

Motorcycle Safety trends, risk factors, state-by-state
breakdown...

Top 10

Motorcycle
Safety
Facts
Every Rider
Should
Know



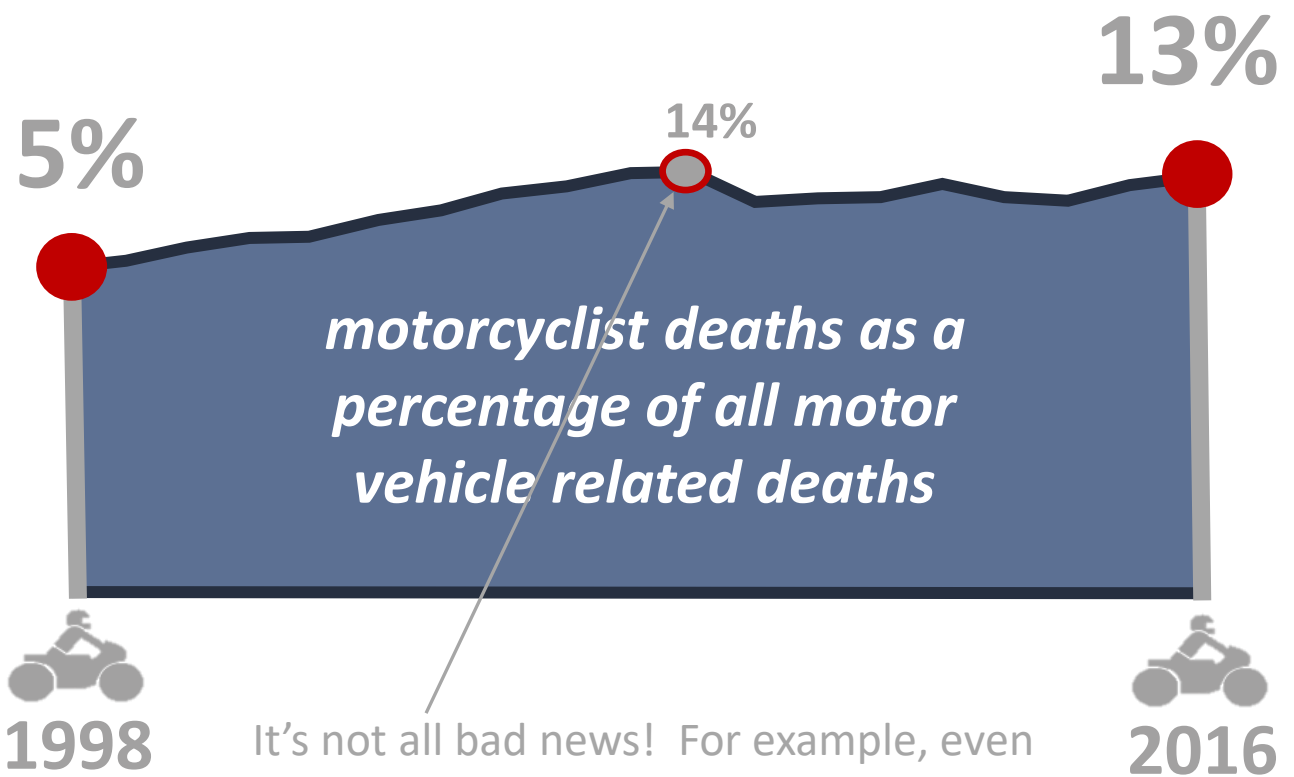
*Read these 10 motorcycle
safety facts and press your
safety reset button!*



#1

Unfortunately, many motorcycle fatality rate statistics have been getting worse

Although there are always years in which motorcycle safety statistics show improvements, unfortunately the general trends are negative. For example, in 1998, motorcyclists' deaths accounted for only **5%** of all motorists' (autos, motorcycles, etc.) deaths. Yet, by 2005, that rate had **doubled** at **10%** and by 2016* the rate climbed even more to **13%**!



It's not all bad news! For example, even though in 1998 fatality rates began to climb, they did peak out in 2008 at 14% and since then rates have gone down slightly.

