

2010-2014

Motorcycle FARS Data

Target Audience by Age

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2010-2014 MC FARS using Target Audience Data

- Target Audience IS:
 - MEN – Between 2010 – 2014, Men account for 94% of all motorcycle fatalities.
 - That OWN the motorcycle they were killed on
 - That had a Motorcycle License or Permit
 - And are Massachusetts resident.

2010-2014 MC FARS using Target Audience Data

- Target Audience is NOT:
 - **Women**– Between 2010 – 2014, Women account for 6% of all motorcycle fatalities.
 - In most cases the women were passengers.

2010-2014 MC FARS using Target Audience Data

- Target Audience is NOT:
 - **The Non-Owner of the Motorcycle** – About 19% of the time the Operator killed in a motorcycle accident is not the owner of the motorcycle.
 - Since it would be impossible to know who, when and where someone might borrow a motorcycle they are not part of our target audience.

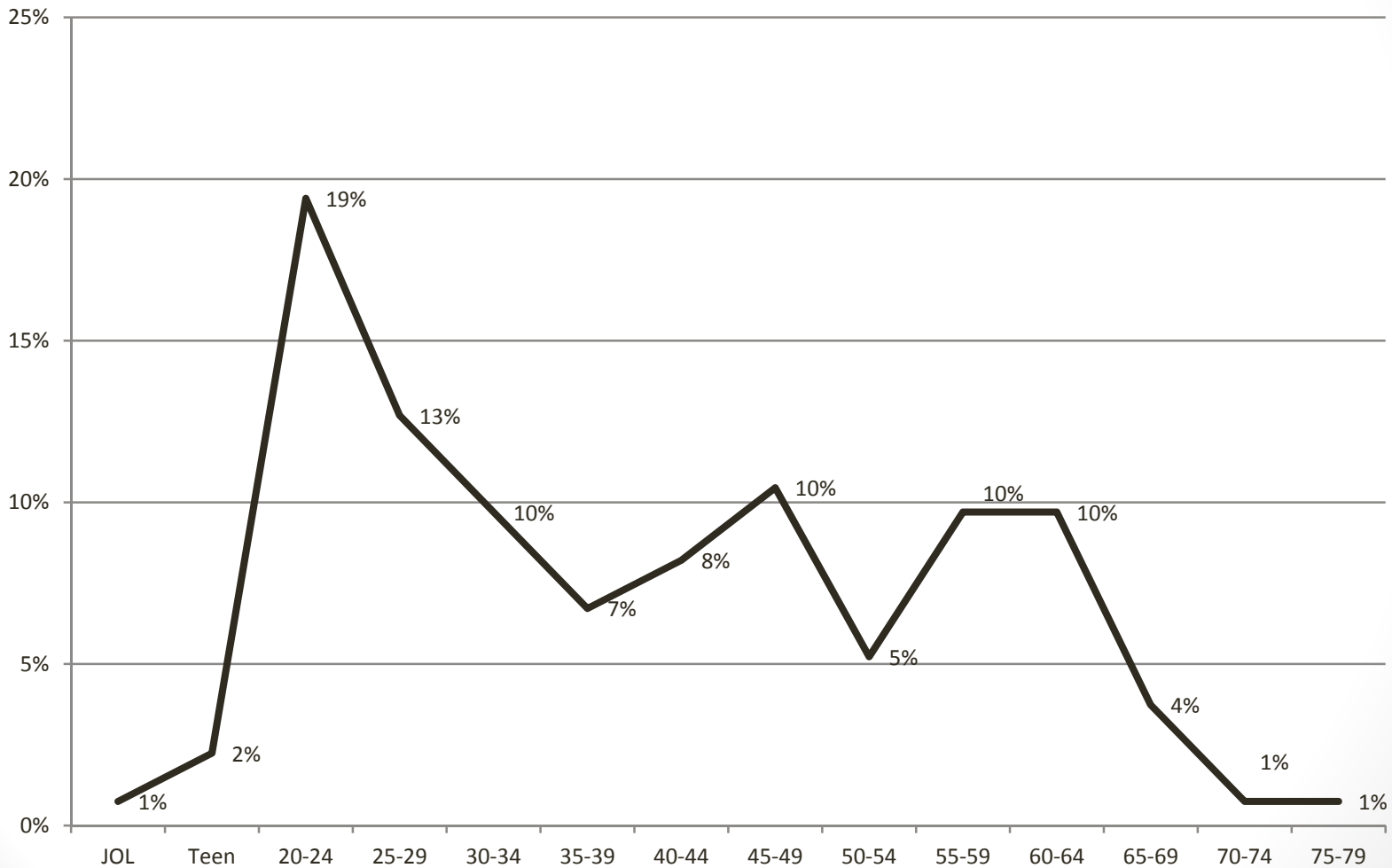
2010-2014 MC FARS using Target Audience Data

- Target Audience is NOT:
 - **The Operator that did not have a Motorcycle License or Permit** - About 11% of the time the Operator killed in a motorcycle accident does not have a motorcycle license or permit.
 - Since it would be impossible to know who, when and where someone might illegally ride a motorcycle, they are not part of our target audience.
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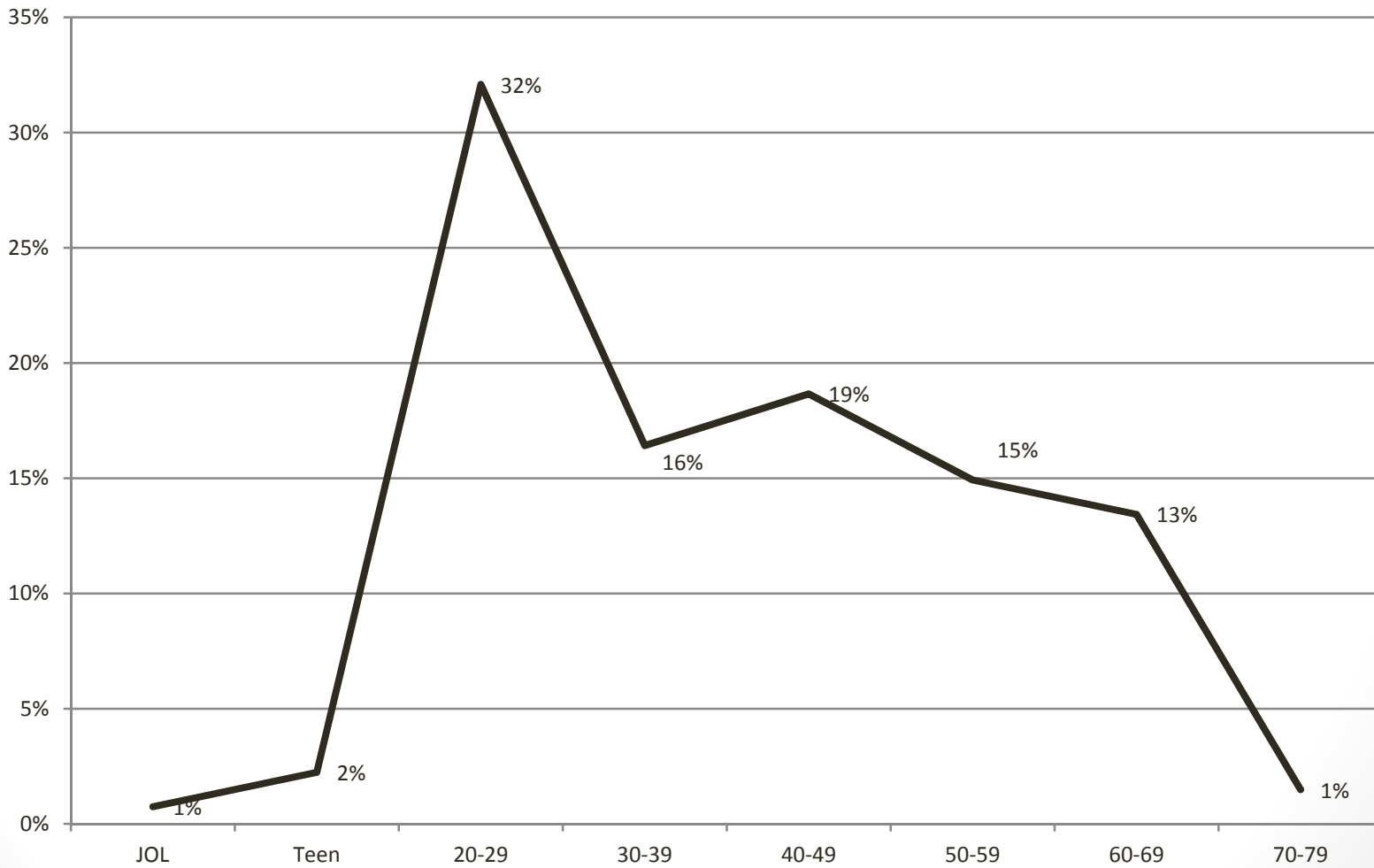
2010-2014 MC FARS using Target Audience Data

- Target Audience is NOT:
 - **Riders who live in another state** – On average, almost 4 Out of State motorcyclists a year die riding their motorcycle in Massachusetts.
 - Since it would be impossible to know who, when and where someone might cross into Massachusetts to ride their motorcycle, they are not part of our target audience.

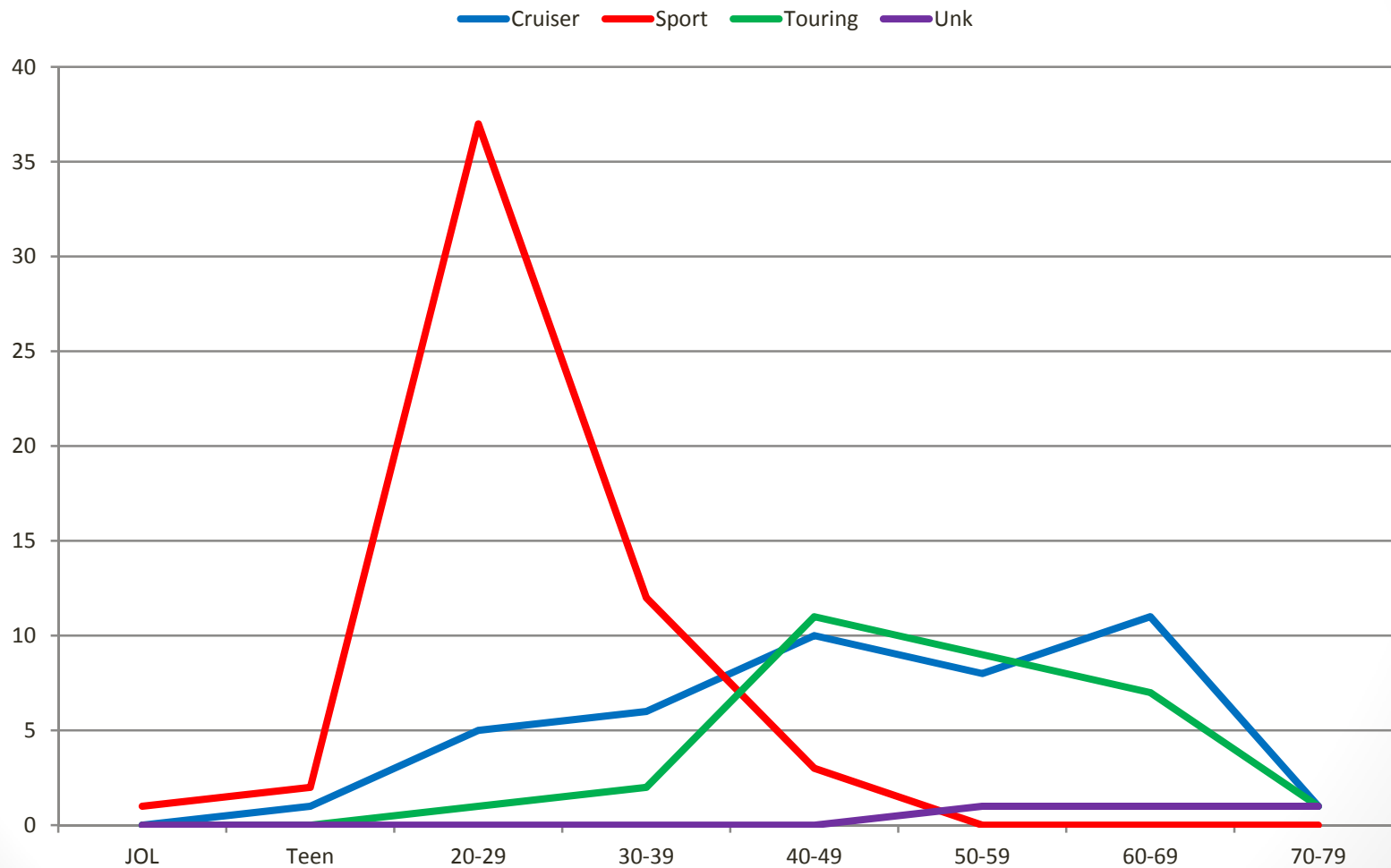
2010-2014 MC FARS using Target Audience Data BY AGE (Five Year Avg & 5 Year Breakdown)



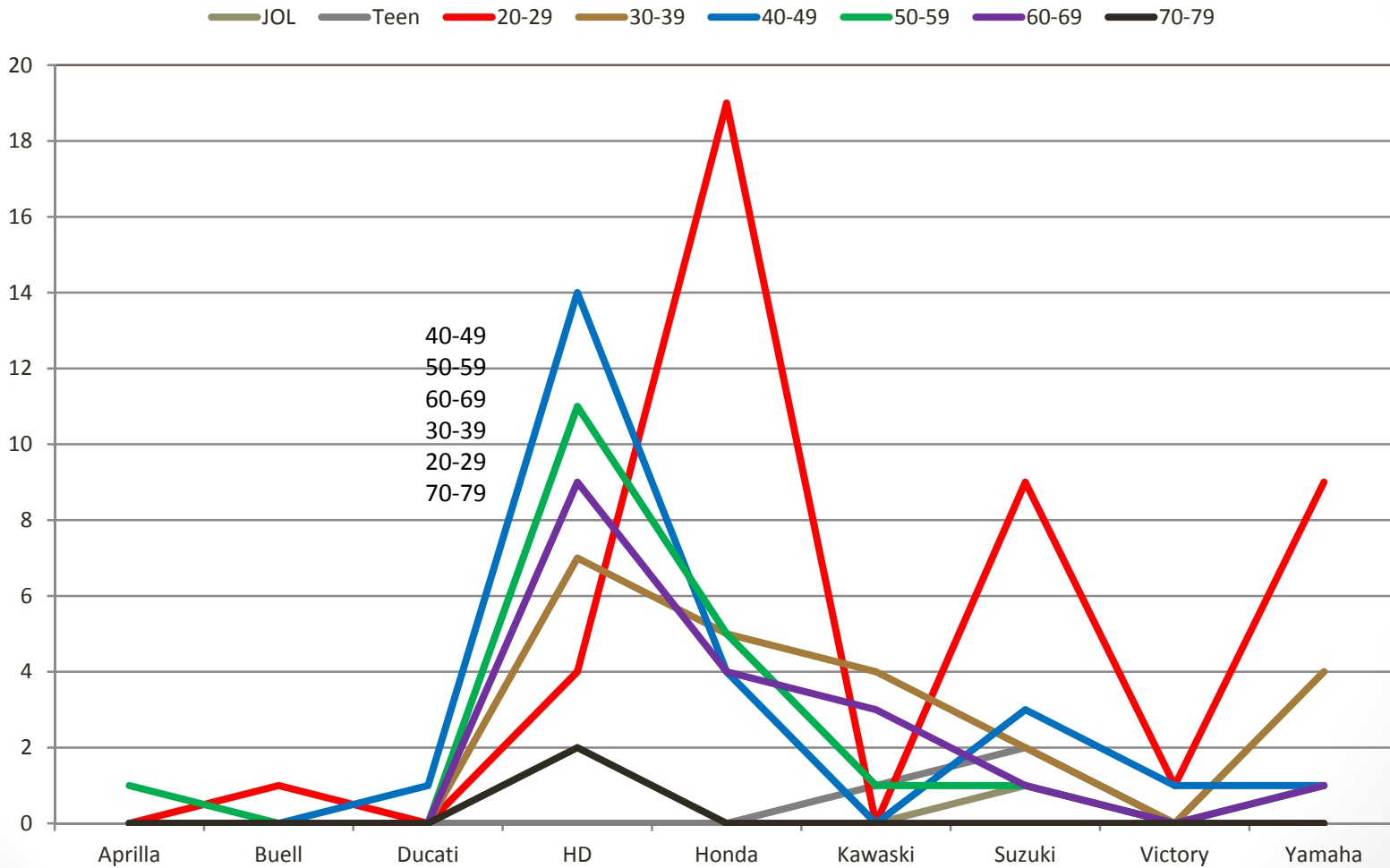
2010-2014 MC FARS using Target Audience Data BY AGE (10 Year Breakdown)



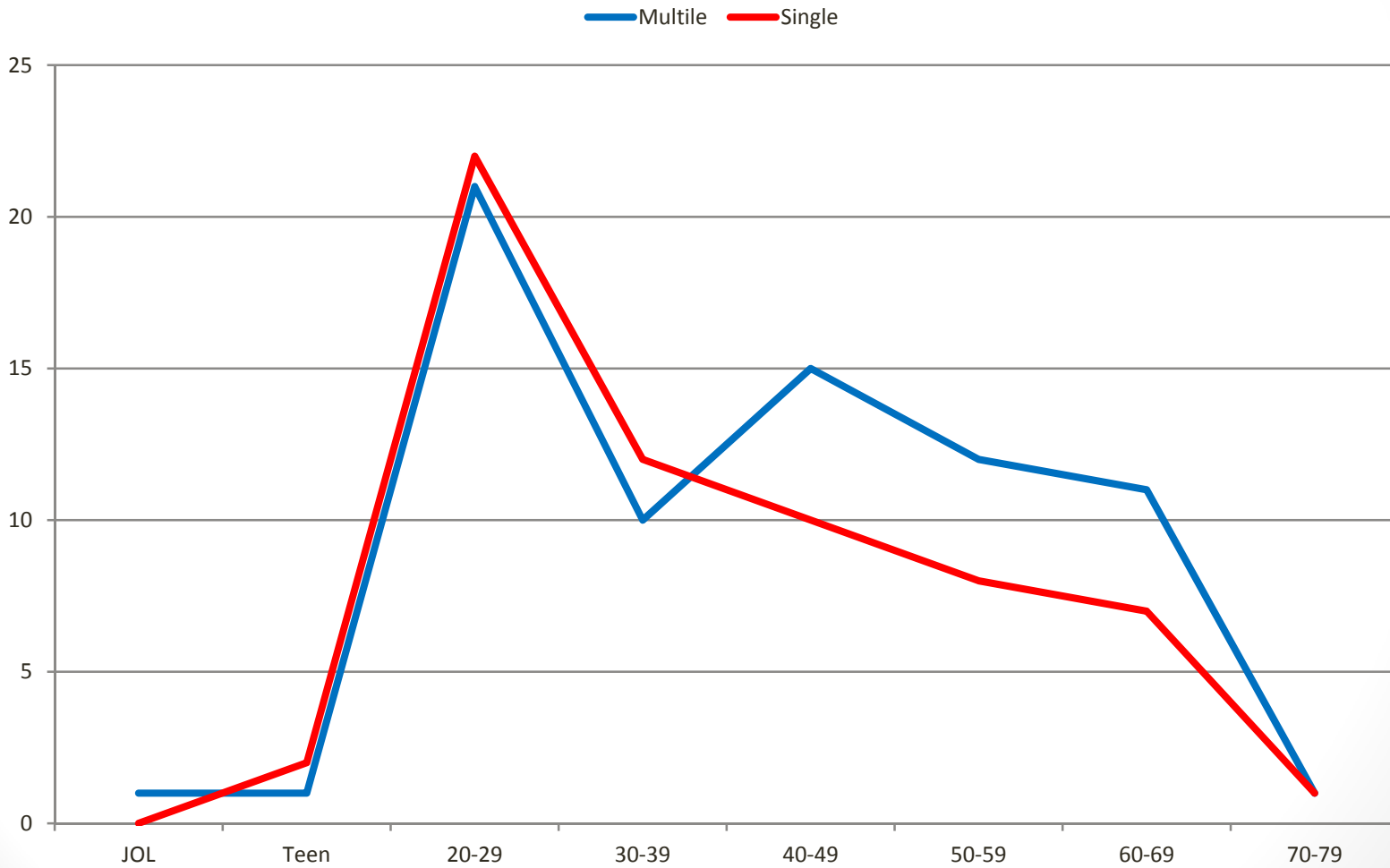
2010-2014 MC FARS using Target Audience Data BY MOTORCYCLE TYPE & AGE



