

RESEARCH SUMMARY

Title	Scooter safety exploratory research
Objective	To understand the risk behaviours of scooter / moped riders and identify the motivators, barriers and influencers
Date	15 April 2010
Methodology	7 focus group discussion with scooter / moped riders, 2 depth interviews and 2 observation sessions

Key findings:

- There are many risks, common to scooter / moped riders:
 - ***I know best*** – conscious and non-active e.g. pulling tricks, riding on pavements
 - ***Calculated risks*** – conscious and deliberate risks e.g. filtering, overtaking, cutting it close and impractical clothing
 - ***I don't know risks*** – non-conscious and non-active risks e.g. low awareness of road conditions and vehicle power
 - ***Distractions*** – non-conscious and active risks e.g. zoning out or not paying attention, letting guard down when no cars around
- Risks are influenced by internal and external factors
 - Internal – perception of invulnerability, the pursuit of 'flow' and cultural associations with the bicycle
 - External – other road users and environmental factors (weather / road conditions)
- These factors are also accentuated by the fun and safe cultural and personal associations of scooters / mopeds.
- Most importantly, most scooter / moped riders in this research perceived the greatest risks to be external and are therefore shocked that statistically more accidents occur when there is no other vehicle involved. This shock causes a re-appraisal of their own behaviours and has strong potential for use in communications.
- Currently safety communications and training is not targeted at scooter / moped riders
 - There is benefit in raising awareness of safety risks in riders' minds and engaging them emotionally to encourage a change in risk behaviours

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