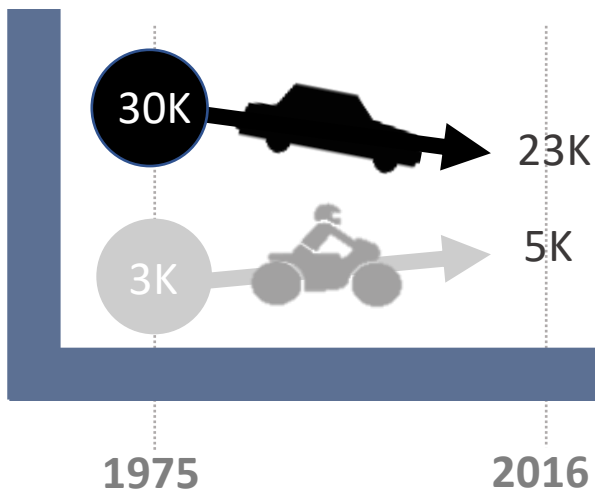
*Last detailed statistics available in 2016 from the Insurance Institute for Highway Safety (iihs.org).



#2 Motorcycle travel is significantly riskier than auto travel ... stats show it

There have been some **big technology improvements** in braking technology (i.e. ABS) & safety gear, government programs aimed at reducing motorcycle related accidents are on the rise, and increase in motorcycle safety instruction participation. Despite all this motorcyclists continue to have **substantially higher fatality rates** than automobile operators/occupants.

Passenger Vehicle Fatalities Fall Yet Motorcycle Fatalities Climb



Note: contrary to the motorcycle world, the stats for the **auto world keep getting better**. *Case in point* - in 1975 when the US population was 216M there were approximately 30K automobile related deaths that year. In 2016, **despite the fact that the US population grew to 323M, passenger vehicle deaths actual went down to that year to 23K ... a 24% reduction after a 50% population increase!**

30x
Per miles of travel, motorcycles have a fatality rate this is ~30 times higher than that of passenger vehicles



#3

Motorcycle fatality statistics vary widely among US states.

For example, refer to the chart to the right and you will see 7% of all Mississippi vehicle related fatalities are motorcyclists yet in Hawaii, motorcyclists account for 26% of the traffic fatalities.

A **Governors' Highway Safety Association** report showed rates getting much better in some states yet getting much worse in other states.

For Ex.