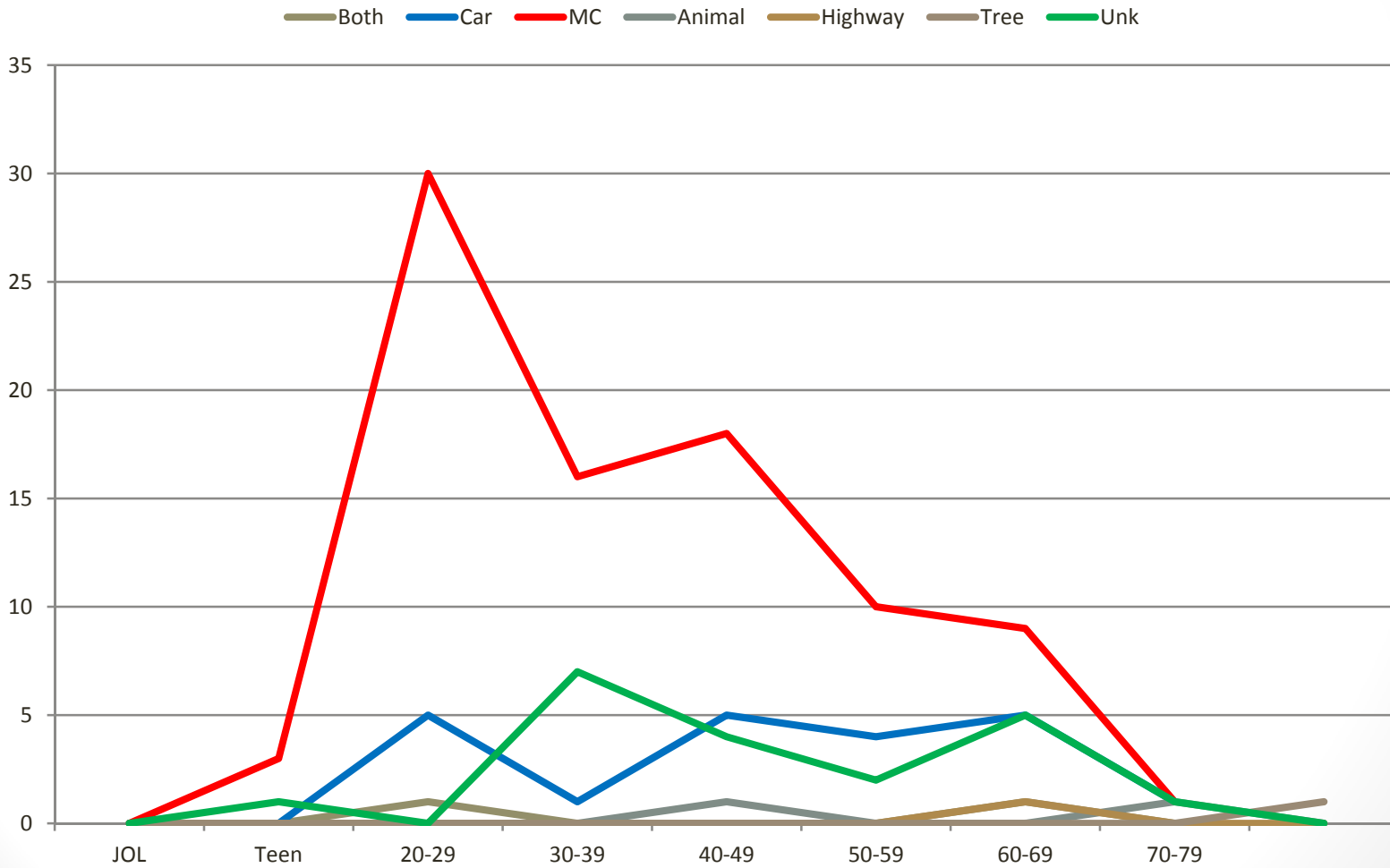
2010-2014 MC FARS using Target Audience Data BY MOTORCYCLE MAKE & AGE



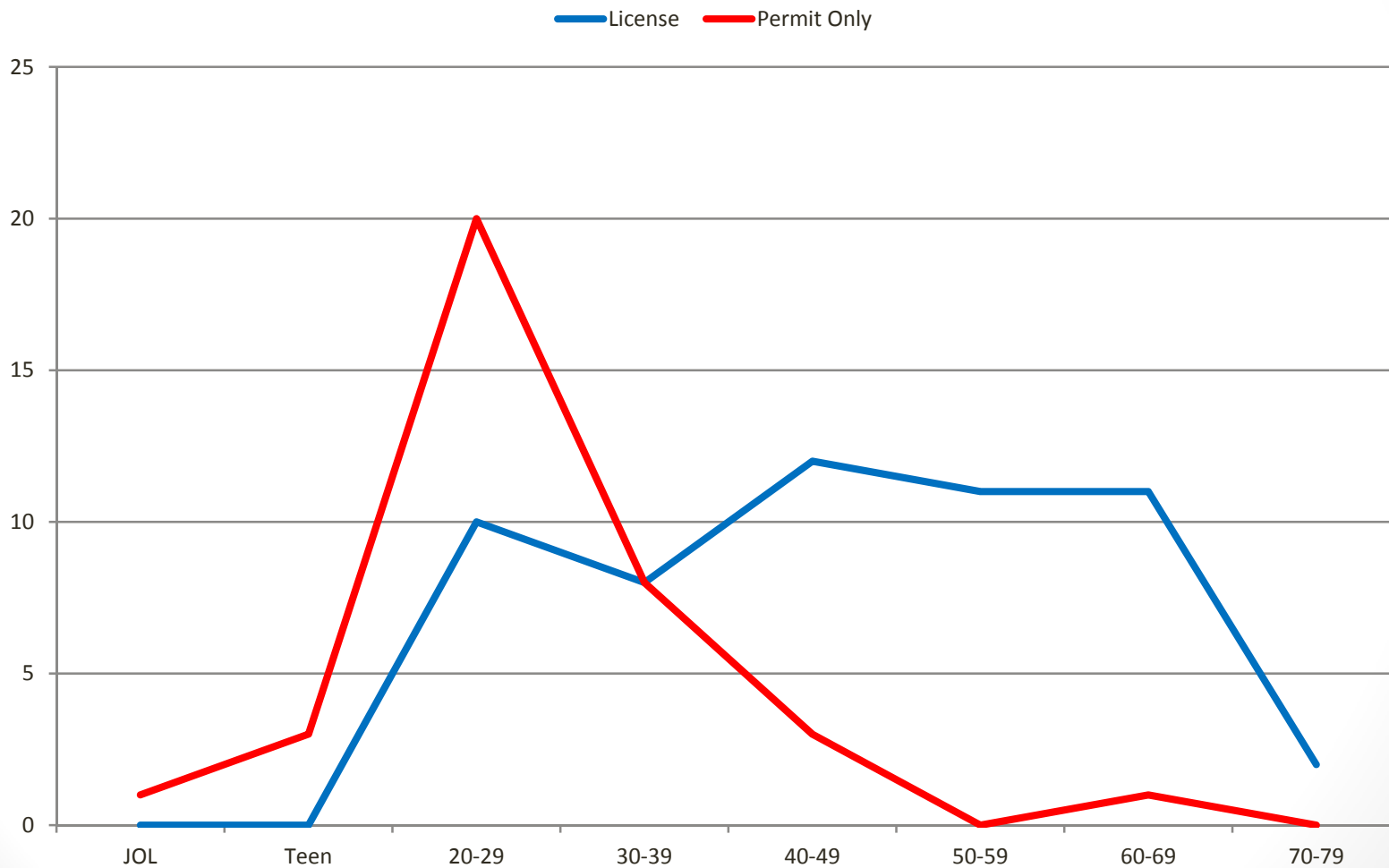
2010-2014 MC FARS using Target Audience Data BY Type of Accident & AGE



