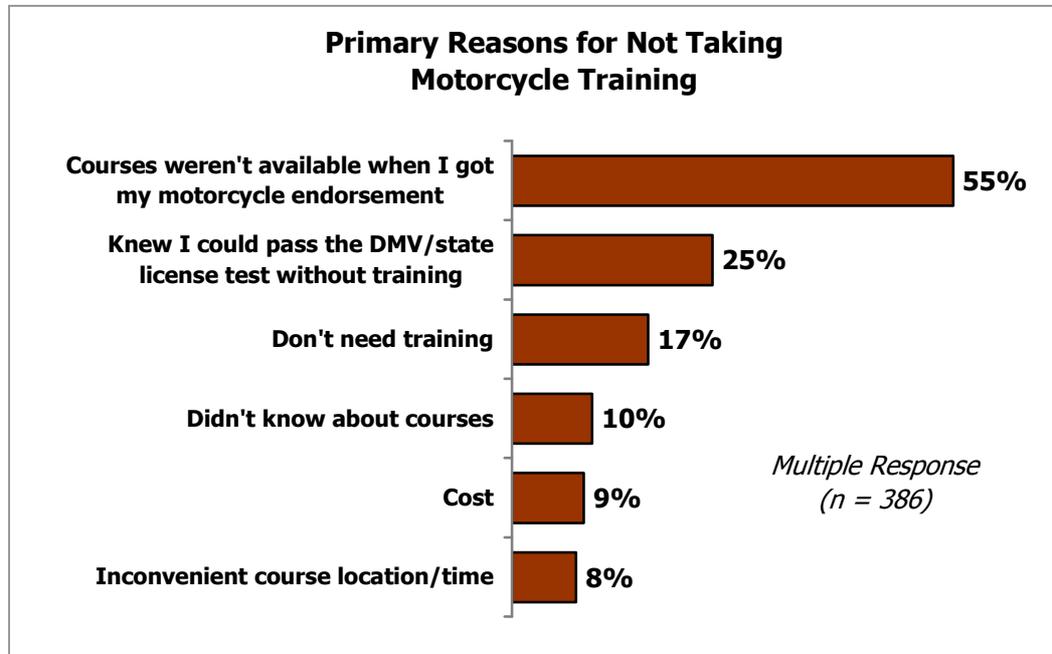
- The likelihood to have taken an intermediate or advanced course increases as respondent age increases (21 to 34 – 14%, 35 to 44 – 22%, 45 to 54 – 26%, 55 to 64 – 26%, 65 years of age and older – 29%).

- Respondents with less than 20 years of motorcycle riding experience (20%) are less likely than those with 20 years of experience or more (56%) to indicate they have taken an intermediate or advanced course.
- Respondents who have ridden 1,000 miles or less in the past 12 months (14%) are less likely than those who have ridden more than 1,000 miles (31%) to indicate they have taken an intermediate or advanced course.

One-third (33%) of survey respondents indicate they have **never had training**.

- Geographically, residents of Region 5 (43%) are more likely to indicate they have never had training.
- The likelihood to indicate no training increases with respondent age (21 to 34 – 14%, 35 to 44 – 22%, 45 to 54 – 33%, 55 years of age and older – 39%).
- Respondents with 20 years of motorcycle riding experience or more (46%) are more likely than those with less than 20 years of experience (13%) to indicate they have never had training.

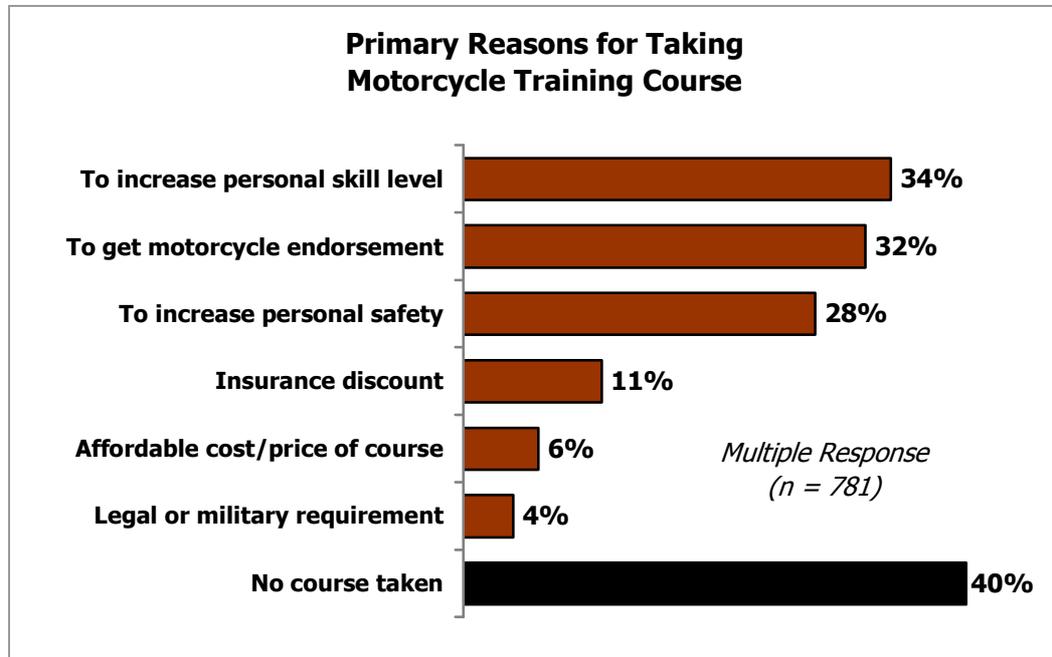
Question: *If you have not taken a motorcycle training course, what reason best describes why?*



More than one-half (55%) of survey respondents who have not taken motorcycle training indicate **courses weren't available when they got their motorcycle endorsement.**

- Geographically, residents of Region 1 (57%) and Region 3 (59%) are more likely and residents of Region 4 (50%) and Region 5 (52%) are less likely to indicate courses weren't available when they got their motorcycle endorsement.
- Respondents 55 years of age and older (68%) are more likely than those under 55 (37%) to indicate courses weren't available when they got their motorcycle endorsement.
- Respondents with 20 years of motorcycle riding experience or more (63%) are more likely than those with less than 20 years of riding experience (22%) to indicate courses weren't available when they got their motorcycle endorsement.

Question: What motivated you to take your most recent motorcycle training course?



One-third (34%) of survey respondents indicate they were motivated to take a motorcycle training course to **increase their personal skill level**.

- Geographically, residents of Region 1 (41%) are more likely to indicate they were motivated to take a motorcycle training course to increase their personal skill level.
- Respondents under 45 (43%) are more likely than those 45 years of age and older (32%) to indicate they were motivated to take a motorcycle training course to increase their personal skill level.
- Respondents with less than 20 years of motorcycle riding experience (49%) are more likely than those with 20 years of riding experience or more (24%) to indicate they were motivated to take a motorcycle training course to increase their personal skill level.

Approximately one-third (32%) of survey respondents indicate they were motivated to take a motorcycle training course in order **to get a motorcycle endorsement**.

- The likelihood to take a motorcycle training course in order to get a motorcycle endorsement declines as respondent age increases (21 to 34 – 61%, 35 to 44 – 48%, 45 to 54 – 30%, 55 years of age and older – 23%).
- Respondents who have ridden 1,000 miles or less in the past 12 months (37%) and those with less than 20 years of riding experience (58%) are also more likely to indicate they were motivated to take a motorcycle training course in order to get a motorcycle endorsement.

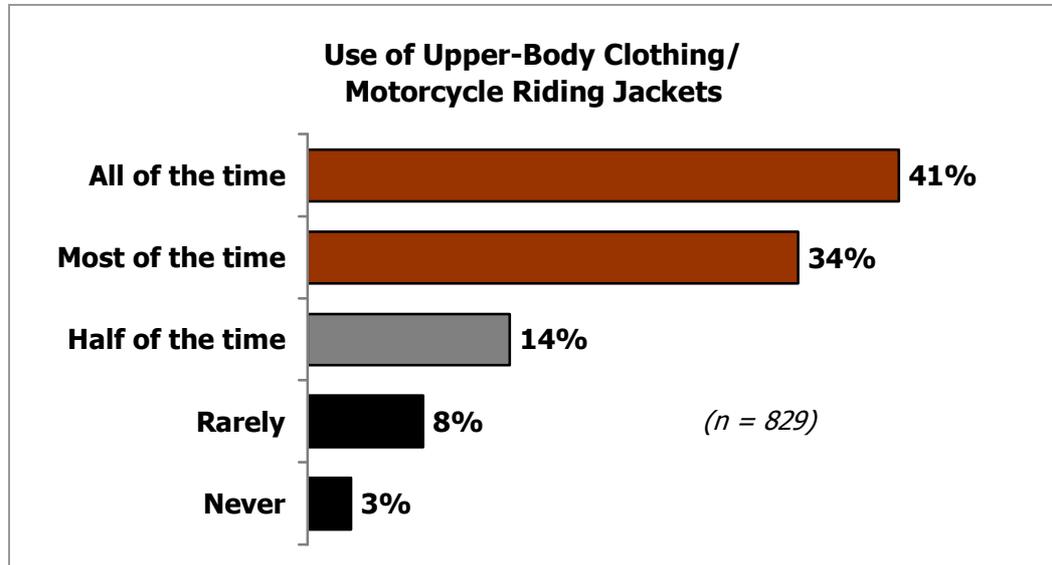
Twenty-eight percent (28%) of survey respondents indicate they were motivated to take a motorcycle training course in order **to increase personal safety**.