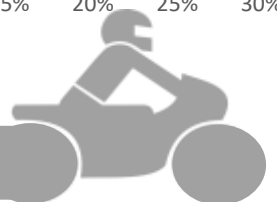
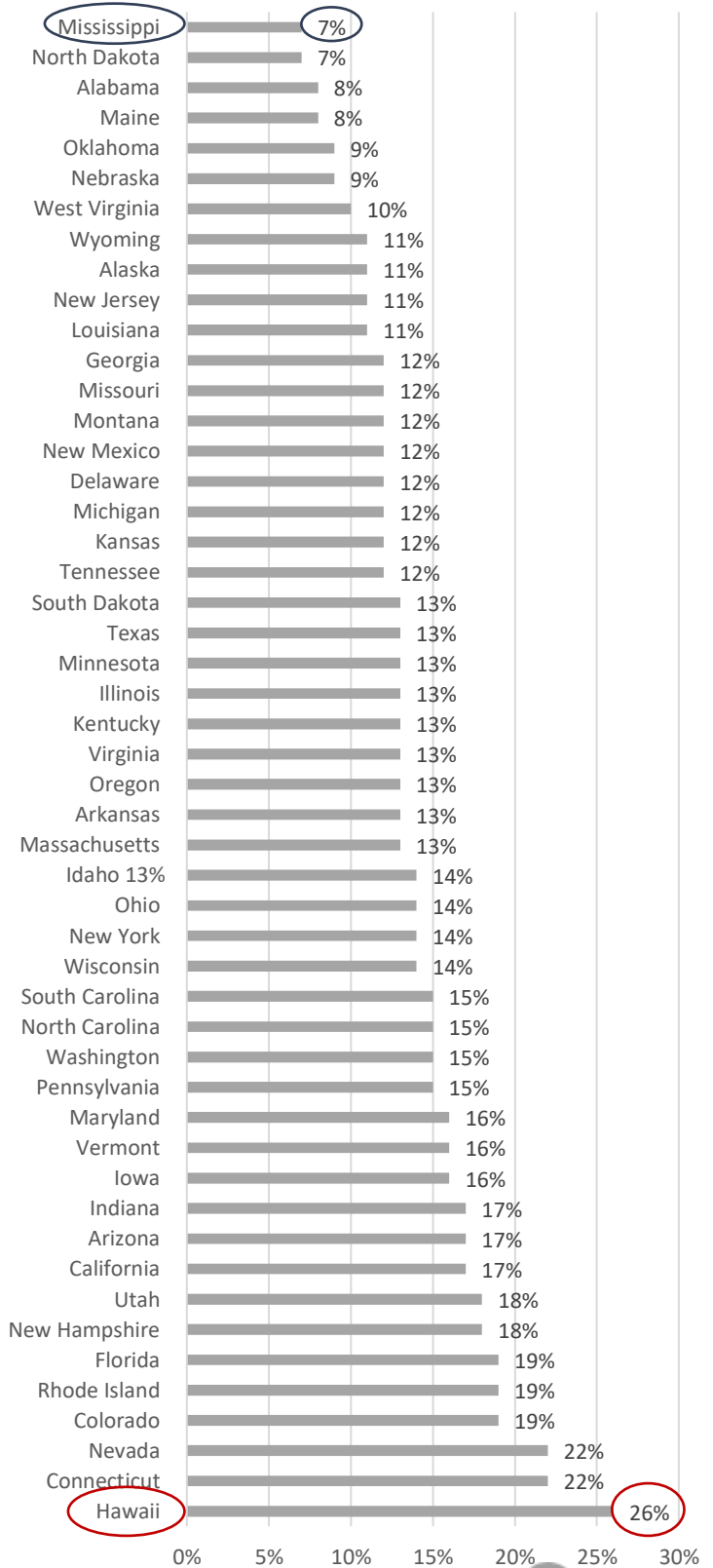
2014 vs. 2015
Maine saw a 128% increase in motorcyclist fatalities

Iowa saw a *24% decrease



** Iowa's success is attributed to programs that discourages alcohol events like "pub crawls."*

Motorcycle fatalities as a percentage of all vehicle fatalities in each state



Alcohol continues to be a

#4

**HUGE
FACTOR**

The **Governors' Highway Safety Association** identifies 3 key risk factors:

- 1) **Alcohol Impairment**
- 2) Lack of Helmet Use
- 3) Excessive Speed

26%

Despite all riders understanding the [dangers of drinking and driving](#), **26%** of fatally injured motorcycle drivers in 2016 had a blood alcohol concentration at or above 0.08 percent. In single vehicle crashes (primarily where a motorcyclists loses control of his/her motorcycle) this number grows to **37%**!

37%

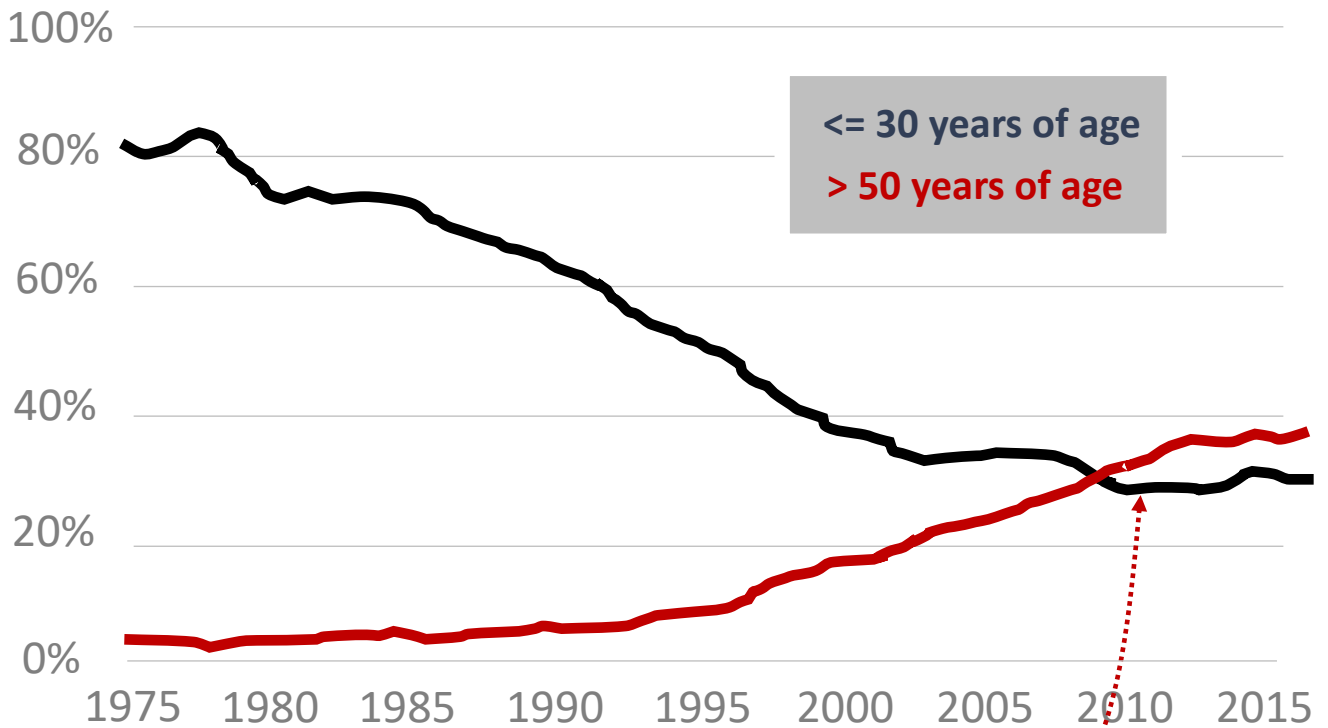


#5

A common misperception is that it is young motorcycle riders who are driving carelessly & comprising most of the fatal motorcycle accidents

This is very understandable because at one time this perception was true. In fact, in 1975, an incredible 80% of traffic fatalities involved riders **under the age of 30**. Compare this to the **over 50 riders** that only comprised of a meager 3% of the fatalities in 1975.

However, fast forward to 2016 and incredibly those statistics have been blown up. You see, in 2016, the **under 30 group's** share of fatalities plummeted to 29% while the **over 50 group vaulted to 36%**!



Sometime after 2008, the 50 years old plus group took over as the motorcycle rider demographic with the highest # of annual fatalities

Source: iihs.org



#6

Type of Motorcycle Matters

BIG TIME!

Motorcycle fatality rates vary greatly when viewing them based on the **different types** of motorcycles. The Insurance Institute for Highway Safety groups motorcycles into 5 different types: Cruiser/Standard, Sport, Supersport, Touring, Other

	Deaths per 10K registered motorcycles
Cruiser/Standard	5.7
Sport	10.7
Supersport	22.5
Touring	6.5
Other	4.3

Compared [to](#) the **cruiser/standard** category, fatalities are twice as likely in the **sport bike** category and four times as likely in the **supersport** bike category

2x

4x



Fact #5 showed you that motorcycle riders over the age of 50 are involved in more fatal accidents than motorcycle riders under the age of 30. Keep in mind however that there are many more riders over 50 and so its not all that surprising that there are more fatalities in this group. Older riders proportionally ride more cruisers, standards, & touring type motorcycles and younger riders often gravitate to **sport and supersport motorcycles** and it is these types of motorcycles that are proportionally **experiencing the lion's share of motorcycle fatalities!**



