

Regional Facts and Figures North America

Session: Motorcycling in the regions

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Regional facts and figures – North America



- U.S. Population: 328 million
- GDP per capita: \$54,225
 - World: \$15,469
- Policies and legislative instruments:
 - Divided Federal/ State authority
- Canada Population: 38 million
- GDP per capita: \$44,018
 - World: \$15,469
- Policies and legislative instruments:
 - Divided Federal/ Provincial authority



Motorcycle use

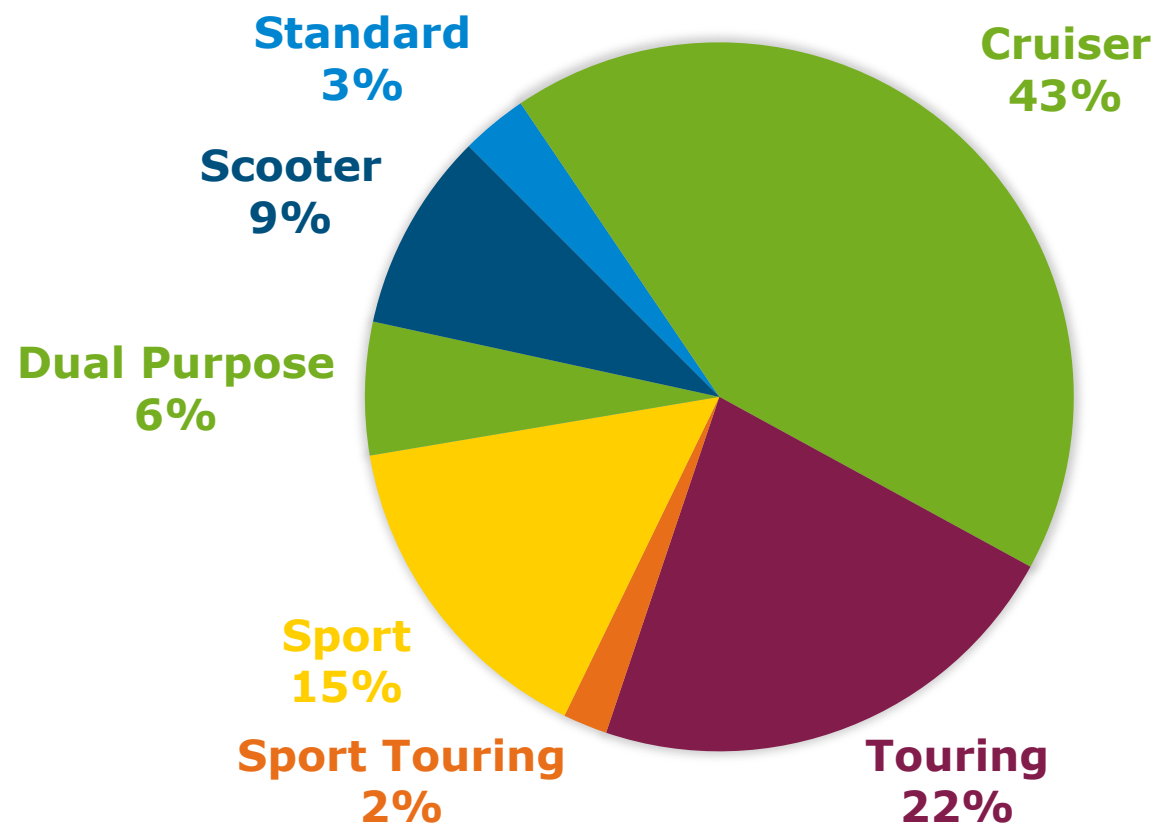
U.S. Leisure Market

Male:	81%
Female:	19%
Median age:	50 years
College education:	24%
Median Household Income:	\$62,500



