



What Do We Know About Motorcycle and Scooter Riders in Georgia?

Survey of dealerships (n=114) in Georgia to examine attitudes and behaviors regarding motorcycle and scooter riders.

Motorcycle Data:

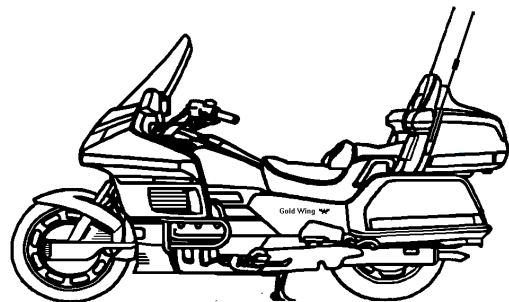
- Motorcycles make up only 3% of registered vehicles in the US.
- Motorcycles account for 14% of all traffic fatalities.
- Motorcyclists have 9 times the risk of injury and 37 times the risk of death when compared with car occupants.
- 25% of fatally injured riders are not validly licensed.

Safety Equipment:

- All dealerships sold helmets
- Almost all (95%) respondents encouraged helmet use.
- Full face/flip up was the primary recommendation.

Safety Training Courses:

- 74.1% recommend training courses to motorcyclists.
- Most (97.9%) believe training courses effectively keep riders safe.
- 68.5% believed training should be offered at more locations.



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Motorcycle Licensing:

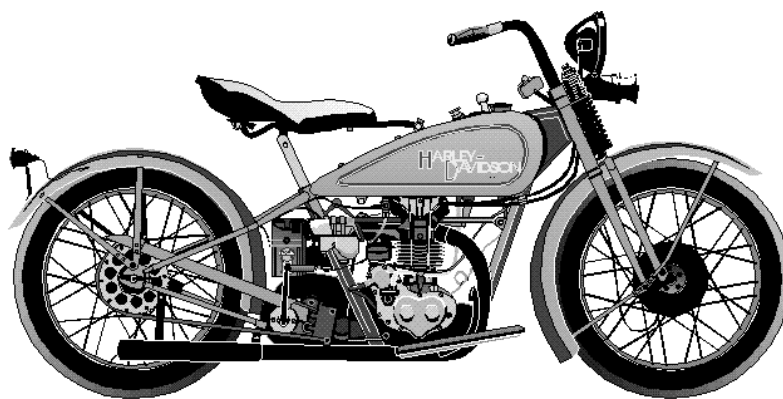
- Only 57.7% of respondents believed the road test is adequate.
- 51.9% always check for valid license for motorcyclists.
- 49.2% always check for valid license for larger scooters.

Perception of Risk:

- 63% believed motorcycles are more dangerous to their rider than cars are to their driver.
- Only 14.5% believed motorcyclists are more aggressive on the road than automobile drivers.

2008-2009 Drop in Fatalities:

- FARS: Motorcycle fatalities decreased by 16%. Why?
 - US motorcycle sales dropped during this time by 40.7%.
 - Fewer new motorcyclists on the road.
 - Riders are more likely to be on more familiar bikes.
 - Less recreational riding because of the poor economy.
 - Poor weather for cycling: 28 inches more in Atlanta in 2009 than in 2008.



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