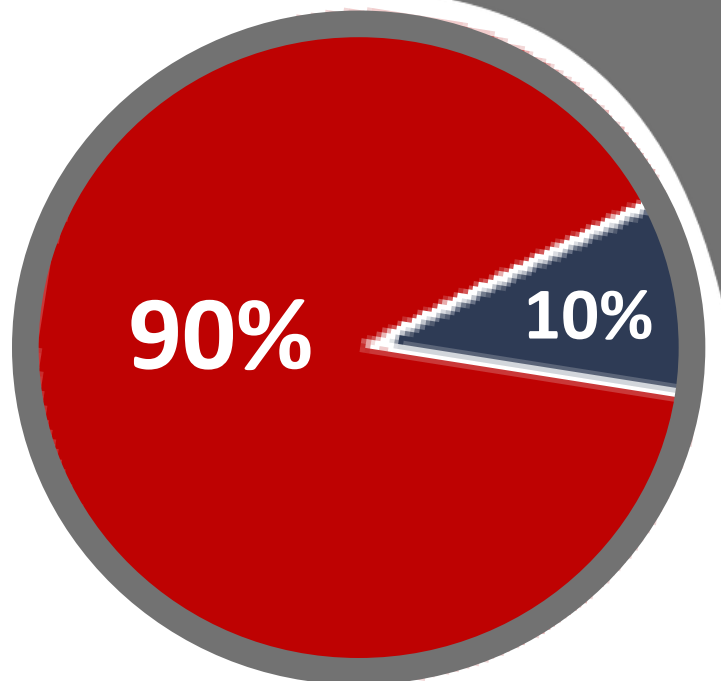
#7

There are a variety of reasons for this, but **men make up the vast majority of motorcyclist fatalities**

Fun Facts:

Although **men** still proportionally own vastly more motorcycles than **women**, the increasing proportion of motorcycles owned by **women** is consistently growing. For example, in 1998, **women** owned 8% of the motorcycles in the US, in 2003 that rate rose to 10%, and in its 2015 the Motorcycle Industry Council reported that number had grown to 14%.

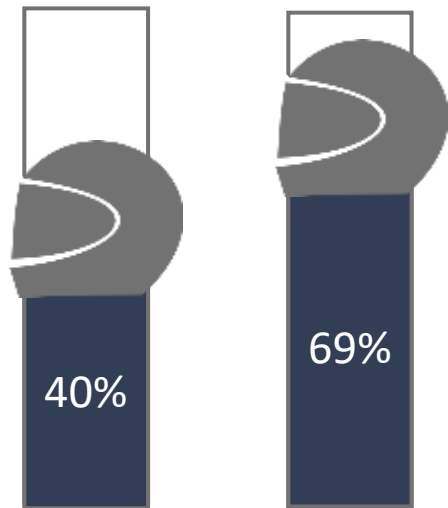
Men own approximately 86% of the motorcycles in the US yet they comprise about **90%** of the motorcycle fatalities in a given year



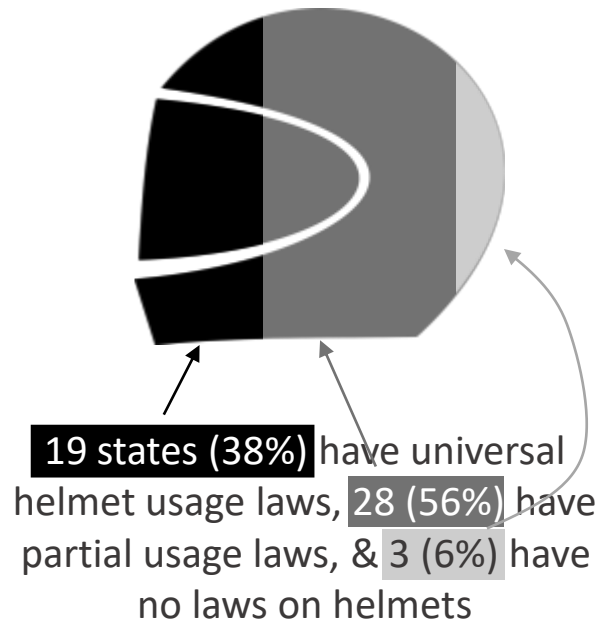
#8 Helmets Save Lives

many, many studies confirm this

Motorcycle helmet laws in the US are a **hot button topic** and for good reason as issues such as personal choice & personal responsibility clash against governmental interest & jurisdiction ... the below stats are simply meant to point out the effectiveness of motorcycle helmets **in the event of an accident**.



Helmets reduce the risk of death by 40% & reduce the risk of brain injury by 69%.



19 states (38%) have universal helmet usage laws, 28 (56%) have partial usage laws, & 3 (6%) have no laws on helmets

Case Study: Michigan

In 2012 Michigan repealed its universal helmet law requiring all riders to wear helmets. Statistics taken since that change have shown a 23% increase in motorcyclist fatalities!