Motorcycle use

U.S. ON-ROAD MOTORCYCLE REGISTRATIONS 2018

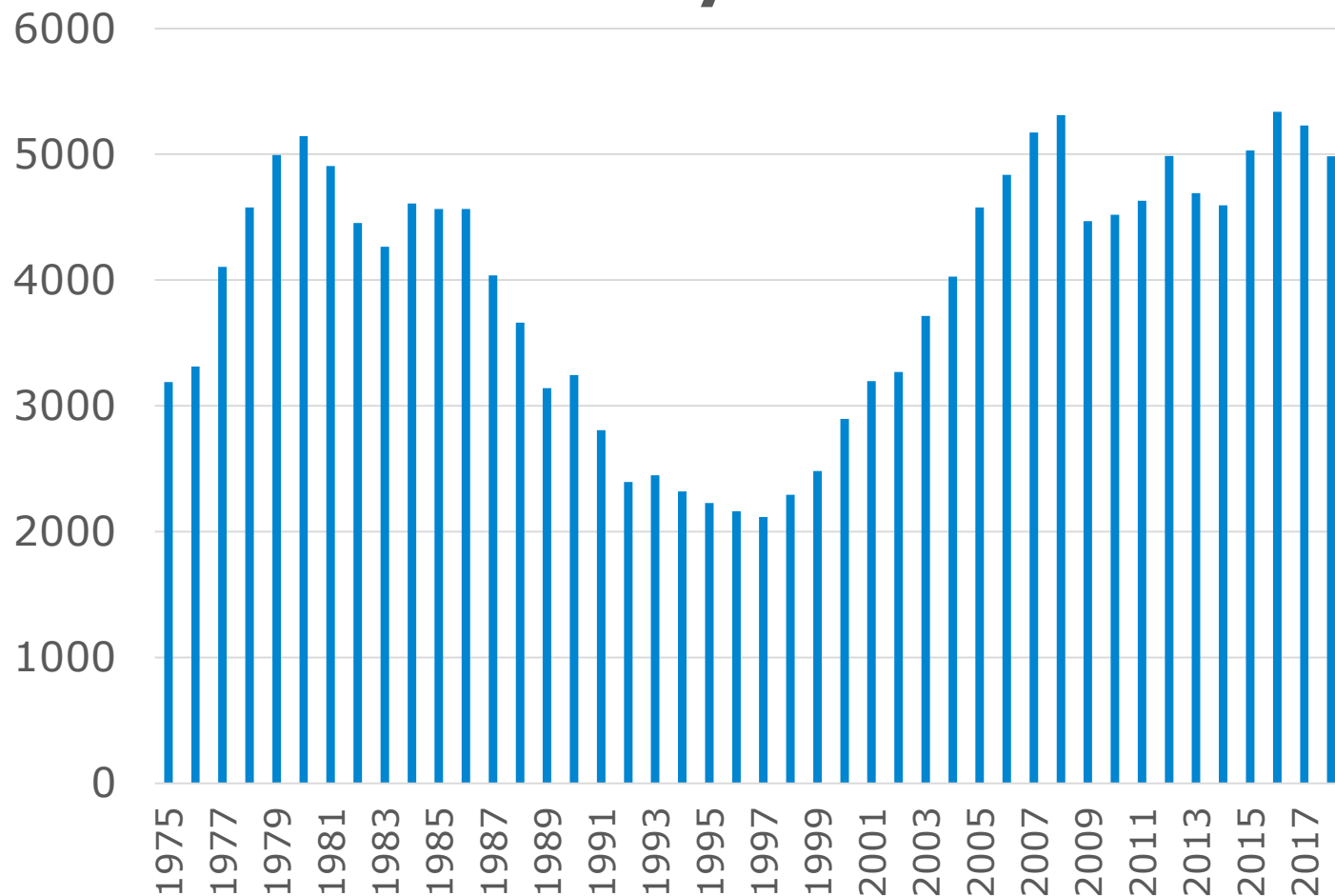


12.2 million motorcycles in use
8% of U.S. households with 1 or more
32.3 billion kms/year (1.4% of pass. cars)
730,000 motorcycles registered in Canada

