

Survey of Motorcyclists and their opinions of the Department of the Environment (DOE) Road Safety Campaign Videos concerning Motorcyclists and their interaction with the road and other vehicle drivers

This survey profiles motorcyclists in the United Kingdom and includes information in relation to their attitudes and behaviour on the roads. It also includes information regarding collisions, injuries, training and their reaction to the videos that the DOE televised in order to “reduce casualties” and (according to the DOE) change the behaviour of motorcyclists.

Typically the videos and publicity put out by the DOE demonstrate scenes of carnage and coffins and appear to aim to create a sense of guilt and blame for those who either have caused injuries or death.

The most relevant question asked in relation to the DOE’s road safety campaign targeting motorcyclists was whether the videos shown would influence riders to change their style of riding. N.56 motorcyclists or 17.3% answered that they would, while 62% or 200 of the respondents indicated that they would not change their style of riding – i.e. the videos made no difference.

1) Would the videos change your style of riding?

	Frequency	Percent
No answer	67	20.7
No	200	61.9
Yes	56	17.3
Total	323	100.0

However, when asked how they would change their style of riding, 69 replied:

2) What changes to your style of riding after watching video?

	Frequency	Percentage
Adjust riding position	2	2.9
Concentrate more on reaction in near miss situations	7	10.1
Focus more on throttle control (accelerating/de-accelerating)	4	5.8
Improve Counter steering	7	10.1
Look more attentively at junctions	10	14.5
Modify speed especially on rural roads	11	15.9
Other (See Annex One for further comments)	2	2.9
Pay more attention (be constantly aware of potential dangers)	15	21.7
Think about my family while riding	10	14.5
Try to improve braking techniques	1	1.4
Total	69	100.0

In Annexes Two and Three, riders gave their interpretation of the videos and how they would modify the content.

In Annex Four, riders gave their overall opinions regarding the survey and the DOE campaign videos.

Profile of riders who answered the survey

3) Age of Rider

Years	Frequency	Percent
N/a	5	1.5
16-25	15	4.6
26-40	57	17.6
41-50	111	34.4
51-60	108	33.4
>60	27	8.4
Total	323	100.0

4) Sex of Rider

	Frequency	Percent
No answer	5	1.5
Female	38	11.8
Male	279	86.4
Prefer not to say	1	.3
Total	323	100.0

5) Residency of Rider

	Frequency	Percent
No Answer	2	.6
Channel Islands	1	.3
England	139	43.0
Northern Ireland	128	39.6
Other (not UK)	4	1.2
Scotland	41	12.7
Wales	8	2.5
Total	323	100.0

6) Type of Motorcycle Licence

	Frequency	Percent
No Answer	4	1.2
A (able to ride all engine size motorcycles)	302	93.5
A1 (only able to ride up to 125cc)	9	2.8
A2 Medium size motorcycle	6	1.9
AM Moped	2	.6
Total	323	100.0

7) Years held Licence

Years	Frequency	Percent
No Answer	1	.3
1-3	36	11.1
4-6	26	8.0
7-10	29	9.0
>10	231	71.5
Total	323	100.0

NB: n.8 riders had a licence for less than one year

8) Years riding a motorcycle (without a break)

Years	Frequency	Percent
No Answer	5	1.5
1-3	45	13.9
4-10	88	27.2
11-15	31	9.6
>15	154	47.7
Total	323	100.0

9) Have you done Compulsory Basic Training

	Frequency	Percent
No Answer	18	5.6
No	177	54.8
Yes	128	39.6
Total	323	100.0

Profile of Powered Two Wheeler and mileage

10) Type of PTW

	Frequency	Percent
No Answer	8	2.5
Moped	1	.3
Motorcycle	307	95.0
Scooter	7	2.2
Total	323	100.0

11) Category of PTW

	Frequency	Percent
No Answer	11	3.4
Adventure	41	12.7
Classic/Veteran	12	3.7
Cruiser	2	.6
Custom	47	14.6
Off road	1	.3
Other (scooter/moped)	4	1.2
Sport	44	13.6
Sports Tourer	5	1.5
Standard/Naked	66	20.4
Super sport	21	6.5
Supermoto	1	.3
Touring	68	21.1
Total	323	100.0