2010-2014 MC FARS using Target Audience Data BY Fault & AGE

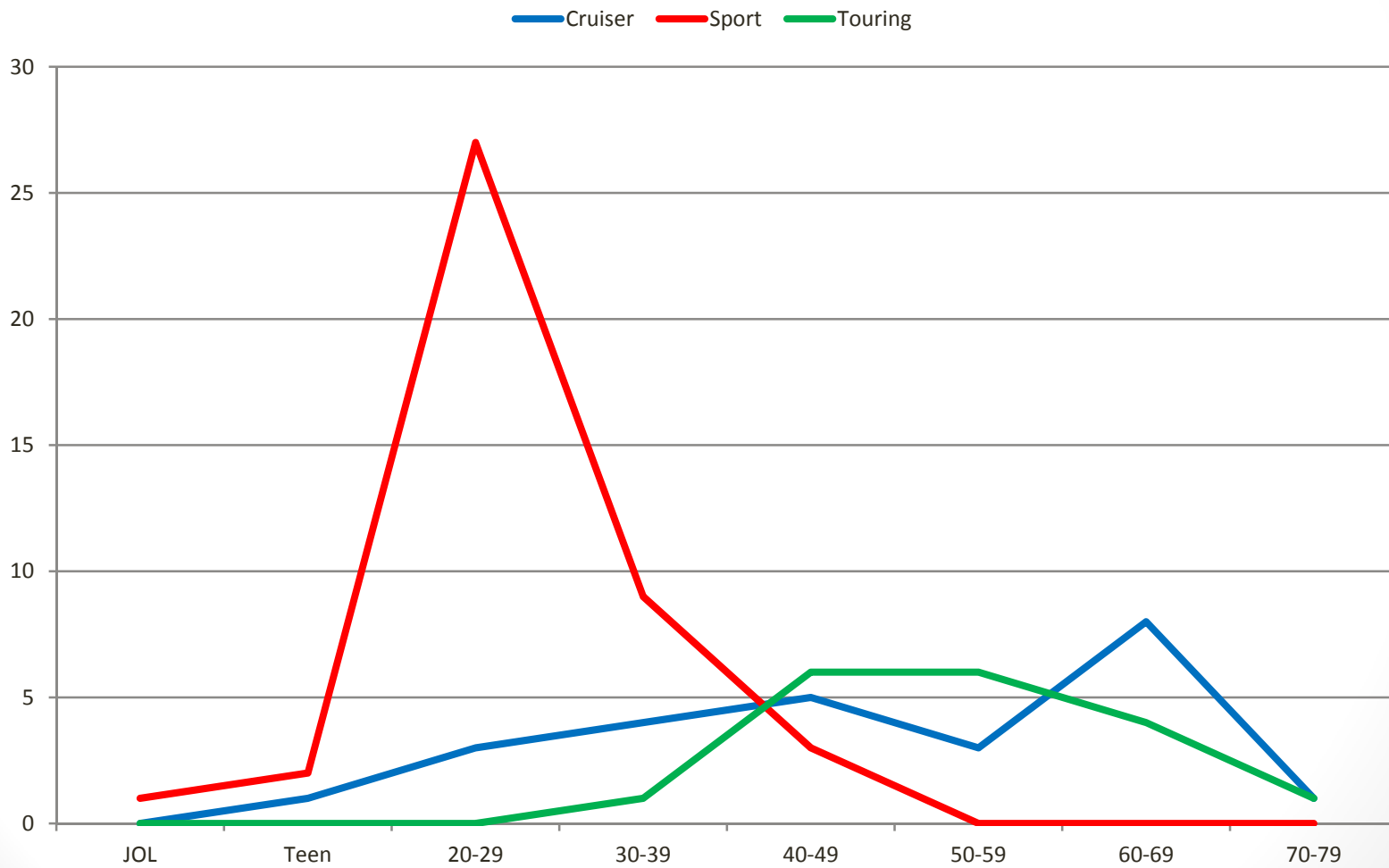


2010-2014 MC FARS using Target Audience Data NO Training & AGE



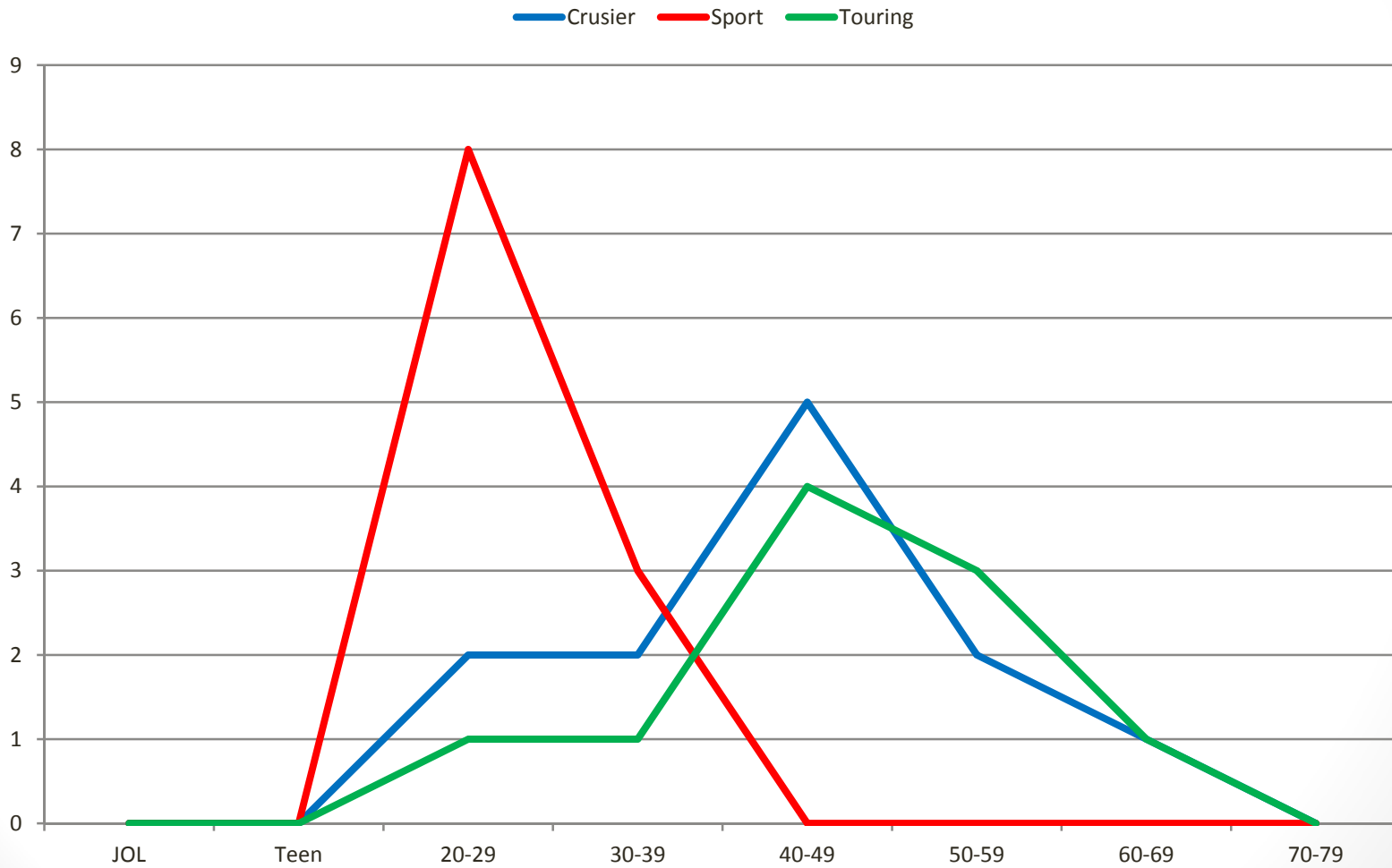
2010-2014 MC FARS using Target Audience Data

NO Training - MC Type & AGE

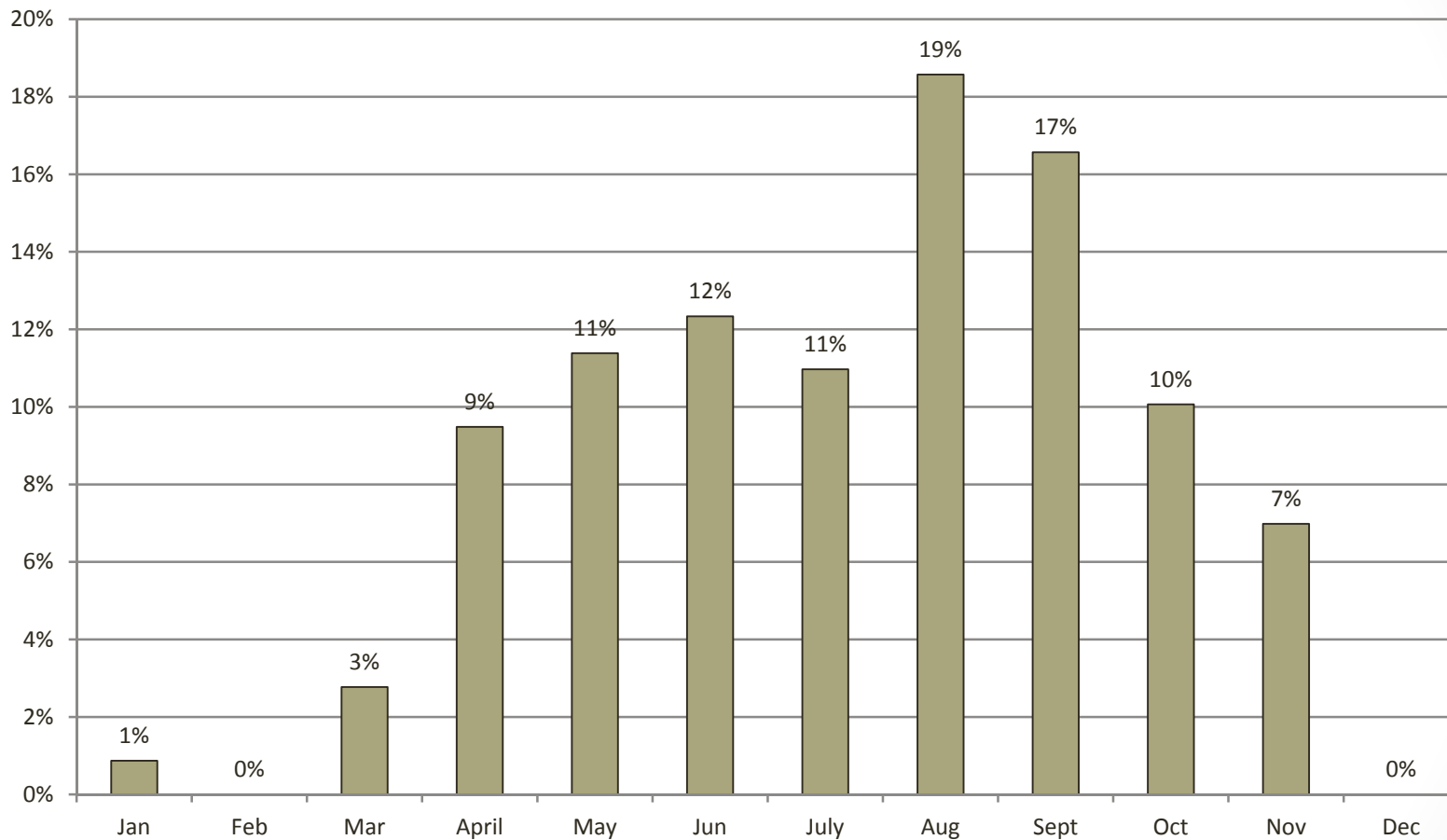


2010-2014 MC FARS using Target Audience Data

Training - MC Type & AGE

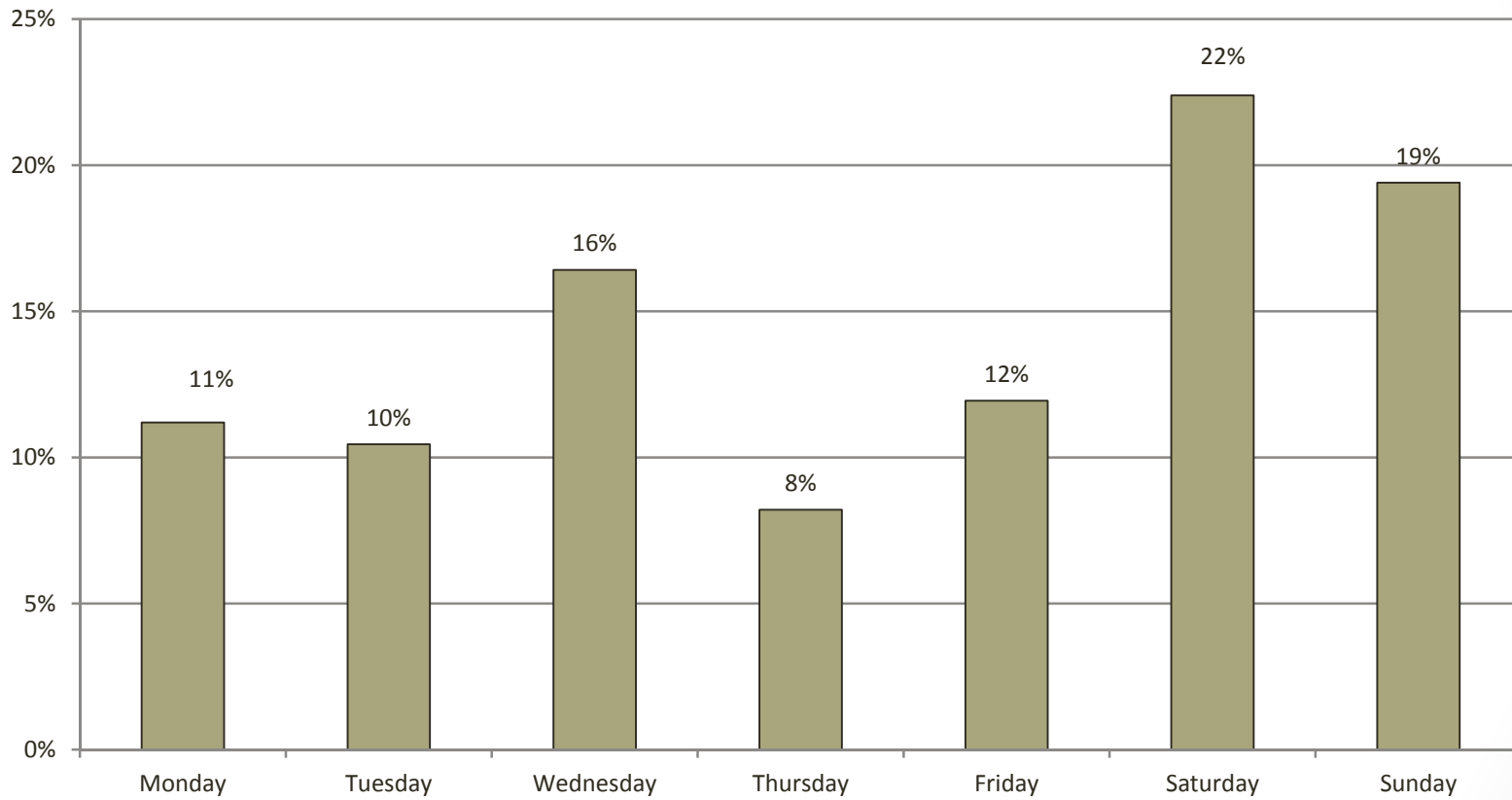