The NHTSA estimates that helmets saved 1,772 motorcyclists' lives in 2015 and that 740 more could have been saved if all motorcyclists had worn helmets.



#9 Yes - *SPEED* Kills!

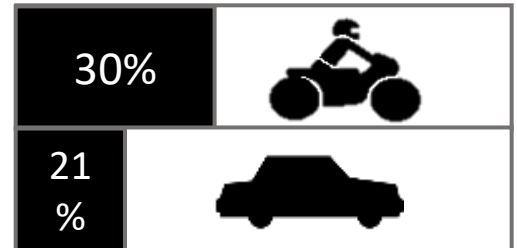
... but for motorcycles, so do

INTERSECTIONS

Auto vs. Motorcycle Fatalities

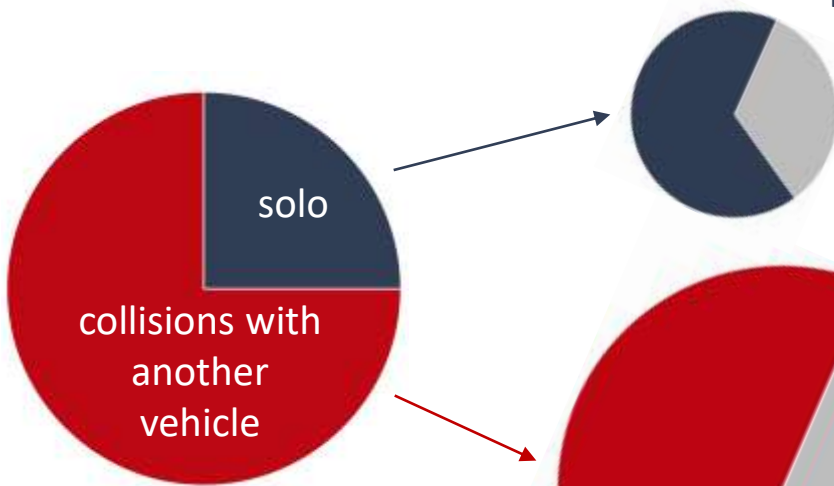
Despite the fact that motorcycle riders are more unprotected in the event of a crash (vs. automobile occupants), riders are speeding and paying for it with their lives.

speed as a factor in fatalities ...
motorcycle vs auto accidents



Motorcycle Accident Key Points

2/3 of motorcycle accidents not involving other vehicles are caused by riders' own driving errors ... taking a corner improperly, laying the bike down, etc.



3/4 of motorcycle accidents involve a collision with other vehicles ... only 1/4 involve solo accidents where the motorcyclist loses control and crashes

2/3 of multivehicle accidents are attributed to the other vehicle violating the motorcycle's right of way and **INTERSECTIONS** are the most common location



Its not all bad news because -

#10

YOU

Can

Help

Spread the word!!!



The more riders **understand & are reminded** of the risks as well as the factors that commonly contribute to accidents and fatalities, the more likely they will **press their own safety reset button.**



The more automobile drivers are made aware that **they are causing the majority of motorcycle accidents (ex. at intersections)** the more likely they will **press their own awareness reset button!**

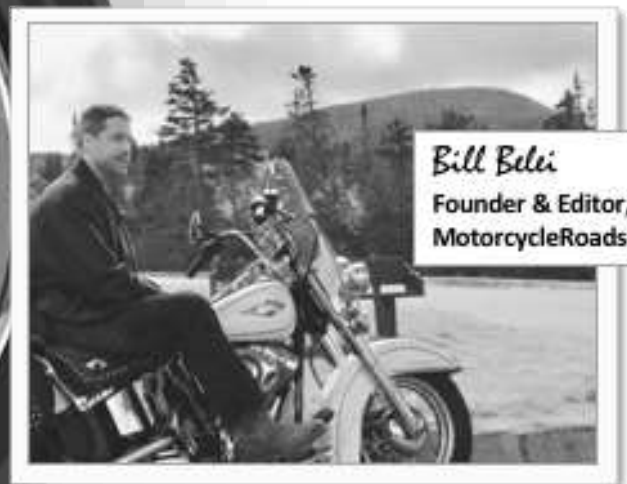
Now it's your turn!
Press the share button

NOW





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