12) Engine size of PTW

	Frequency	Percent
No Answer	12	3.7
50cc or under	1	.3
51 to 125cc	10	3.1
126 to 400cc	7	2.2
401 to 700cc	81	25.1
701 to 1000cc	87	26.9
More than 1000cc	125	38.7
Total	323	100.0

13) Year of purchase

	Frequency	Percent
No Answer	31	9.6
1970-2000	22	6.8
2001-2010	89	27.6
>2010	181	56.0
Total	323	100.0

14) Average annual mileage

	Frequency	Percent
No Answer	15	4.6
Don't know	3	.9
Less than 1000	22	6.8
1001 to 3000	67	20.7
3001 to 5000	60	18.6
5001 to 7000	48	14.9
7001 to 10000	60	18.6
10001 to 15000	32	9.9
More than 15000	16	5.0
Total	323	100.0

15) Type of Insurance

	Frequency	Percent
No Answer	15	4.6
Fully Comprehensive	259	80.2
Third Party Fire and Theft	45	13.9
Third Party Only	4	1.2
Total	323	100.0

16) Make of PTW

	Frequency	Percent
No Answer	17	5.3
Aprilia	3	.9
BMW	39	12.1
Brough	1	.3
BSA	1	.3
Buell	2	.6
Classic Custom S&S 96	1	.3
Derbi	1	.3
Ducati	5	1.5
Harley Davidson	28	8.7
Honda	64	19.8
Husqvarna	1	.3
Jinlun	1	.3
Kawasaki	34	10.5
Keeway	1	.3
KTM	5	1.5
Moto Guzzi	5	1.5
MZ	1	.3
Piaggio	1	.3
Suzuki	43	13.3
Triumph	29	9.0
Vespa	1	.3
Victory Vegas Jackpot	1	.3
Yamaha	38	11.8
Total	323	100.0

17) How many Motorcycles (PTWs) do you own?

	Frequency	Percent
No Answer	13	4.0
1	145	44.9
2	79	24.5
3	37	11.5
4	9	2.8
5	13	4.0
6	6	1.9
7	3	.9
8	5	1.5
9	2	.6
10-15	7	2.1
>15	4	1.2
Total	323	100.0

Automatic Braking Systems

18) Does your PTW have ABS

	Frequency	Percent
No Answer	24	7.4
No	193	59.8
Yes	106	32.8
Total	323	100.0

19) Have you ever had to brake so hard that the ABS kicked in?

	Frequency	Percent
No Answer	145	44.9
No	99	30.7
Yes	79	24.5
Total	323	100.0

20) What was the situation?

	Frequency	Percent
No Answer	205	63.5
Due to bad road conditions	18	5.6
Due to bad weather	3	.9
In a panic situation/risk of accident	47	14.6
Other	15	4.6
You planned it – i.e. exercise – controlled braking	35	10.8
Total	323	100.0

21) Most important reason for using PTW

	Frequency	Percent
No Answer	32	9.9
Commuting to work	67	20.7
For professional use	13	4.0
Other	5	1.5
Racing/ competing/ sport	4	1.2
Recreational/ fun	169	52.3
Touring	33	10.2
Total	323	100.0

22) Why do you ride a PTW

	Frequency	Percent
No Answer	33	10.2
Acceleration (Performance)	4	1.2
Because it's fun	101	31.3
Being in touch with nature	2	.6
Cheap means of transport	5	1.5
Commuting to work	13	4.0
Competition (racing, trail bike etc)	1	.3
Excitement	15	4.6
Feeling of being in control	12	3.7
Freedom	88	27.2
Mobility (i.e. to get around)	9	2.8
Other	6	1.9
Speed	3	.9
Well Being	26	8.0
Work	5	1.5
Total	323	100.0

Information regarding Collisions

23) Have you ever had an accident with your PTW?

	Frequency	Percent
No Answer	32	9.9
No	108	33.4
Yes	183	56.7
Total	323	100.0

24) What type of Accident did you have?

	Frequency	Percent
No Answer	143	44.3
Animal	3	.9
Collision with another vehicle	104	32.2
Cyclist	1	.3
Other	14	4.3
Pedestrian	4	1.2
Single vehicle collision	54	16.7
Total	323	100.0

25) Type of Road where accident occurred?

	Frequency	Percent
No Answer	146	45.2
Motorway	10	3.1
Other	1	.3
Rural	56	17.3
Urban	110	34.1
Total	323	100.0

26) Where did the collision occur?