- Geographically, residents of Region 1 (33%) are more likely to indicate they were motivated to take a motorcycle training course to increase personal safety.
- Respondents under 45 years of age (37%) are more likely than those 45 years of age and older (25%) to indicate they were motivated to take a motorcycle training course to increase personal safety.
- Respondents with less than 20 years of motorcycle riding experience (47%) are more likely than those with 20 years of experience or more (14%) to indicate they were motivated to take a motorcycle training course to increase personal safety.

Forty percent (40%) of survey respondents indicate they **did not take a motorcycle training course**.

- Geographically, residents of Region 3 (45%), Region 4 (45%) and Region 5 (53%) are more likely to indicate they did not take a motorcycle training course.
- The likelihood to not take a motorcycle training course increases with respondent age (21 to 34 – 18%, 35 to 44 – 26%, 45 to 54 – 44%, 55 to 64 – 45%, 65 years of age and older – 47%).
- Respondents with 20 years of motorcycle riding experience or more (56%) are more likely than those with less than 20 years of riding experience (15%) to indicate they did not take a motorcycle training course.

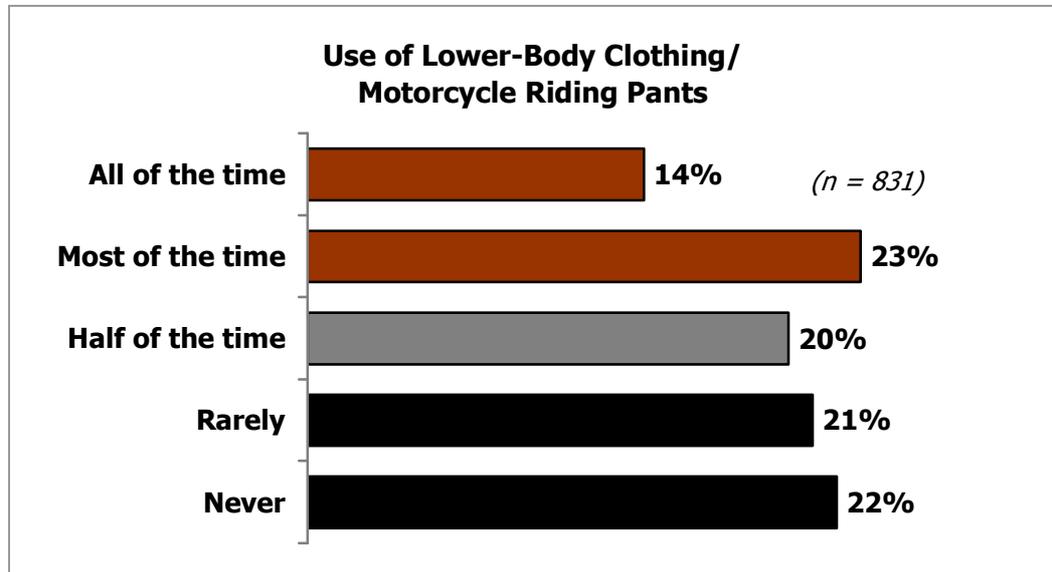
Question: *When riding your motorcycle(s), how often do you wear protective upper-body clothing, such as a motorcycle riding jacket?*



Three out of four (75%) survey respondents indicate they wear protective upper-body clothing, such as a motorcycle riding jacket **all of the time** (41%) or **most of the time** (34%).

