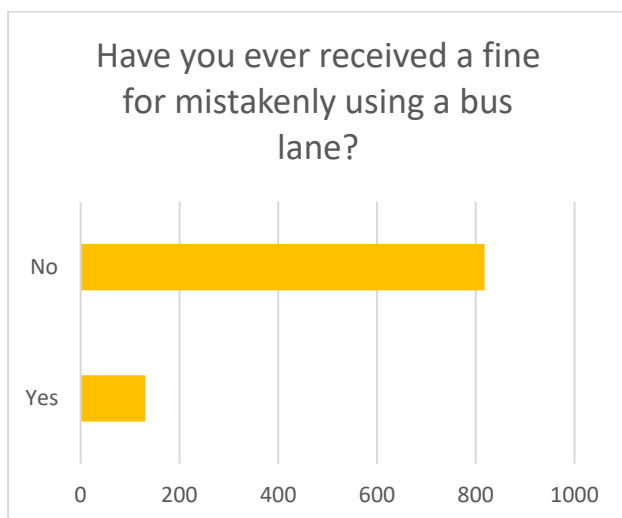
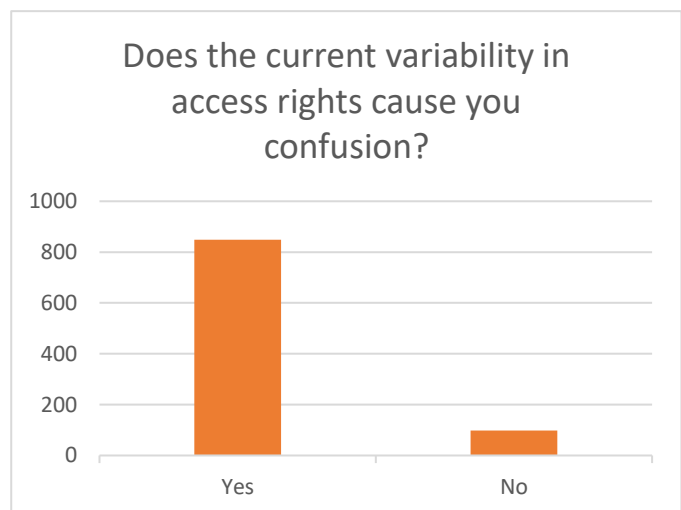
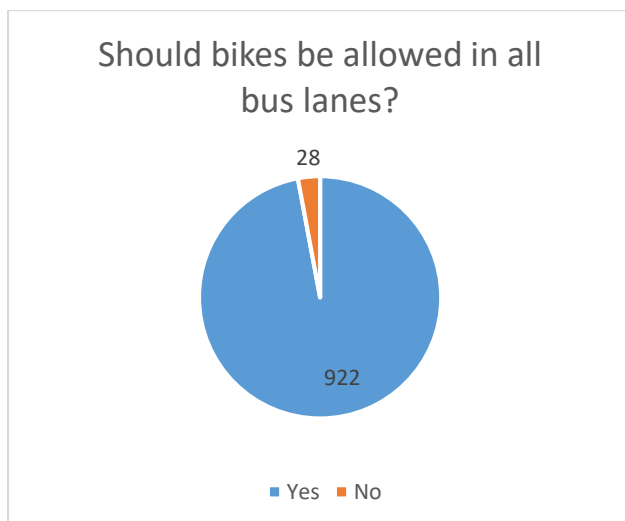