	Frequency	Percent
No Answer	145	44.9
Curve	39	12.1
Intersection	49	15.2
Other	8	2.5
Private entrance	6	1.9
Roundabout	17	5.3
Straight	59	18.3
Total	323	100.0

27) Season

	Frequency	Percent
	144	44.6
Autumn	43	13.3
Spring	41	12.7
Summer	60	18.6
Winter	35	10.8
Total	323	100.0

28) Time of Day

	Frequency	Percent
No Answer	148	45.8
Early afternoon (12 midday until 3.59 p.m.)	49	15.2
Early evening (7 p.m. until 8.59 p.m.)	17	5.3
Early morning (between 1 a.m. and 6 a.m.)	2	.6
Late afternoon 4 p.m. until 6.59 p.m.)	41	12.7
Late evening (9 p.m. until 12.59)	14	4.3
Morning (after 6 a.m. until 11.59 a.m.)	52	16.1
Total	323	100.0

29) What year did you have an accident?

	Frequency	Percent
No answer	150	46.4
1970-2000	73	22.6
2001-2010	56	17.3
2011-2013	26	8.0
>2013	18	5.6
Total	323	100.0

30) Who was responsible?

	Frequency	Percent
No Answer	146	45.2
Other reason (see details below)	37	11.5
Other vehicle driver	96	29.7
You	44	13.6
Total	323	100.0

31) Were you injured?

	Frequency	Percent
No Answer	142	44.0
No	54	16.7
Yes	127	39.3
Total	323	100.0

32) Type of injury?

	Frequency	Percent
No Answer	196	60.7
Serious	32	9.9
Slight	95	29.4
Total	323	100.0

33) Could the collision been avoided?

	Frequency	Percent
No Answer	144	44.6
Don't know	27	8.4
No	97	30.0
Yes	55	17.0
Total	323	100.0

34) Did you do a Bikesafe assessment before your collision?

	Frequency	Percent
No Answer	155	48.0
No	136	42.1
Yes	32	9.9
Total	323	100.0

35) Did you do Advanced Training before your collision?

	Frequency	Percent
No Answer	149	46.1
No	134	41.5
Yes	40	12.4
Total	323	100.0

Risk awareness

36) Which of the following describes your way of riding best in relation to risk awareness?

	Frequency	Percent
No Answer	32	9.9
Aggressive (accept risks)	5	1.5
Careful (defensive) Don't take risks	169	52.3
Take risks often	2	.6
Take risks sometimes	115	35.6
Total	323	100.0

37) Are you ever afraid of crashing?

	Frequency	Percent
No Answer	34	10.5
No never	86	26.6
Yes sometimes	184	57.0
Yes, frequently	19	5.9
Total	323	100.0

38) Do you think that being afraid sometimes is part of being a motorcyclist?

	Frequency	Percent
No Answer	47	14.6
No	67	20.7
Yes	209	64.7
Total	323	100.0

39) When are you afraid?

	Frequency	Percent
No Answer	106	32.8
At Intersections	19	5.9
Other	7	2.2
At Roundabouts	11	3.4
When approaching a curve	9	2.8
When other road users enter your space	77	23.8
When there is mud, gravel or diesel on the road	94	29.1
Total	323	100.0

40) Do you ride in a group?

	Frequency	Percent
No answer	33	10.2
Always	1	.3
No, never	40	12.4
Yes sometimes	198	61.3
Yes, frequently	51	15.8
Total	323	100.0

41) If so do you think that other riders in your group take unnecessary risks?

	Frequency	Percent
	75	23.2
Always	4	1.2
Frequently	25	7.7
No	69	21.4
Sometimes	150	46.4
Total	323	100.0

42) Do you think that there are areas where you could improve your technique?

	Frequency	Percent
No Answer	66	20.4
Anticipating traffic	9	2.8
At curves	34	10.5
Braking technique	17	5.3
Manoeuvring at low speed	28	8.7
No	62	19.2
Other	41	12.7
Riding on gravel	63	19.5
Roundabouts	3	.9
Total	323	100.0

43) Do you think you need more training?

	Frequency	Percent
No answer	60	18.6
No	158	48.9
Yes	105	32.5
Total	323	100.0

44) Have you even had a Bike Safe Assessment?

	Frequency	Percent
No Answer	44	13.6
No	176	54.5
Yes	103	31.9
Total	323	100.0

45) If you haven't done a Bikesafe Assessment why not?