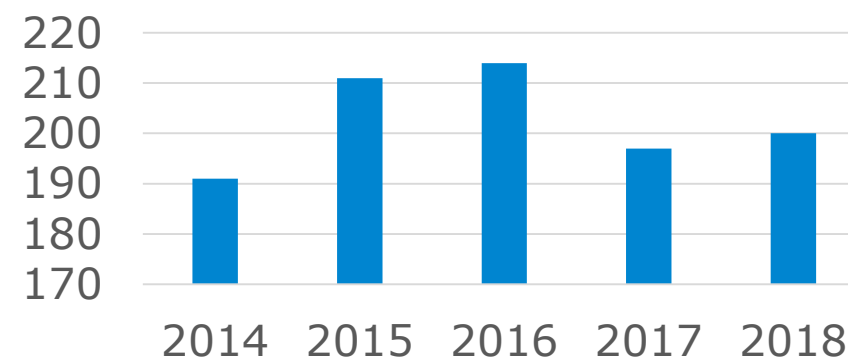


Motorcycle safety situation

U.S. Motorcycle Fatalities

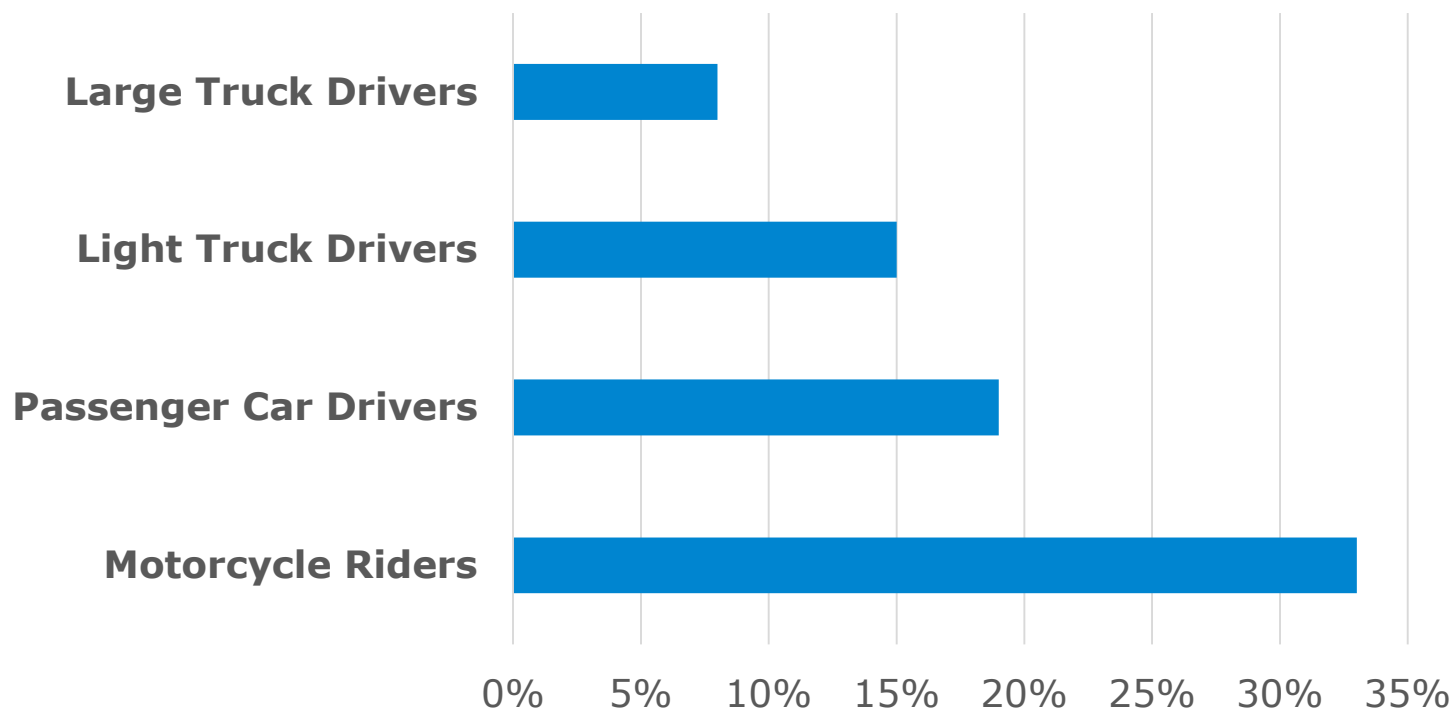


Canada Motorcycle Fatalities

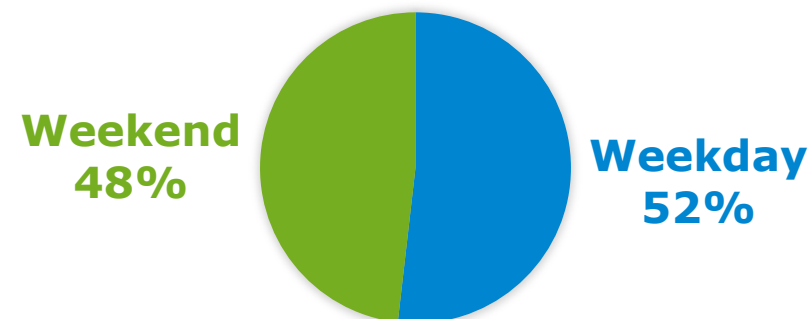


Motorcycle safety situation

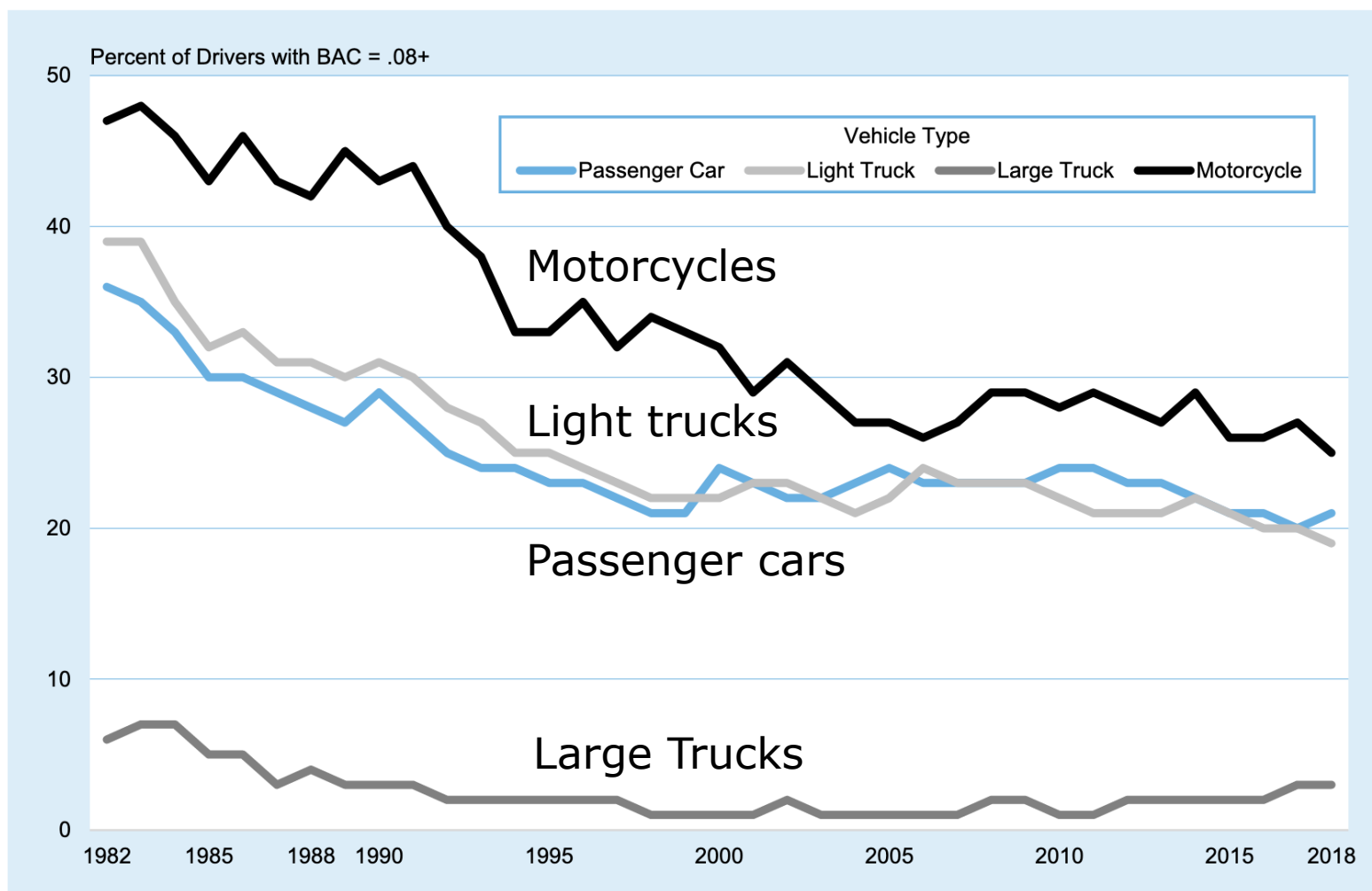
Proportion Involved in Fatal Crashes while Speeding



WEEKDAY/WEEKEND MOTORCYCLE DEATHS



Motorcycle safety situation



Proportion of Drivers and Riders with Blood Alcohol above the legal limit (0.08% BAC)



Sustainable practices

Gig Economy

- Status: ridesharing services in the U.S. have had a slow uptake of motorcycles.

Shared e-mopeds

- Small but growing market. Programs in 6 cities.
- Sustainable mobility niche

First Responder Fleet Use

- Long tradition of motorcycle use by law enforcement agencies for enforcement of traffic laws and as escort.
- Motor Officers receive advanced training including police-specific needs such as pursuit




Training and licensing

Training & Education

- Motorcycle Safety Foundation (MSF) provides a standardized curriculum for new and experienced riders.
 - Over 1,500 locations and 120,000 annual students.
- States of Oregon and Idaho have their own curriculum.

Licensing

- States have authority for operator licensing
 - Most states have age and training requirements
 - Some states have additional permit test and license test requirements
- 

Road infrastructure

Motorcyclist Challenges

- Lack of Visual Recognition
- Road Hazards
- Exposure to Road Furniture
- Crash Barriers

Deteriorating Infrastructure

- More than 40% of public roadways are in mediocre or poor condition
- Roadway design features a contributing factor in approximately one-third of traffic fatalities

Safe System Momentum

- Bipartisan support in U.S. Surface Transportation Bill



Vehicle Safety and Intelligent Transport Systems

Consensus on the Potential of ITS for Motorcycling

2018 US DOT report highlights benefits and gaps, recommends:

- Research
 - Better data systems
 - Evaluate real-world benefits of new technologies
- Engagement
 - Motorcycle community input could improve technology and stimulate acceptance
- Collaboration
 - Harmonize research between vehicle platforms



Questions?

Acknowledgement for information to:

