

**Scooter safety exploratory  
research**

**09071**

April 2010

### Confidentiality

Please note that the copyright in the attached report is owned by TfL and the provision of information under Freedom of Information Act does not give the recipient a right to re-use the information in a way that would infringe copyright (for example, by publishing and issuing copies to the public).

Brief extracts of the material may be reproduced under the fair dealing provisions of the Copyright, Designs and Patents Act 1988 for the purposes of research for non-commercial purposes, private study, criticism, review and news reporting.

Details of the arrangements for reusing the material owned by TfL for any other purpose can be obtained by contacting us at [enquire@tfl.gov.uk](mailto:enquire@tfl.gov.uk)

Research conducted by 2CV

# Contents



**Introduction and background**

**Summary of findings**

**Scooter / moped risks and safety**

**Pull factors to safety**

**Push factors to risk**

**Cultural and personal context of scooters / mopeds**

**Summary and conclusions**

# Background



- Scooters represent a disproportionately large proportion of road casualties given their numbers in London
  - According to ScooterSafe, riders and pillion passengers riding machines under 250cc make up 46% of the overall number of motorcycle accidents across the Capital every year.
- TfL currently works in conjunction with other London authorities to support ScooterSafe, an initiative set up to help educate scooter riders about riding safely
  - The number of motorcycle accidents has declined in recent years, but TfL have recognised that there is still a long way to go to improve safety
- TfL have not conducted much research to date with Scooter riders. TfL have therefore identified the need to conduct research to explore attitudes and behaviours amongst scooter riders, to try to understand the potential causes of these accidents

## Research objectives

*To understand the risk behaviours of scooter / moped riders*

*To explore the motivators, barriers and influencers for riding and risk behaviour*

*To profile any cultural underpinnings for risk behaviour*

## Method and sample, conducted March 2010

### **8 x 1.5hrs scooter / moped rider groups**

- Respondents were recruited from across London to give a full geographical spread, covering inner and outer London
- Attitude to risk was established via agreeing to a list of behaviours such as wearing protective clothing, running red lights etc.

Group	Age	Gender	Type of vehicle / rider	Attitude to risk	Group Location
1	16-18 (Without full car licence)	Male	Moped rider	Mix	Wembley
2	16-18 (Without full car licence)	Male	Scooter rider (50cc)	Mix	Camden
3	19-24	Male	Scooter rider	Risk takers	Camden
4	19-24	Mixed	Scooter rider	Risk avoiders	Central
5	25-34	Male	Scooter rider	Risk takers	Central
6	25-34	Female	Scooter rider	Risk takers	Primrose Hill
7	35-50	Mixed	Scooter rider	Mixed	Primrose Hill

## Method and sample (continued)

### ***2 x in depths with professional riders***

To understand the unique perspective of professional riders depth interviews were conducted to ensure this audience was included within the research

Depth	Age	Gender	Type of vehicle / rider
1	27	Male	Food delivery
2	35	Male	Courier

### ***2 x observation sessions***

To further understand real world behaviour of scooter / moped riders observation sessions were run in key areas chosen using KSI data and input from boroughs

- Westminster – Oxford Circus, Marble Arch, Bayswater Road & Trafalgar Square
- Bromley – in and around the city centre and High Street

### ***Discourse analysis***

A detailed analysis of scooters / mopeds in popular culture and the media, looking for themes and discourses that underpin the way in which riders relate to their scooter / moped, safety and risk



## Summary of findings





# Headlines from the research

- Scooter riders take a wide variety of risks on the road, including wearing impractical clothes, overtaking against traffic, listening to music, pulling tricks, not concentrating etc.
  - These risks are a combination of conscious and low conscious
- Risks are taken due to a variety of internal and external push and pull factors
  - Internal – perception of invulnerability, the pursuit of ‘flow’ and association with the bicycle
  - External – other road users and environmental factors (weather / road conditions)
- These factors are contextualised by the cultural and personal benefits to scooters / mopeds
- Currently safety communications and training is not targeted at scooter / moped riders, and there may be a need to raise awareness of safety risks in riders’ minds and engage them emotionally to encourage a change in risk behaviours
  - Whilst being sympathetic towards the emotional and cultural aspects of riding
- Most are shocked that statistically more accidents occur when there is no other vehicle involved – despite the shock most believed the data and could see why this might be



## **Scooter / moped risks and safety**



# Riders and risks

- Whilst risks are diverse and range from rider to rider a number of universal risk behaviours exist

*"I like my scooter because it enables me to whizz in and out of traffic, but at the same time I know that often cut it close"* Female, 19-24

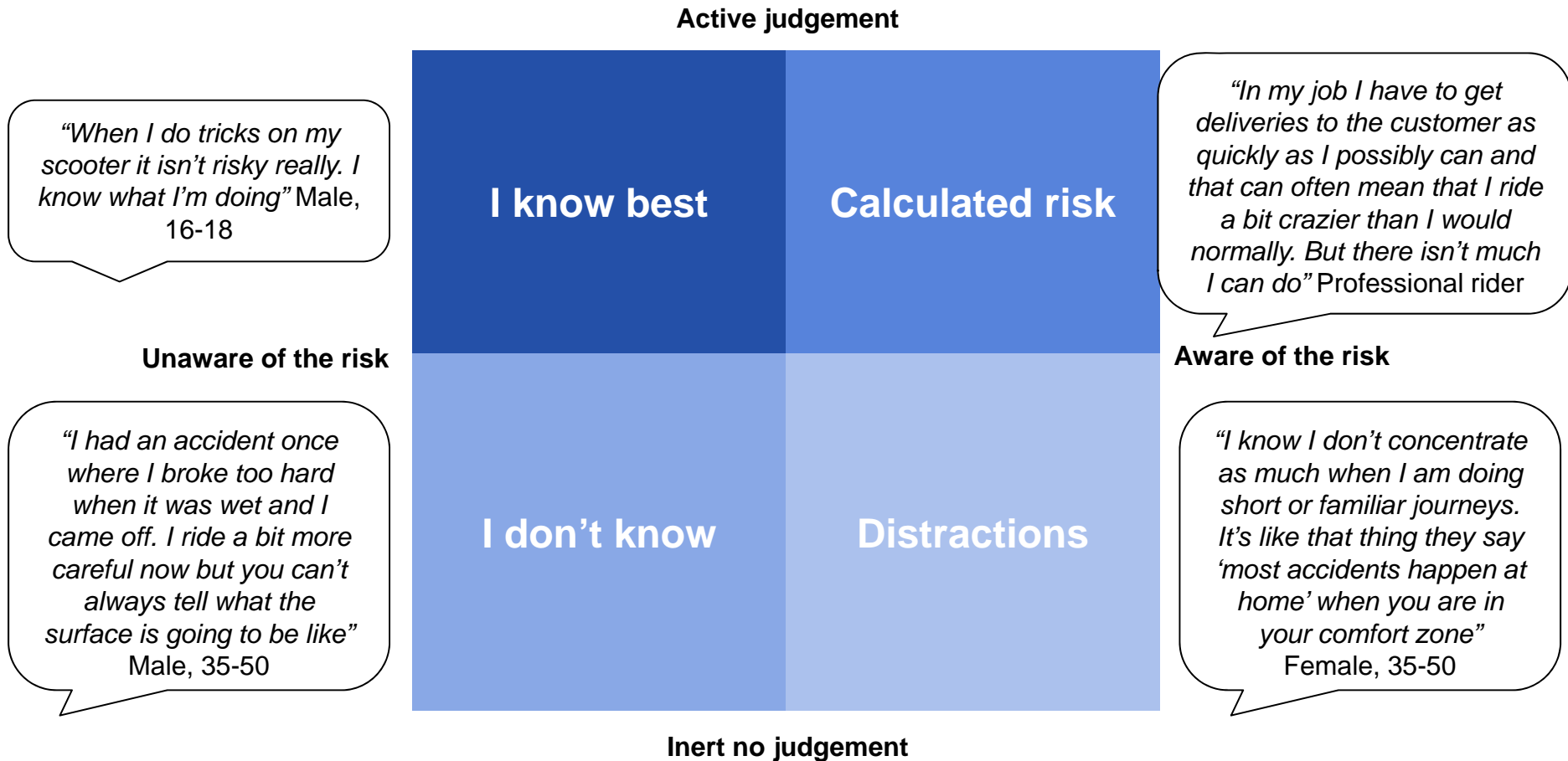
*"I pull all sorts of tricks on my ped, it's just what you do. It's loads of fun"*  
Male, 16-18

*"I listen to music when I'm riding my scooter, I know it probably isn't totally safe but as far as I know it isn't illegal"* Female, 25-34



# Risk behaviours fall into four categories

- Risks span conscious and unconscious and active versus inactive:



## Some risks taken when riders feel they ‘know best’

- These behaviours are a result of an overriding feeling of control of both the situation and their scooter / moped and sense of entitlement
  - These often involve breaking or bending road rules
- Most common amongst young men due to overwhelming personal, social and cultural benefits e.g. being seen to be cool and fitting in to a scooter / moped sub-culture
- The ease with which riders are able to do these things can contribute to their prevalence
  - E.g. de-restricting kits appear semi-legal given their availability on sites such as eBay

### *I know best*

Tricks / stunts  
De-restricting  
Speeding (most)  
Going on pavements  
Taking passengers  
Lying about CBT

*“If I get to some lights and all the traffic is backed right up I have no problem with cutting across the pavement to get where I need to go quicker” Male, 25-34*

*“De-restricting is easy, you just buy a kit on eBay and get a mate to fit it for you” Male, 16-18*

**For these riders there is a supreme riding confidence which allows risks to be devalued to such an extent that they are scarcely considered**

# Riders are often taking calculated risks

- A tendency to put oneself at risk based upon a risk vs. benefit calculation – these fall into two categories:
- **Assertive / defensive riding** (filtering, overtaking and cutting it close) – All do, part of the benefits of riding a scooter / mopeds, more prevalent when time pressured (observed during peak time and amongst professional riders)
- **Lifestyle over safety** (music and clothing) – A focus on the peripheral cultural / fun aspects of riding causing safety to take a backseat e.g. bare legs and arms in the summer. Can also involve high risk behaviours such as riding whilst drunk
- Risk is calculated on some level although extent may be unknown, decisions are often flippant and habitual

## Calculated risks

Filtering through traffic  
Cutting it fine  
Overtaking against traffic  
Impractical clothes  
Tailgating  
Listening to music  
Speeding (some)  
Under the influence  
Riding two abreast  
Not wearing a helmet

*"I listen to music when I'm riding my scooter, I know it probably isn't totally safe but as far as I know it isn't illegal"* Female, 25-34

*"I'll go on the other side of the road to get to the front, its kinda the point of having one (a scooter)"* Male , 35-50

Common across a wide range of different riders, a lack of awareness of the risks involved resulting in an imbalanced risk vs. benefit assessment

## Calculated risks, frequently cited in diaries

I do take risks and have been known to ride dangerously, cutting in between traffic and whizzing up the side of long traffic jams. This is one of the main reasons I ride a bike, to cut travel time! The most serious accident I was involved in was because of undertaking a line of traffic. Although i technically wasn't at fault I was advised not to drive like this again and that it was highly dangerous. I still do it, just at a slower speed so I am able to stop

*I sometimes do probably drive faster than I should when road conditions are bad but this is only if I am running extremely late for work etc*

I enjoy riding in the summer, lose t-shirts and cut off jeans and pumps, my MoMo helmet it's all apart of the look, that's my weekend look. Going to work in a suite or Italian style crop trousers, dress top, jacket with a scarf around my neck and Tote loafers is a highly desirable look for me. The main point is looking chic on my Vespa in the summer, which is why I hate the winter because I have to dress warm – I have to say my amour is underneath my black padded jacket that goes with my black winter helmet.

I try and wear suitable riding gear as often as I can but have to admit I sometimes go out wearing less protective clothing than I should do. In the summer, in high temperatures I just melt if I wear my big biker jacket, so tend to opt for a lighter weight leather jacket. I also wear the lower part of my helmet up a lot of the time as I feel claustrophobic with it down – this is not recommended though, if I was involved in an accident I would be at a much higher risk of head injuries.

# A surprising lack of knowledge regarding some risks

- Many risks are caused by riders underestimating their scooter / moped or by wilfully ignoring the facts
  - Not having sufficient knowledge / information to make decisions
- Most common are:
  - Low awareness of vehicle power – esp. when learning
  - Low awareness of how to deal with certain road conditions on unfamiliar roads or when the weather changes
- As a complex piece of machinery a scooter / moped can cause harm if not taken care of e.g. mechanical faults and maintenance being carried out by untrained people

## *I don't Know*

Low awareness of vehicle power  
Low awareness of road conditions  
Going inside (of buses / lorries)  
Don't know what to wear  
Mechanical faults / not using qualified mechanics

*"The first time I went on a scooter I nearly had an accident where the thing went out from underneath me!"* Male, 19-24

*"Drain covers were a bit of an eye opener. The first time I hit one when it was wet I very nearly came off!"*  
Female, 35-50

**A lack of awareness of risk is common, current training / information sources are not effective at educating**



# Distractions happen despite awareness of the risks

- Riders can take their mind off the road during familiar journeys (often to enjoy the experience of riding)
  - The danger is that the road and traffic conditions that are normally top of mind become recessive and more dangerous as a result
- In particular, riders claim they are far more aware when they are amongst traffic – no cars, no need to worry
- Lack of concentration can occur alongside other risk behaviours e.g. riding assertively whilst in a hurry and not checking for traffic thoroughly
- Can be caused by being distracted by stress, by being with friends or even by smoking

## *Distractions*

Zoning out on regular journeys  
Letting guard down when no cars  
Not looking for other traffic  
Some speeding  
Riding with friends  
Smoking

*“I am totally much more aware when I am in traffic and keeping an eye out for other road users and trying to anticipate their behaviour” Female, 25-34*

*“If I have a bad day at work or something I will often find I’m too busy running things over in my head to concentrate. Then if something does happen it gives you a bit of a jolt” Male, 25-34*

**Letting guard down happens when riders are in their comfort zone and don’t feel the need to consider every manoeuvre**

# Four risk areas influenced by a combination of factors

Internal (self governed) and external (governed by outside events / people) pull and push factors, contextualised by cultural and personal motivators to scooter / mopeds

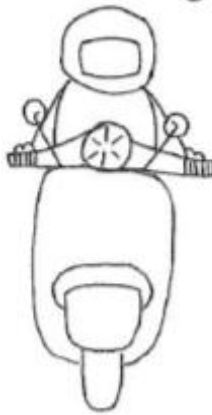
## *Pull factors to safety*

### **Internal**

- Safety clothing

### **External**

- CBT and Police
- Communication



## *Push factors to risk*

### **External**

- Other road users
- Environmental factors (weather / road conditions)

### **Internal**

- Perception of invulnerability and ability
- The pursuit of 'flow'
- Association with the bicycle



***Internal factors most top of mind***



***External factors most top of mind***

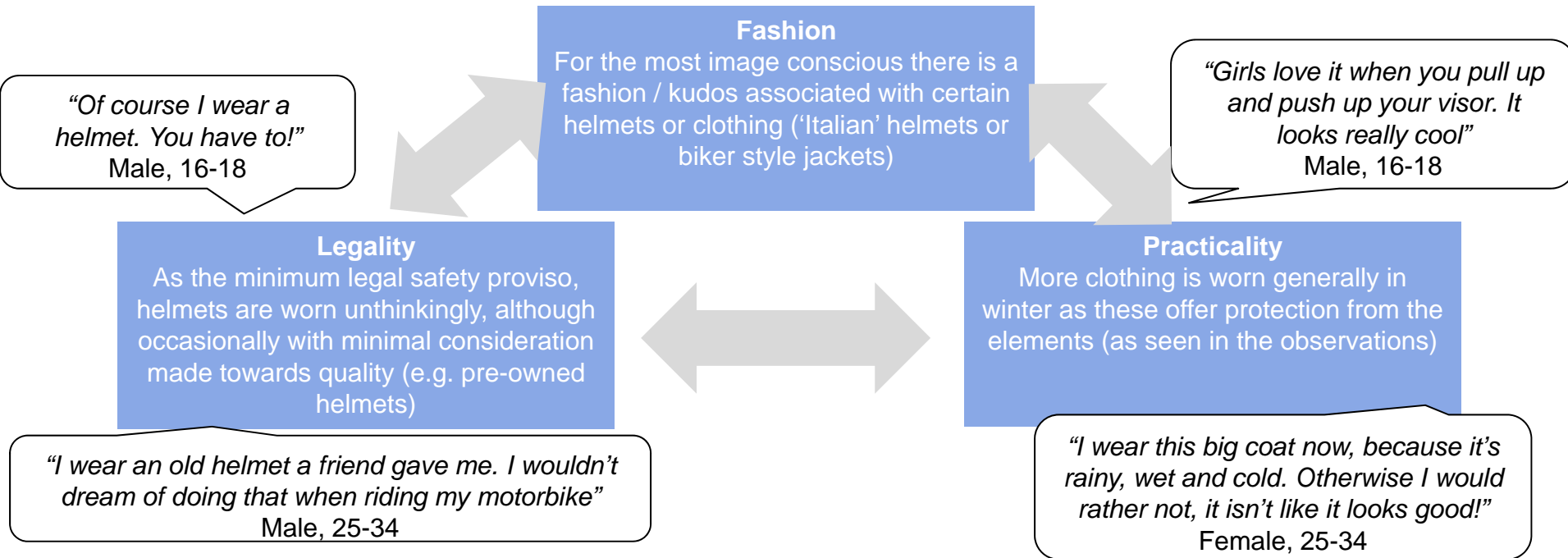


**Pull factors to safety**



# Internal factors – all are wearing helmets

Top of mind as a pull factor, most are wearing helmets and some are wearing protective clothing, however the first consideration isn't always safety



Further evidence to demonstrate how safety is just one factor amongst many influencing riders' choices

# External factors – CBT & Police limited impact on safety

## CBT



*“By the time I took my CBT I had already been riding since I was 13. It was really easy”*  
Male, 16-18

*“I do remember one thing that I always keep in mind and that is to always take one final look behind you before manoeuvring. It could save your life”* Female, 19-24

*“It is a bit of a joke, all you do is go through a few cones and you are done”* Male, 25-34



***A one off criteria to be satisfied, removed from risk taking moment***

## Police



*“It’s really easy to get away with stuff. You never get stopped by the police”* Male, 25-34

*“I have been pulled over by police asking if I had a CBT certificated when I was under 16 but you just lie. There isn’t much they can do”*  
Male, 16-18

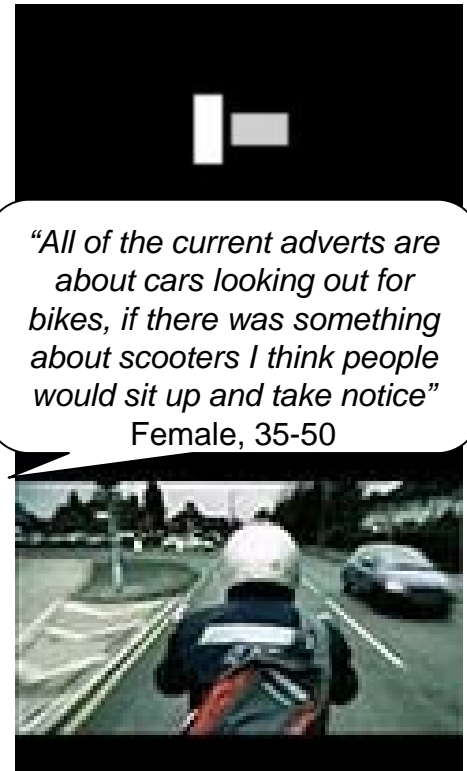
*“As a young person on a ped the police target you a lot and give you hassle”* Male, 16-18



***Empirical evidence to suggest scooters / moped safety not a focus***

## External factors – current communication aimed at cars

- Respondents could name a number of memorable safety communications relating to P2Ws generally – although only ever showing motorbikes
- However, the targeting of these ads is always for drivers to take greater care around P2Ws
  - Thus reinforcing the idea that they are the vulnerable party and are otherwise riding sensibly and without risk
- There were no mentions of ScooterSafe by name, although some felt there they had seen something they couldn't recall



*"All of the current adverts are about cars looking out for bikes, if there was something about scooters I think people would sit up and take notice"*

Female, 35-50

**A lack of a presence of scooters / mopeds in comms can reinforce the misplaced perception that they are safe**



**Push factors to risk**



## External factors – riders' have many concerns over other road users (diary scans)

There are several risks motorbike / Scooter riders face. I believe the greatest risk are other vehicles on the road. There is a known pecking order; buses / lorries, cars, scooters / motorbikes, bicycles. Nobody looks out for scooters so you have to be extra vigilant to make sure you aren't involved in an accident or knocked off your bike. You can't expect them to see you, you almost have to act as if you can't be seen – just to be safe.

The greatest risk to the average scooter rider comes not from the car or lorry but the pedestrian running across the road between cars or the cyclist weaving between lanes and cars. This danger is increased at night and in the rain when everyone forgets how difficult it is to be seen.

appear to be more aware of people on motorbikes and scooters. I have seen a few people in high-visibility jackets and vests but, saying this you get the odd driver who will actually go for i.e. try and ram you only for the fact that you've passed them and this seems to annoy them to hell. You have to just keep going or even pull off to the side of the road and wait till their pass.

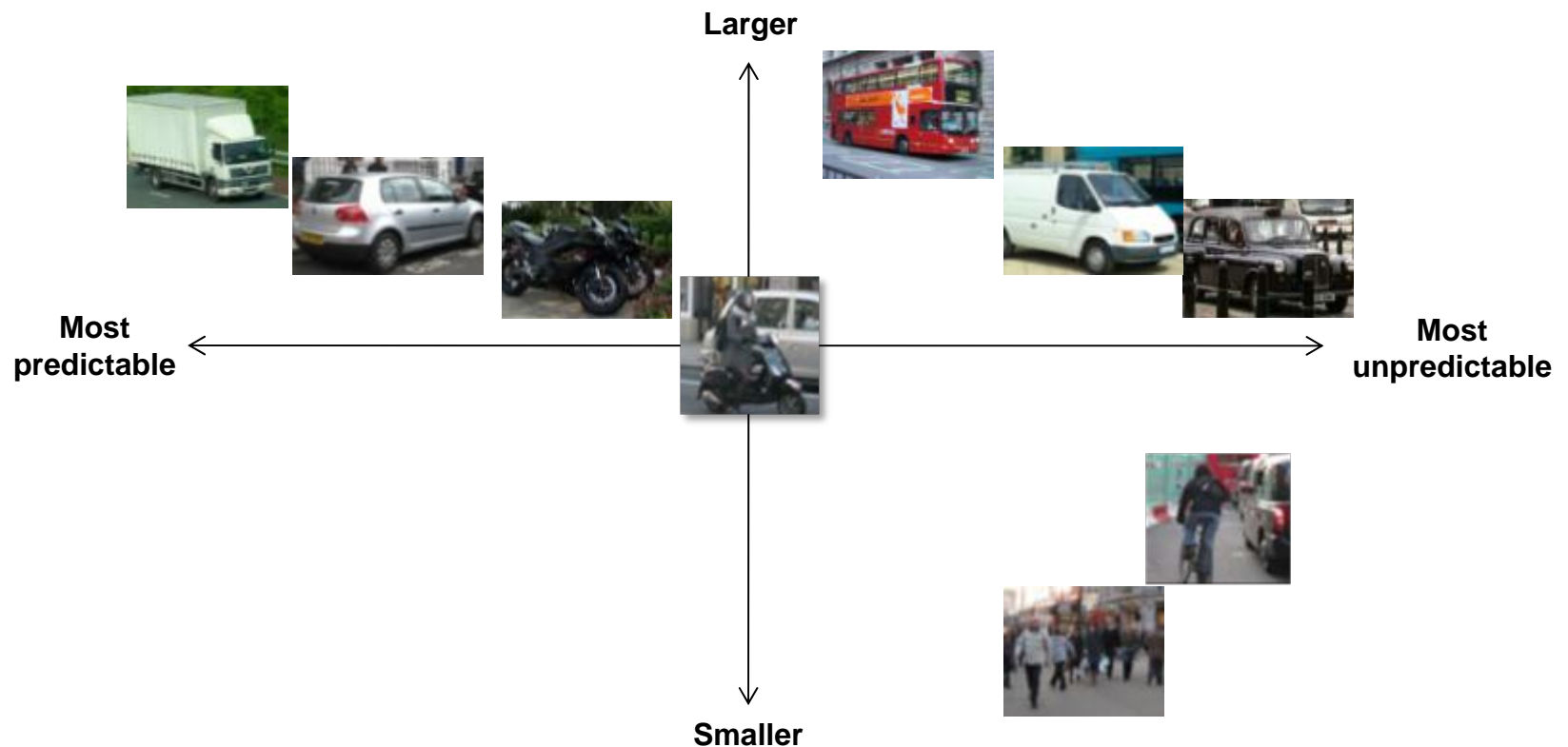
... a bit factor as I normally have an appointment in town and

outside of non-moving traffic. Cars turning right through slow moving traffic are a danger. Large and fast moving vehicles pressuring scooters to move into gutter to pass where scooters are travelling more slowly. Cars changing lanes quickly without indicating or using mirrors. General lack of indicator and mirror use. Cyclists are also a menace...



# External factors – most other road users a threat

- Scooter / moped riders have to be watchful for all other road users for different reasons:



Other road users are most likely to cause riders to ride in an assertive / defensive way and are also the inherent danger of many risks

## External factors – the riding environment

- Weather and road conditions play a significant role in safety (e.g. wet ground, loose ground, potholes, ice, snow, etc.) where traction / balance can be lost
- In particular:
  - **Potholes** – problematic at all times although especially when hidden by rain water
  - **Manhole covers** – becoming slippery in wet weather



Most riders recognise these risks but they can still be missed if on unfamiliar roads or when distracted, risk increased when riders wear impractical clothing

## External factors – the riding environment presented in riders' diaries

Another risk is the weather. Rain and snow being the worst to ride your bike in. It makes road surfaces & markings slippery, reduces vision considerably, effects braking distances and can also make you freezing cold, being unable to feel your hands and respond as quickly to dangers that may occur on the roads.

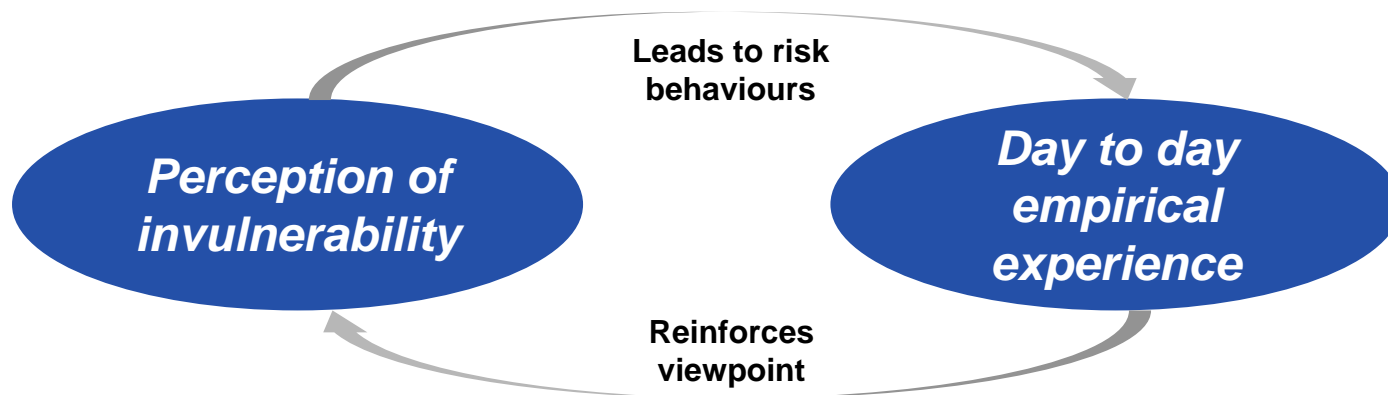
Another danger I am always aware of are road conditions – I am forever coming across pot holes, road works, grit, loose pebbles, slippery surfaces; all of which increase the chances of an accident on your bike, if you aren't careful.

near traffic around me.

My biggest fear is falling off my scooter or being involved in a serious accident. I take weather conditions seriously and if it is raining heavily or snowing I adjust my speed accordingly. I won't take as many risks if the weather is bad – it just isn't worth it.

## Internal factors – perception of invulnerability

- All risk behaviours are framed by the sense of self belief that all riders share, which is that they are good riders and therefore inherently safe – a cycle of reinforcement developing over time:



- Additionally, as the cause of many accidents is attributed to external environmental and other road users, some can further externalise risk – *“You can’t do much about an accident, that’s why they are called accidents!” Male, 16-18*

All are guilty of downplaying the dangers of riding esp. those making I know best and calculated risks

# Internal factors – experience of accidents is common

- Despite considering themselves good riders, many talk of their 'first accident' which often happens during the learning process
  - Often as a result of losing traction on loose ground or underestimating the force of the vehicle
- For some this can highlight the uniquely precarious nature of scooters / mopeds – it doesn't take much to come off
  - Can alter riding behaviour
- However, more often accidents are shrugged off and attributed to the learning process

*"I remember the accident I had when I first got on a scooter at my parents in France. I took it too fast across a gravel driveway and just lost control. That has stuck with me but I'm a better rider now"*  
Female, 19-24

*"I had an accident once which was totally my fault. I was riding with my boyfriend on the back. We had a couple of drinks and took a corner too quick coming on to a main road"* Female, 25-34

*"I actually had a friend who died in an accident. Car pulled out right in front of him, nothing he could do"*  
Male, 16-18

**An opportunity area exists in the contradiction between self confidence vs. first hand experience of accidents, to encourage riders to reflect on their riding**

## **Internal factors – experience of accidents is commonly referred to in diaries**

I remember coming off my scooter in the summer and lying in the road with my bike on top of me and thinking 'damn I've just ripped my lovely tights and will have to ride home with holes in them, not a good look', then the pain started. Shocking I know but a Vespa is a lifestyle.

I also wear a full helmet, should I fall off I'd like to think I have protected myself as well as possible. In addition I have good gloves, a decent jacket with support/protection and an old pair of motorcycle trousers which a friend gave me when I started out. These were very useful in the first week I had a scooter when I had an accident with a kerb! That said I tend not to wear them as much as I should.

# Internal factors – ‘flow’ perceived to very important

## *Rationally = speed*

- Short journey times through increased manoeuvrability – easy to filter, overtake or weave through traffic
  - The ideal vehicle for speedy deliveries as well as commuting
- Combined with top speeds, circa 40-60mph



- Through flow related manoeuvres riders can put themselves at risk, but the benefits are hugely compelling

## *Emotionally = fun and freedom*

- A pleasurable riding experience, weaving in and out of traffic
- Riders use playful language such as ‘joyride’, ‘competition’ etc. to describe journeys
- An unmediated connection to the environment, you can just reach out and touch it
- Doesn't feel mundane and practical, like a mini-holiday



- The fun of riding can mean that scooters / mopeds can feel more innocuous than they are

**In order to achieve this important benefit riders are taking calculated and distraction risks**

# Internal factors – association with bicycles

*“A scooter is just like a bike with an engine!” Male, 16-18*

**Ability to bend the rules** – bicycles are often seen as being outside of the law – for some scooters / mopeds are seen as being similar

*“I ride my scooter much like I ride my bike, occasionally jumping lights if I think I can get away with it or going across pavements”  
Male, 25-34*

**Intuitive trust in two wheels** – for most this is intuitive, means people already know the core skill – can feel like instant pros

*“I have rode a bike since I was a kid so getting on a scooter wasn't a big deal. It was really easy” Male, 16-18*

**Heavily linked with youth** – bicycles hark back to a younger, more naïve period in people's lives – which can be transferred to scooters

*“It's just a straightforward progression to what you already know, I guess that's why I see it the way I do. It's just a lot of fun”  
Female, 25-34*

**Contribute to a pervasive sense that scooters are not serious and inherently safe**

**This association can contribute to many I know best and calculated risks – going across pavements, riding drunk, filtering etc.**





**Cultural and personal context**



# I ❤️ my scooter / moped

- Whatever they call them, scooters, peds, bikes, mopeds – all love their wheels
- A rider's relationship to their scooter / moped can be as profound, as emotional and as entrenched as drivers and their cars
- A scooter / moped can be more than just a mode of transport – a symbol of independence, a gateway to adulthood, a way to earn a living



- This has implications for how you communicate with riders
  - Can't ignore the depth of feeling people have for their scooters
- Recognition of these emotions can be used as a way to open dialogue for communications – on their terms

id and what it mea why have you  
r sort of vehicle?



# Scooter / moped as a trusted friend

- Riders can develop a near symbiotic relationship with their machine
  - Over time dialogue develops through maintenance and understanding of one another's foibles
- The relationship can go even deeper for those more entrenched in scooter / moped sub culture: the more you modify the machine the more it becomes yours



*"I'd never done any kind of maintenance on anything of any sort before my scooter but when it broke down I took it apart and managed to eventually fix it. Now it is like I understand it, how it works and what makes it tick"*

Male, 25-34

*"I go to the gym. I leave it outside. I go to the pub. I leave it outside. I go and get some chicken. The bike's still outside. It's everywhere i go. It's like my leg or something"*

Male, 19-25

Riders feel they 'know' their machine and can test its capabilities via I know best and calculated risks, also implicit trust can lead to complacency

# Financially rewarding

- Cost is one of the more rational attributes of scooters / mopeds that contribute to the emotional engagement riders have with their vehicle:

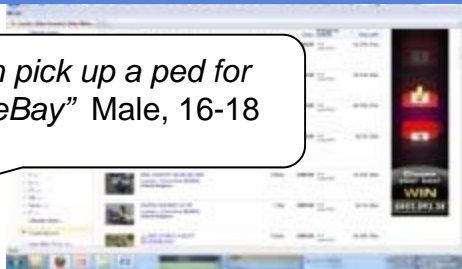
## *Cheap to buy*

- Low cost to entry is a key motivator to riding
- Even top of the range scooters aren't hugely expensive...
- ... cheapest only £300!
- Little / no training reduces cost to entry

## *Cheap to run*

- Low fuel cost
- No congestion charge
- Cheap insurance (compared to car)
- Cheap tax

"You can pick up a ped for £300 on eBay" Male, 16-18



**Cheap Tax!!**

*Cheaper to travel*

Despite being cheap, scooters / mopeds are loved – even the suggestion of damage can evoke a feeling of dread and loss

# Spoken cultural associations diverse – no one audience

Cultural anchor points are wide ranging and vary by individual or sub culture, visually communication would need to be careful in associating with any one area



*"I just think of Jamie Oliver and that kind of thing, a good lifestyle I guess"*  
Female, 25-34



*"I chose this symbol (the mod target) to sum up the way I feel about my scooter, well it's just a retro 60s thing isn't it?"*  
Male, 25-34



*"Loads of people I know ride peds, people are known by the sound of their engine or by having a rare body kit"*  
Male, 16-18



*"It has that European glamour about it, y'know Audrey Hepburn etc."*  
Female, 25-35

*"I am a member of scooter clubs and the level of passion is incredible. All the meets, the events, the music. It's like a family of sorts"*  
Female, 35-50



**Whilst culturally riders are very different to one another there is solidarity amongst riders through shared experiences on the road and risks**

## **Discourse analysis**

*To understand the unspoken, yet influential, cultural underpinnings of scooter / moped safety, a piece of discourse analysis was conducted*

*The source material for this analysis was broad ranging – including literature, film, advertising and journalism (past and present)*

*How scooters / mopeds are represented in society, reveals a number of clear cultural motivations to scootering and why riders take risks*

# Unspoken cultural influencers to risk, four themes emerge

## Youthfulness

- Originally targeted at young people and women, associations of youthfulness remain
- A rite of passage into adulthood, the first taste of liberty
  - Escape from parents or adolescent frustrations
- Living youth to the full for the young to *re-living* youth for older riders

## Romance and escapism

- Scooters / mopeds consistently associated with romance and escapism
- Connotations of summer holidays and echoes of their role in the history of European design
- Therefore they offer a chance for escape from the mundane, fleeting moments of holiday in workaday days

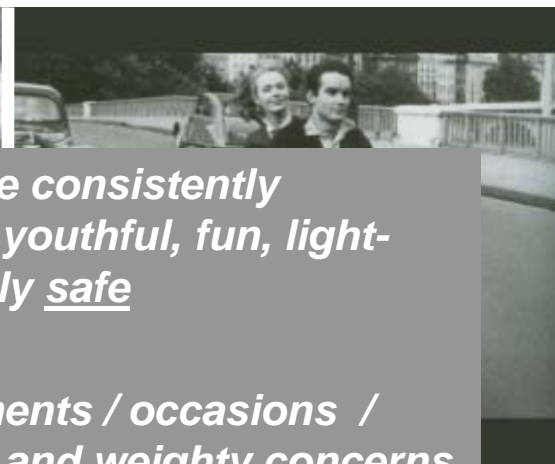
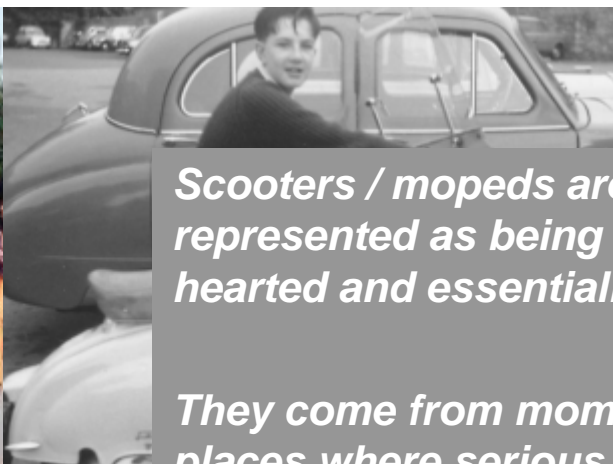
## Motorbike lite

- For early marketers, the scooter / moped symbolised a departure from primitive force of the motorbike
  - A “motorbike lite” – less threatening, approachable
- A more refined, cultured and relaxed experience than a motorbike

## Working class

- Cheap and practical, thereby becoming positive working class symbols
- This endures as an essential part of life in the estates, a significant symbol in the day to day life of lower SEG areas
- They can become a focus for youthful identity and social bonding and the pressure to conform

# Cultural influencers converge to a clear narrative on safety



*Scooters / mopeds are consistently represented as being youthful, fun, light-hearted and essentially safe*

*They come from moments / occasions / places where serious and weighty concerns over safety are more distant and not worth fretting over*



**These cultural underpinnings form the context to the riding experience, contributing heavily to calculated and I don't know risks**





## Summary and conclusions



# Universal risk behaviours

- There are a number of risks, common to a wide range of riders:
  - **Calculated risks** – e.g. filtering, overtaking, cutting it close and impractical clothing
  - **I don't know** – e.g. low awareness of road conditions and vehicle power
  - **Distractions** – e.g. zoning out or not paying attention, letting guard down when no cars around
- And for a smaller number of riders
  - **I know best** – e.g. pulling tricks, riding on pavements

# Risks are influenced by a variety of pull and push factors

- Pull factors
  - **Internal** – safety clothing
  - **External** – CBT and Police, communications
- Push factors
  - **External** – other road users and environmental factors (weather / road conditions)
  - **Internal** – perception of invulnerability, the pursuit of ‘flow’ and association with the bicycle
- These factors are contextualised by the cultural and personal benefits to scooters / mopeds

# Scooters / mopeds more than just practical

- It will be essential when communicating to riders that an awareness of the deep and meaningful role scooters / mopeds play in riders' lives, which transcend simply getting from A→B
- While cultural meanings are personal and vary between riders the emotional benefits of flow, freedom and the sense that it is almost like taking a holiday within your daily commute are more universal
  - These emotional benefits, and the cultural discourses around scooters / mopeds which also support this view, contribute heavily to a misplaced perceptions that scooters are safe and innocuous

*These emotional aspects are in sharp contrast to the risks presented by scooters / mopeds, could this disparity be used to drive home a safety message?*

# Risk behaviour change

- The main challenges for achieving behaviour change are:
  - Overcoming significant benefits to risk behaviours and influencing the low conscious
  - Riders' strong sense of self belief and a reluctance for riders to see themselves at fault
  - Ensure that tonality and imagery of comms is sympathetic with the vivid cultural and emotional aspects of scooters / mopeds
- Currently safety communications and training is not targeted at scooter / moped riders, and there may be a need to raise awareness of safety risks in riders' minds and engage them emotionally to encourage a change in risk behaviours
  - Whilst simultaneously being sympathetic towards emotional and cultural aspects which riders hold dear

# Strength of message will be key

*People will want to ignore*

Risk is either not part of the idealised view of scooters / mopeds or is part of the appeal



*Risks will need to be presented in an arresting and engaging way in order to achieve cut through*

*Many risks are low conscious*

If people aren't making active decisions how can their behaviour be influenced?



*Using discrete moments which are conscious and habitual could work as a memory cue e.g. the act of putting on a helmet*

*Benefits are extremely potent*

Speed, risk, fashion and fun are inextricably linked with scooter / moped culture but also have safety implications



*The equation is currently in favour of the benefit, the risk needs to be sufficient enough to redress this*

# The 'most accidents happen when alone' fact is shocking

- When informed that statistically more KSIs occur with no other vehicles involved, most found it shocking but believable – most could imagine moments of lapses or distractions limiting judgement
  - Shock value is felt across the board – even amongst the most confident and self assured
- Statistic works in 3 main ways:
  - **Encourages self analysis / responsibility** – immediately encourages a greater sense of self analysis and limits blame apportioned to other road users
  - **Penetrates perceptions of invulnerability** – when risks are brought closer to home it can allow for an assessment of one's own vulnerability
  - **Potential to influence low-conscious moments** – as a new, credible and memorable piece of information it has the potential to influence more complacent moments, especially as it is these moments the stat is referring

Hard information, backed up with real world cue (something that keeps reminding of the realities of at key risk moments) could help reduce risk