- Geographically, residents of Region 2 (81%) are more likely to indicate they wear protective upper-body clothing all of the time or most of the time.
- Respondents who use a motorcycle only for commuting or other task-related trips (67%) are less likely than those who use a motorcycle for recreation (77%) or for both recreation and commuting (75%) to indicate they wear protective upper-body clothing all of the time or most of the time.
- Respondents who have taken an intermediate (87%) and/or an advanced (91%) motorcycle rider course are more likely than those who have taken a basic/license endorsement course (76%) or those with no training (68%) to indicate they wear protective upper-body clothing all of the time or most of the time.
- Respondents who have ridden more than 1,000 miles in the past 12 months (80%) are more likely than those who have ridden 1,000 miles or less (67%) to indicate they wear protective upper-body clothing all of the time or most of the time.

Question: *When riding your motorcycle(s), how often do you wear protective lower-body clothing, such as motorcycle riding pants or chaps?*



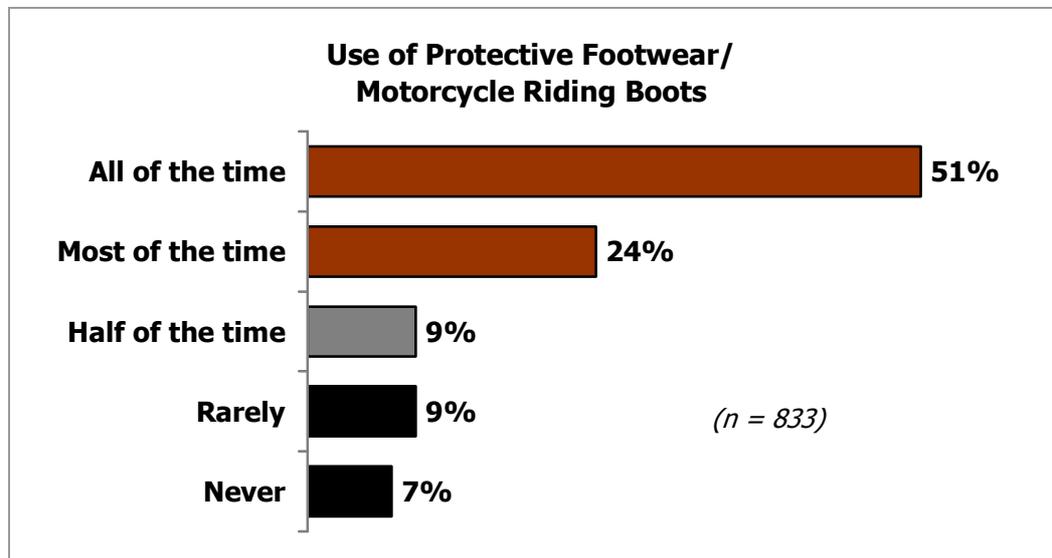
Approximately one out of three (36%) survey respondents indicate they wear protective lower-body clothing, such as motorcycle riding pants or chaps **all of the time** (14%) or **most of the time** (23%).

- Respondents 45 years of age and older (39%) are more likely than those under 45 (27%) to indicate they wear protective lower-body clothing all of the time or most of the time.
- Respondents who have taken an intermediate (49%) and/or an advanced (59%) motorcycle rider course are more likely than those who have taken a basic/license endorsement course (35%) or those with no training (33%) to indicate they wear protective lower-body clothing all of the time or most of the time.
- Respondents who have ridden more than 1,000 miles in the past 12 months (41%) are more likely than those who have ridden 1,000 miles or less (27%) to indicate they wear protective lower-body clothing all of the time or most of the time.

Two out of five (43%) survey respondents indicate they **rarely** (21%) or **never** (22%) wear protective lower-body clothing, such as motorcycle riding pants or chaps.

- Geographically, residents of Region 5 (51%) are more likely to indicate they rarely or never wear protective lower-body clothing.
- Respondents 21 to 34 years of age (58%) are more likely than those 35 years of age and older (42%) to indicate they rarely or never wear protective lower-body clothing.
- Respondents who use a motorcycle only for commuting or other task-related trips (59%) are more likely than those who use a motorcycle for recreation (40%) or for both recreation and commuting (43%) to indicate they rarely or never wear protective lower-body clothing.
- Respondents who have taken a basic/license endorsement course (46%) or those with no training (45%) are more likely than those who have taken an intermediate (35%) and/or an advanced (19%) motorcycle rider course to indicate they rarely or never wear protective lower-body clothing.
- Respondents who have ridden 1,000 miles or less in the past 12 months (59%) and those with less than 20 years of riding experience (50%) are also more likely to indicate they rarely or never wear protective lower-body clothing.

