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

PTW in different regions in the world – North America
## Motorcycle use

### U.S. Leisure Market

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>81%</td>
</tr>
<tr>
<td>Female</td>
<td>19%</td>
</tr>
<tr>
<td>Median age</td>
<td>50 years</td>
</tr>
<tr>
<td>College education</td>
<td>24%</td>
</tr>
<tr>
<td>Median Household Income</td>
<td>$62,500</td>
</tr>
</tbody>
</table>
Motorcycle use

U.S. ON-ROAD MOTORCYCLE REGISTRATIONS 2018

- Cruiser: 43%
- Sport: 15%
- Touring: 22%
- Scooter: 9%
- Dual Purpose: 6%
- Sport Touring: 2%
- Standard: 3%

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

- Large Truck Drivers
- Light Truck Drivers
- Passenger Car Drivers
- Motorcycle Riders

WEEKDAY/WEEKEND MOTORCYCLE DEATHS

- Weekend 48%
- Weekday 52%
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: