

Safety Reset Button..



10 Statistics that every Rider should know!

Source: MotorcycleRoads.Com

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To read the entire article go to:

[PowerPoint Presentation \(mcr-live.s3-us-west-1.amazonaws.com\)](http://mcr-live.s3-us-west-1.amazonaws.com)

The information presented here underlines our continuing need to 'THINK SAFETY'! Check out the entire article to find even more tidbits to think about over the winter months!

#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%!

#2. Motorcycle travel is significantly more 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.

#3. Accident rates vary widely by state.

For example, 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.

#4. Risk Factors...

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%! The Highway Safety Governors' FACTOR Association identifies 3 key risk factors: 1) Alcohol Impairment 2) Lack of Helmet Use 3) Excessive Speed

#5. Old or Young?

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. 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) 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%!

#6. Type of Motorcycle Matters

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 Cruiser/Standard Sport Supersport Touring and Other. Deaths per 10K registered motorcycles Cruiser/Standard 5.7; Sport 10.7; Supersport 22.5; Touring 6.5; Other 4.3. Interesting connection to fact #5: 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. Men make up the vast majority of motorcycle fatalities.

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 and they comprise about 90% of the motorcycle fatalities in any 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.

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!

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.

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 ... 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.

Motorcycle vs auto accidents: collisions with another vehicle 3/4 of motorcycle accidents involve a collision with other vehicles ... only 1/4 involve solo accidents where the motorcyclist loses control and crashes.

30% of motorcycle and 21 % of car accidents identify speed as a factor in fatalities ...

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. Motorcycle Accident Key Points

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 solo.

#10. -Its not all bad news because - 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 reset button NOW