Question: When riding your motorcycle(s), how often do you wear over-the-ankle protective footwear, such as motorcycle riding boots or sturdy work boots?

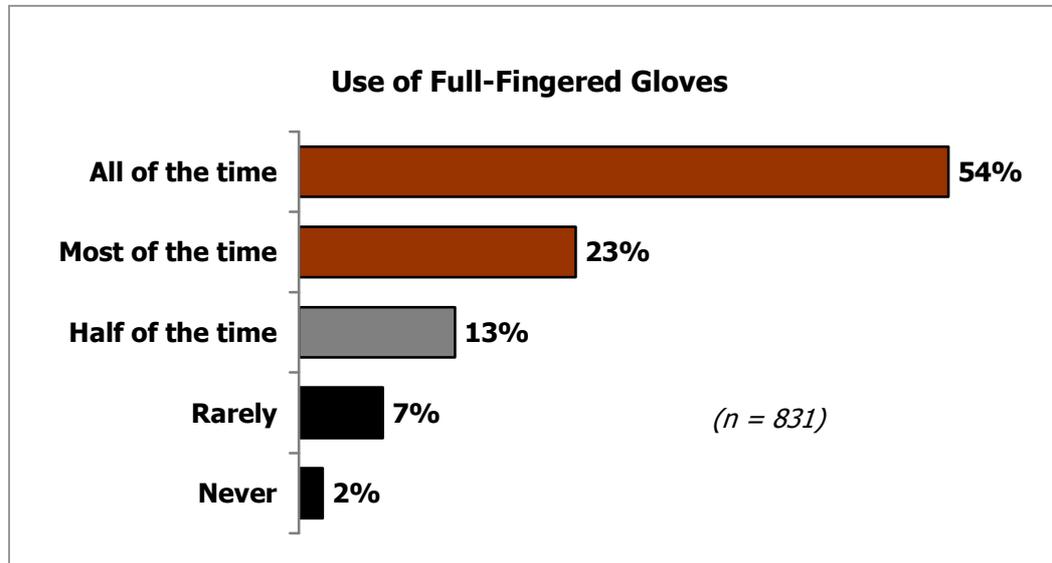


Three out of four (75%) survey respondents indicate they wear over-the-ankle protective footwear, such as motorcycle riding boots or sturdy work boots **all of the time** (51%) or **most of the time** (24%).

- Geographically, residents of Region 2 (82%) are more likely to indicate they wear protective boots all of the time or most of the time.
- Respondents 35 years of age and older (77%) are more likely than those under 35 years of age (57%) to indicate they wear protective boots all of the time or most of the time.
- Respondents who have taken an intermediate (86%) and/or an advanced (94%) motorcycle rider course are more likely than those who have taken a basic/license endorsement course (77%) or those with no training (66%) to indicate they wear protective boots all of the time or most of the time.
- Respondents who use a motorcycle for recreation (79%) or for both recreation and commuting (76%) are more likely than those who use a motorcycle only for commuting or other task-related trips (56%) to indicate they wear protective boots all of the time or most of the time.

- Respondents who have ridden more than 1,000 miles in the past 12 months (81%) are more likely than those who have ridden 1,000 miles or less (65%) to indicate they wear protective boots all of the time or most of the time.