2010-2014 MC FARS using Target Audience Data By Month



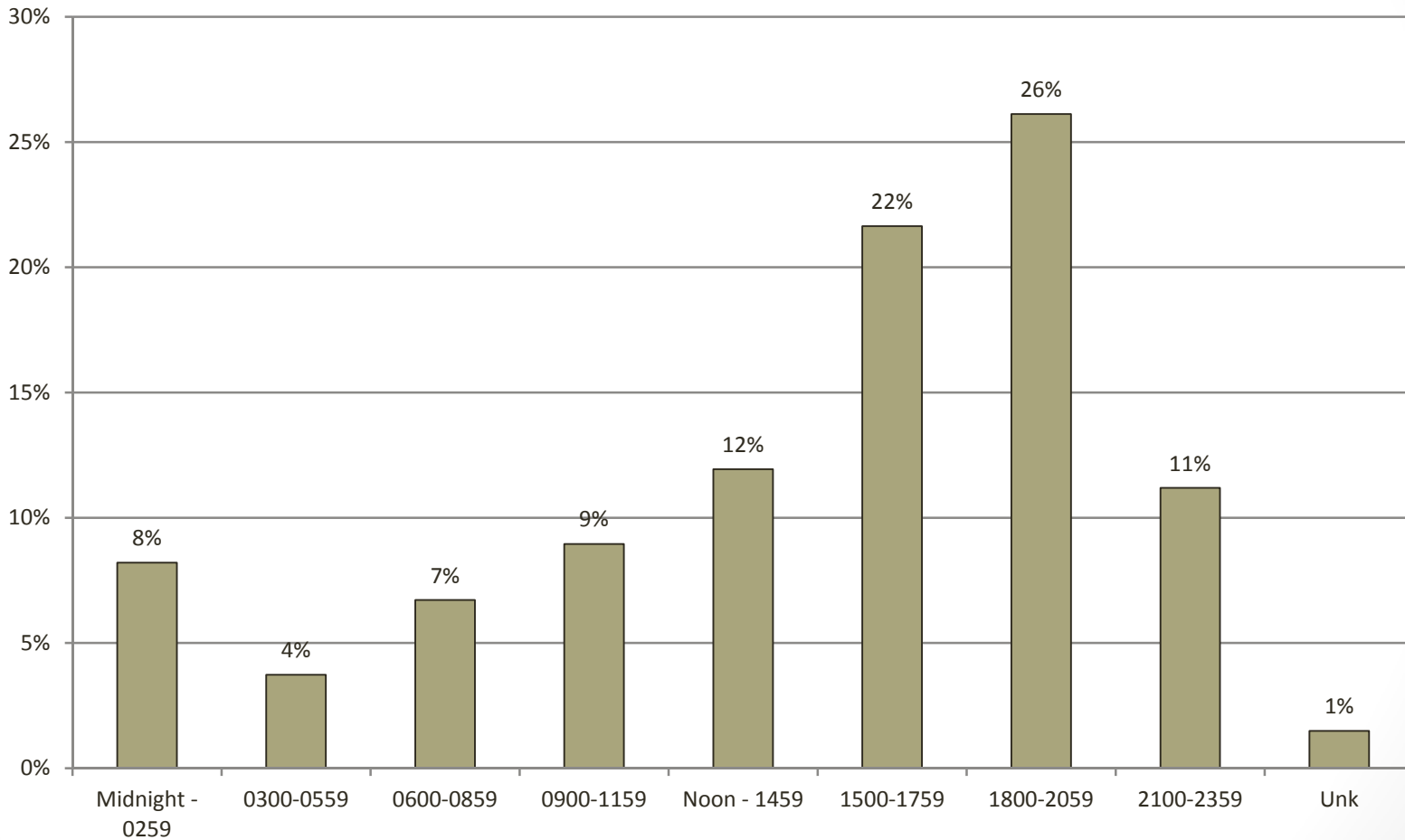
Is it time for a Motorcycle Campaign in July to help reduce fatalities in Aug & Sept?

2010-2014 MC FARS using Target Audience Data By Day



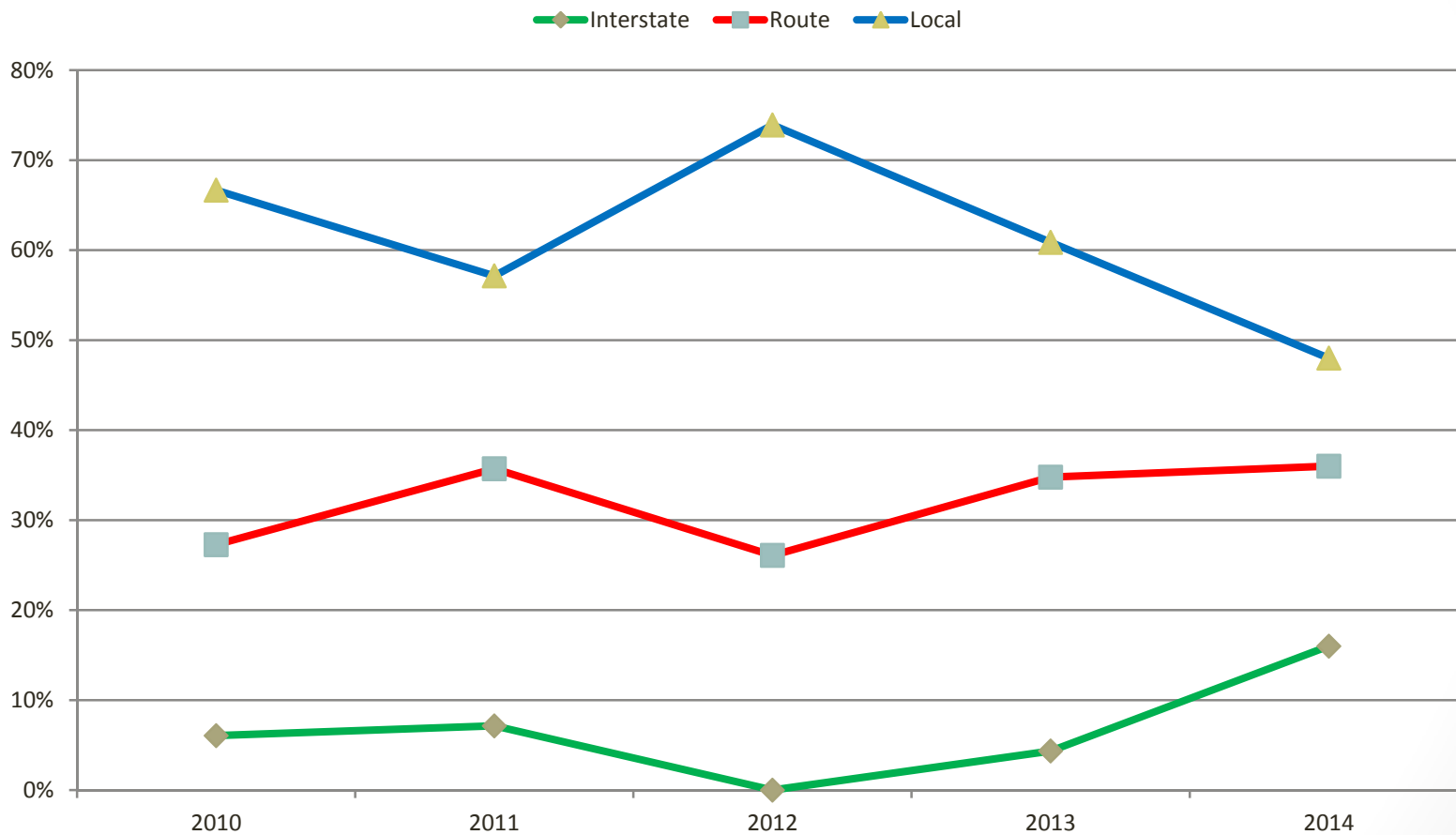
41% occurred on the Weekends

2010-2014 MC FARS using Target Audience Data By Time

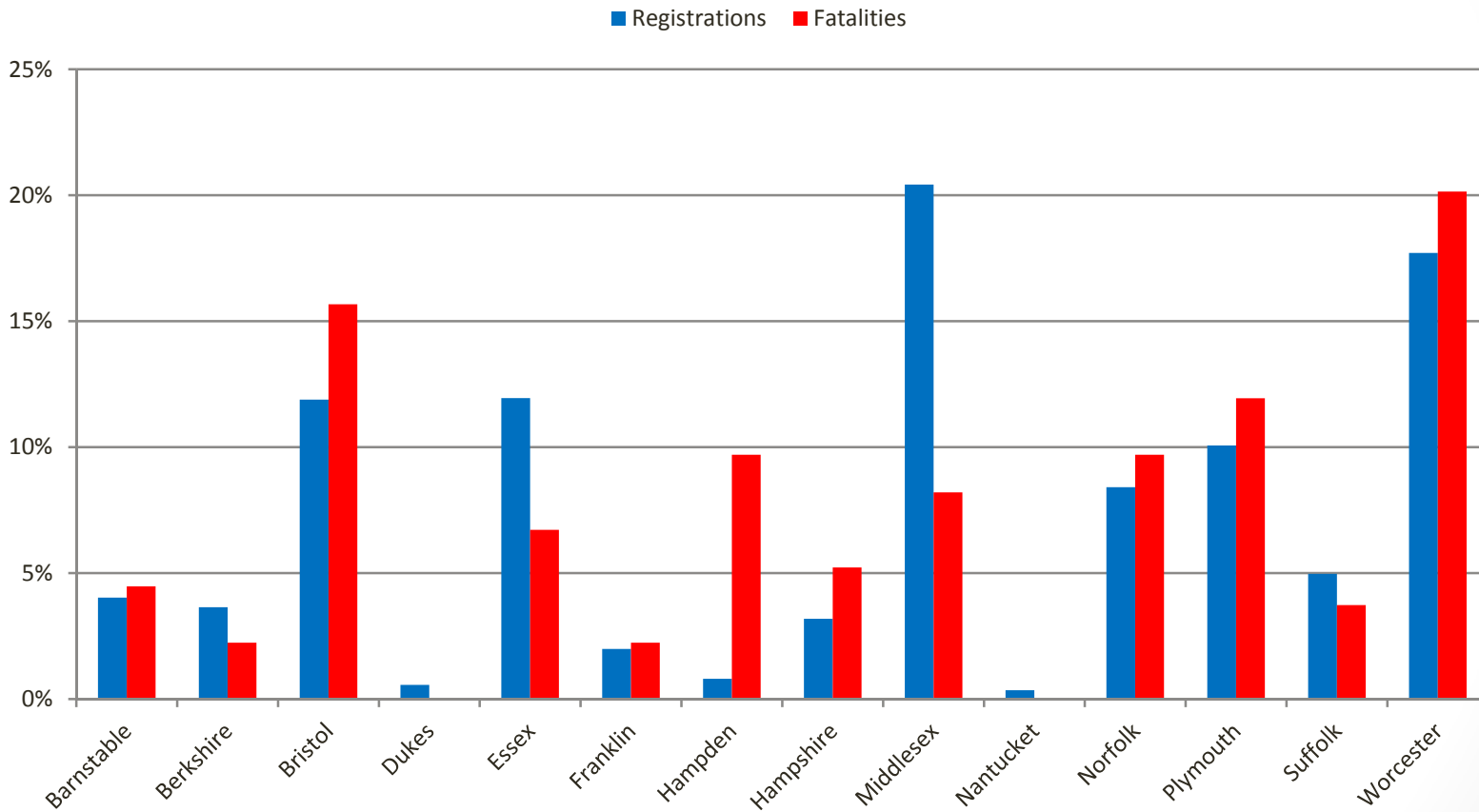


48% occurred between 3PM & 6PM

2010-2014 MC FARS using Target Audience Data By Road Type



2010-2014 MC FARS using Target Audience Data By County



Hampden County had 1% of the Motorcycle Registration but 13% of the Motorcycle Fatalities