## Feedback Survey Results

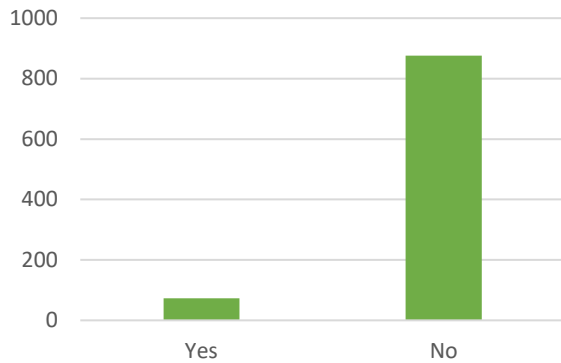
A series of 4 press releases were sent out to the full MAG email list on Thursday 15<sup>th</sup> November and Friday 16<sup>th</sup> November to encourage engagement at our Motorcycle Live 2018 stand. Within each of the press releases were a set of questions which were related to four areas of our current campaigning. The question were made into an online questionnaire and a paper variant for the show. The total of completed questionnaires was 953 in 12 days. Of which 508 were confirmed members, 339 non-members and 106 not stating either response. 43% of survey responses were in the first 12 hours, 27% were in the following 24 hours (second day) and the remaining were during the ten days of the show at the NEC.

A few lessons have been learnt regarding the survey and these have been taken on board for the future. Some comments received stated that the questions were very leading and only have a yes/no response available meant some were unable to answer some of the questions. This survey was prepared in a similar way in how we have found the local government/government consultations have been prepared and once explained the respondent understood the point that was being made. However the results speak for themselves.

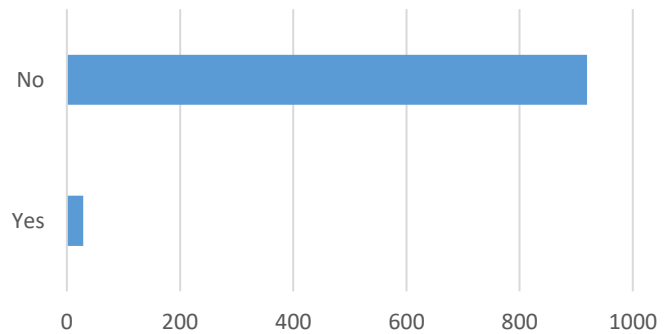
### Bus Lanes



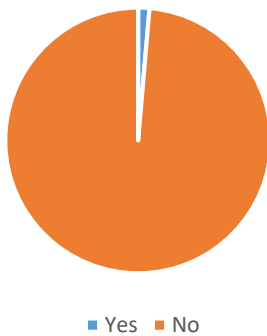
Do you think you increase risks to cyclists when sharing a bus lane with them?



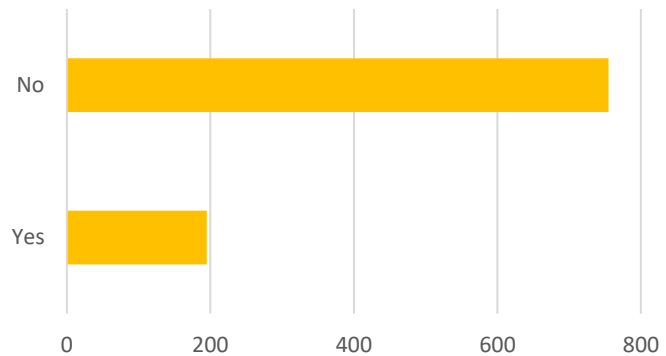
Do you think you pose a greater risk to pedestrians when you ride in a bus lane?



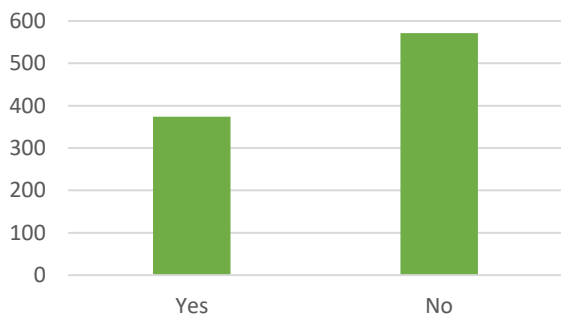
Do you think you disrupt buses when you use a bus lane?



Do you think motorcycles should have segregated lanes like cyclists?



Do you think motorcycles should be allowed to use cycle lanes?



What is the one reason, if any, for allowing motorcycles to use bus lanes?

SAFER

TRAFFIC FLOW

SAFETY

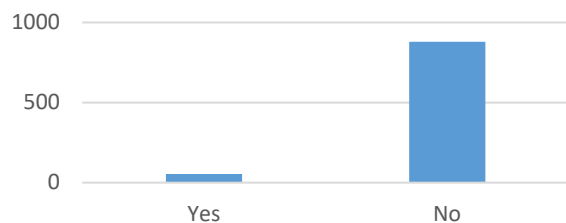
FILTERING

EASE CONGESTION

EMPTY BUS LANES

## Clean Air Zones

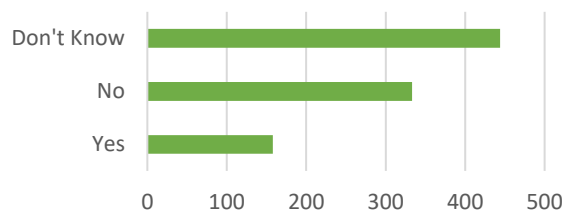
Is it right to charge older motorcycles to enter clean air zones?



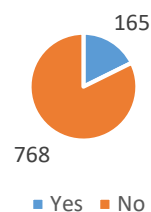
Would charging older motorcycles really improve air quality?



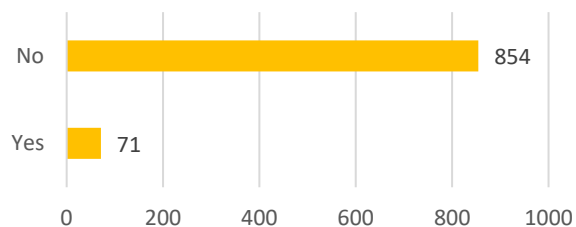
Are electric motorcycles more eco-friendly than petrol motorcycles?



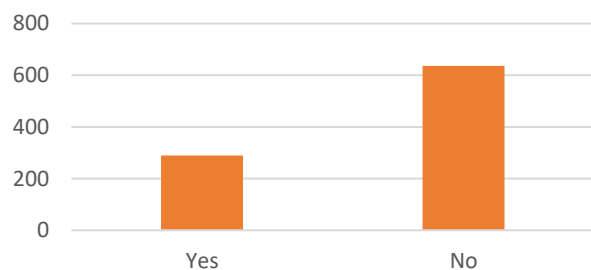
Is there a case to exempt smaller motorcycles but charge larger ones?



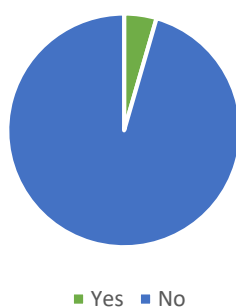
Are you prepared to give up your ICE motorcycle to improve air quality?



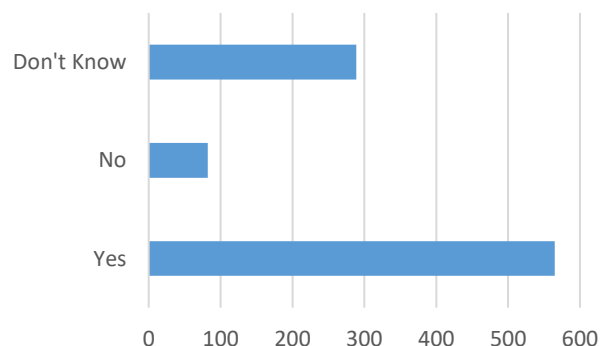
Are the claimed benefits of cleaner air realistic?



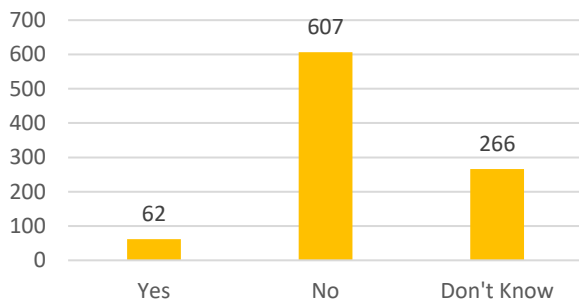
Is it fair to punish riders who can't afford to upgrade their bikes?



Will there be an impact on the classic/vintage bike scene?

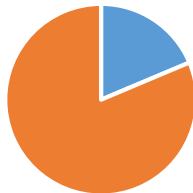


Will Sadiq Khan's extreme policies have a measurable impact on health?



## **Road Safety**

Do you think the level of risk in motorcycling outweighs the benefits of motorcycling?



■ Yes ■ No

What do you think will make the roads safer for you as a rider?

ROAD CONDITIONS

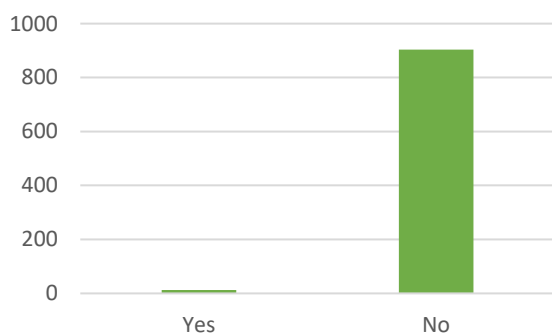
POT HOLES

BETTER CAR DRIVER TRAINING

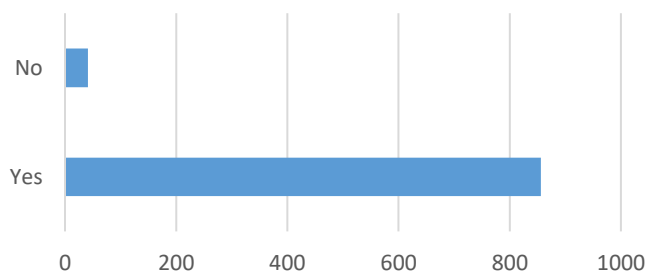
LOOKING FOR MOTORCYCLISTS

PART OF CAR DRIVER TEST

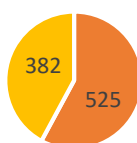
Do you think you can ever be 100% safe on the road?



Do you think more motorcyclists on the road makes biking safer or more dangerous?



Are motorcyclists seen as a problem that needs to be fixed?



■ Yes ■ No

What is the most important point of focus to improve road safety for motorcyclists?

AWARENESS

ROAD USERS

CAR DRIVERS

EDUCATION

ROAD CONDITIONS

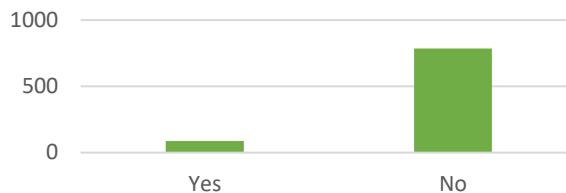
## Motorcycle Theft

Has the bike theft epidemic been solved?

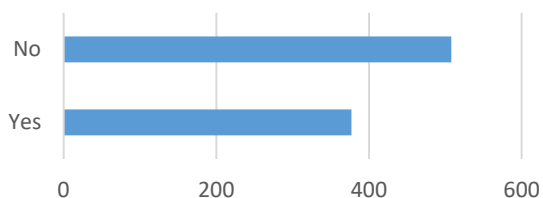


■ Yes ■ No

Are the police in your area doing enough and do they know the theft levels on their patch?



Is funding a legitimate reason for lack of response in your area?

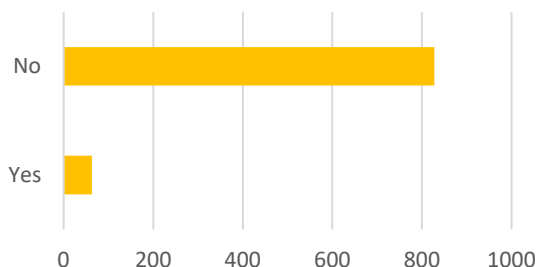


Are the courts doing enough and are sentences sufficiently harsh?

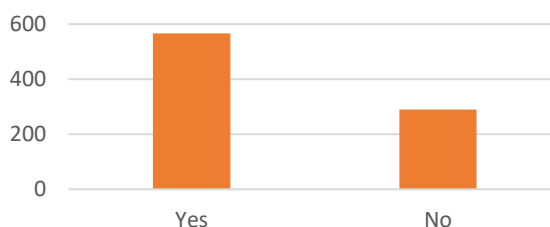


■ Yes ■ No

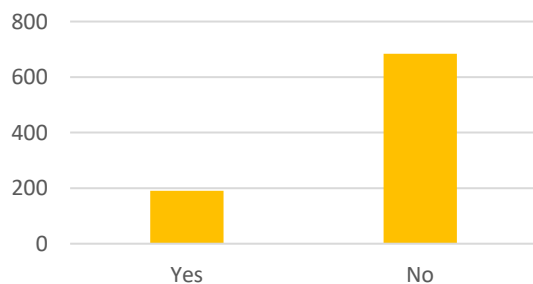
Are councils and developers providing secure parking facilities?



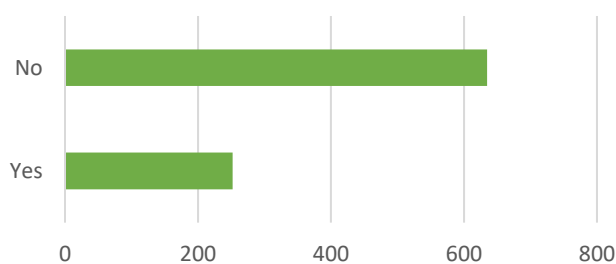
Can the insurance trade help to alleviate the impact on victims of bike theft?



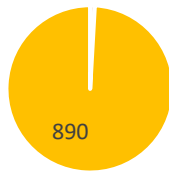
Is the industry doing enough to make bikes harder to steal?



Are bikers to blame for not using enough locks and chains?

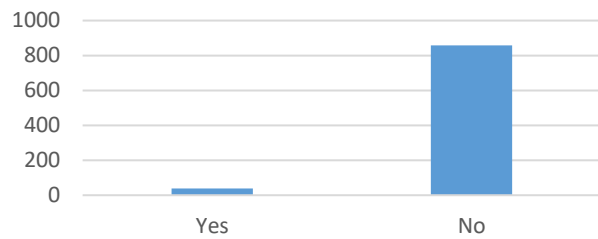


Is it really a victimless crime?



■ Yes ■ No

Should we view current levels as an acceptable level of crime?



Additional comments

SECURE PARKING  
BETTER SENTENCING  
UNACCEPTABLE  
VIOLENCE  
MORE POLICE  
JUST A CRIME NUMBER

## Conclusion

Bus Lanes - It is quite clear from the results that the majority fully support our bikes in bus lanes campaign. Access to them reduces congestion so therefore air pollution. It is felt that it is safer to use them and all authorities should follow the same guidelines to stop this confusion.

Clean Air Zones – Again the results speak for themselves supporting modal shift to motorcycling as it is a solution rather than a problem. Almost half of the respondents did not know if electric motorcycles are more eco-friendly than petrol motorcycles. Over 92% do not want to give up their ICE motorcycles.

Road Safety – It is felt that more bikes on the road will improve motorcycle road safety. The condition of the road itself is an issue but the biggest area for improvement is the awareness and education of other drivers and this supports our theory that bikers make better car drivers.

Motorcycle Theft – The theft epidemic has not been resolved and there are many areas that need improvement, such as the police are not doing enough (this is not necessarily down to funding), sentencing levels are insufficient, secure bike parking, along with the industry to improve bike security. The current level of bike theft is unacceptable.