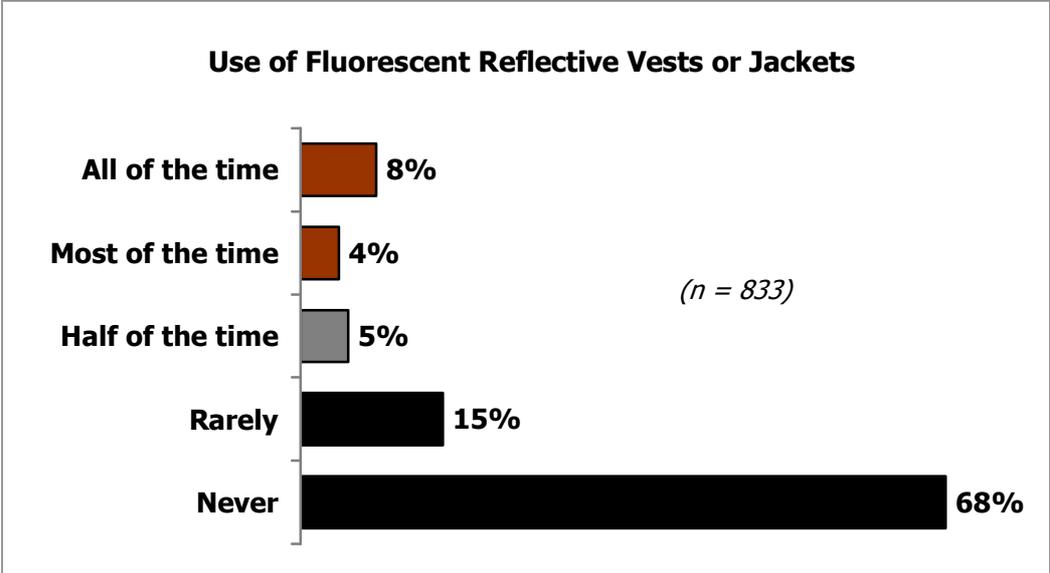
Question: When riding your motorcycle(s), how often do you wear full-fingered gloves made from leather or sturdy materials?



Almost four out of five (78%) survey respondents indicate they wear full-fingered gloves made from leather or sturdy materials **all of the time** (54%) or **most of the time** (23%).

- Respondents who have taken an intermediate (91%) and/or an advanced (89%) motorcycle rider course are more likely than those who have taken a basic/license endorsement course (77%) or those with no training (73%) to indicate they wear full-fingered protective gloves all of the time or most of the time.
- Respondents who have ridden more than 1,000 miles in the past 12 months (81%) are more likely than those who have ridden 1,000 miles or less (74%) to indicate they wear full-fingered protective gloves all of the time or most of the time.

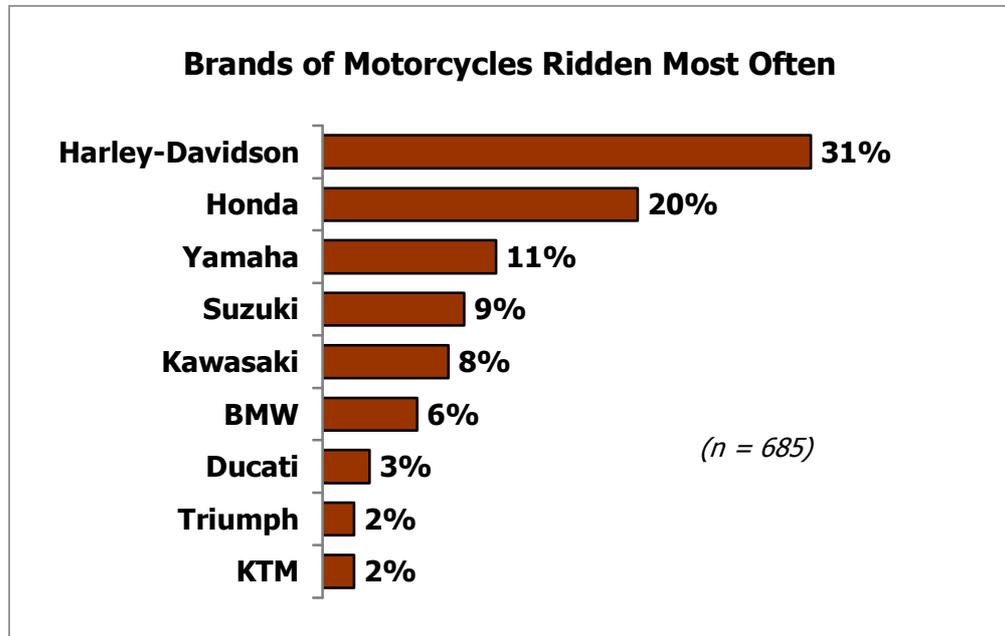
Question: How often do you wear a fluorescent yellow, green, red, or orange reflective vest or jacket when riding?



More than four out of five (83%) survey respondents indicate they **rarely** (15%) or **never** (68%) wear a fluorescent yellow, green, red, or orange reflective vest or jacket when riding.

- Geographically, residents of Region 3 (87%) are more likely to indicate they rarely or never wear a fluorescent reflective vest or jacket when riding.
- Respondents under 65 years of age (84%) are more likely than those 65 years of age and older (77%) to indicate they rarely or never wear a fluorescent reflective vest or jacket when riding.

Question: What brand of motorcycle do you ride most often?



Harley-Davidson (31%) heads the list of 29 unique brands of motorcycles respondents indicate they ride most often.

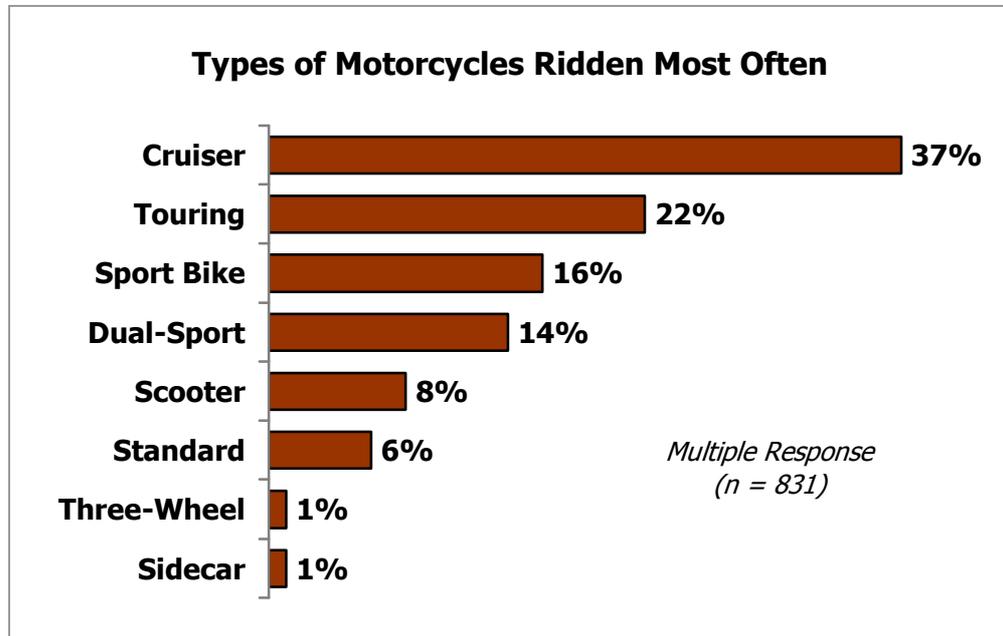
- Geographically, residents of Region 3 (39%) and Region 5 (42%) are more likely to indicate that they most often ride a Harley-Davidson.
- Respondents 55 to 64 years of age (43%), individuals with 20 years of riding experience or more (38%) and those with no motorcycle rider training (38%) are more likely than the sample as a whole to indicate that they most often ride a Harley-Davidson.

Twenty percent (20%) of survey respondents indicate they most often ride a **Honda**.

- Respondents who have ridden 1,000 miles or less in the past 12 months (30%) are more likely than those who have ridden more than 1,000 miles (16%) to indicate they most often ride a Honda.

- Individuals with less than 3 years of riding experience (30%) and those with no motorcycle rider training (25%) are more likely than the sample as a whole to indicate that they most often ride a Honda.

Question: Which category best describes the motorcycle you most often ride?



Thirty-seven percent (37%) of survey respondents describe the motorcycle they ride most often as a **cruiser**.

- Respondents 35 to 64 years of age (40%) are more likely than those under 35 (27%) or those 65 years of age and older (31%) to describe the motorcycle they ride most often as a cruiser.

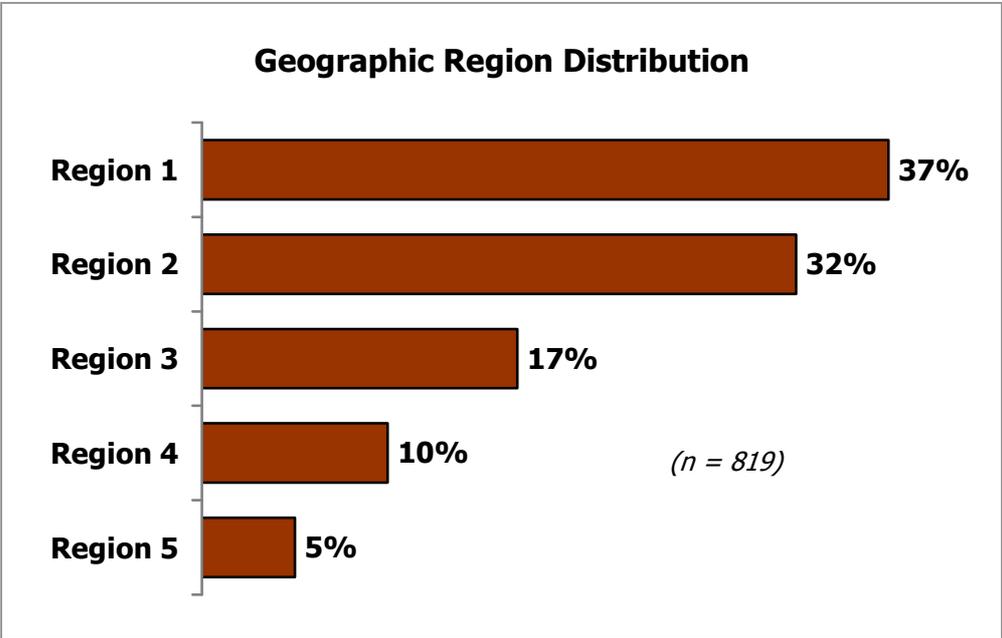
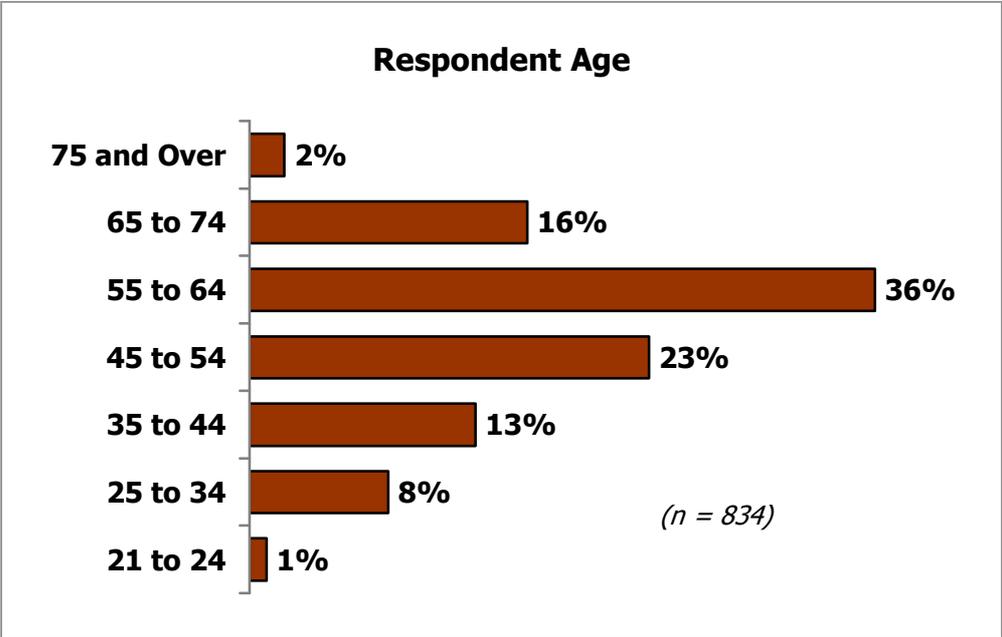
Twenty-two percent (22%) of survey respondents describe the motorcycle they ride most often as a **touring bike**.

- The likelihood to specify a touring bike increases with respondent age (21 to 34 – 5%, 35 to 44 – 12%, 45 to 54 – 22%, 55 years of age and older – 27%).
- Respondents who have ridden more than 1,000 miles in the past 12 months (27%) and those with 20 years of experience or more (26%) are also more likely to describe the motorcycle they ride most often as a touring bike.

Sixteen percent (16%) of survey respondents describe the motorcycle they ride most often as a **sport bike**.

- Respondents under 45 years of age (33%) are more likely than those 45 years of age and older (11%) to describe the motorcycle they ride most often as a sport bike.
- Respondents with less than 20 years of motorcycle riding experience (21%) are more likely than those with 20 years of experience or more (13%) to describe the motorcycle they ride most often as a sport bike.

SAMPLE PROFILE



OREGON DEPARTMENT OF TRANSPORTATION REGION MAP



LEGEND

- REGION OFFICE
- STATE HIGHWAY
- 100** STATE HIGHWAY NUMBER
- COUNTY BOUNDARY
- REGION NUMBER
- ROUTE SHIELDS**
- INTERSTATE
- U.S.
- OREGON