	Frequency	Percent
No Answer	147	45.5
It's not available where you live	21	6.5
Other	57	17.6
You are not interested	21	6.5
You can't afford it (NB: Northern Ireland Bike Safe Assessment is free)	9	2.8
You don't have the time	30	9.3
You don't like the police	10	3.1
You don't want to make a fool of yourself	8	2.5
You feel you don't need assessing	20	6.2
Total	323	100.0

46) Have you ever had Advanced training e.g. IAM or RoSPA?

	Frequency	Percent
No Answer	53	16.4
No	162	50.2
Yes	108	33.4
Total	323	100.0

47) If you have not done advanced training, why not?

	Frequency	Percent
No Answer	156	48.3
Don't know enough about it	25	7.7
It is only for good riders	1	.3
It's not available where you live	10	3.1
Other	30	9.3
You are not interested	26	8.0
You can't afford it	30	9.3
You don't have the time	23	7.1
You don't want to make a fool of yourself	4	1.2
You feel you don't need training	18	5.6
Total	323	100.0

48) What do you think your chances of an accident are?

	Frequency	Percent
No Answer	39	12.1
Don't know	8	2.5
Inevitable	10	3.1
Likely	28	8.7
Possible	228	70.6
Very Likely	10	3.1
Total	323	100.0

49) Have you ever had a near miss accident?

	Frequency	Percent
No Answer	40	12.4
No never	22	6.8
Yes, a couple of times	114	35.3
Yes, a few times	80	24.8
Yes, frequently	32	9.9
Yes, once	35	10.8
Total	323	100.0

50) Do you ride faster than the speed limit?

	Frequency	Percent
No Answer	40	12.4
Yes a few times	2	.6
Frequently	32	9.9
Most of the time	7	2.2
No, never	36	11.1
Sometimes	206	63.8
Total	323	100.0

51) Do you ride at excessive speeds for the conditions?

	Frequency	Percent
No Answer	36	11.1
Frequently	2	.6
Most of the time	1	.3
No, never	232	71.8
Sometimes	52	16.1
Total	323	100.0

Annex One: Responsible for Collision (comments)

A child ran out in to the road in front of me. I had to brake hard and lost control of the bike.
A construction crew carrying out road repairs had spilled diesel on the road. When braking to slow down, the front wheel skidded to one side, resulting in a crash. The diesel spill was not visible from a distance however owing to the use of coloured asphalt. I only realised it was there afterwards.
All four of us. All too close.
Although I accepted responsibility at the time, the blame would more rightly be shared
Been knocked of 3 different times, all the other drivers fault, claimed and won all 3, not once did the police do the other driver 4 dangerous or careless like they should of
Bin lorry with leaking hydraulics had leaked oil onto an already damp road surface, no smell or visible rainbow of death, just sudden and total loss of front wheel grip at 10 mph.
Black ice
Black ice on the exit of a chicane due to a water pipe bursting and nobody bothering to clear up the ice (despite it being reported due to a scooter crashing on it an hour before)
bus company for failing to maintain vehicle and not immediately reporting to police that their bus had rendered the road an oil slick
car did U-turn in front of me
Car driver turned right , into my path.
car in front braked, i had to brake heavily to avoid unfortunately i was on a yellow box junction
Car pulled out
Car pulled out of a side road without slowing or checking if anything was coming.
Car right turned into my path
Cattle were driven off railway onto road.
Classic SMIDSY
Debris on road and steep camber
Deer was on road, Deer had no clearance lights
Diesel on road (five gave this comment)
Dog ran out in front of bike.
Drink driver did u turn approaching checkpoint.
Driver moved off from his give way as I drove past him. Hit my bike and then drove off without stopping.
Driver of the car turned right across the road down a public footpath
Driver pulled out of side street and into side of me, I was doing 10-15 mph. Had lights on, high vis vest and full luggage.
Driver pulled out without looking after being flashed by a car coming opposite way
Driver pulled out, classic sorry i didn't see you mate
Drunk jaywalker
Due to the state of the road and lying water on the left I felt I had no choice but to cross onto right side of narrow road. On crossing back over what looked like a dry middle of the road I lost all grip and got threw off, the driver behind who witnessed commented on how I was going easy at the time and I was in fact going slow and careful and holding him back at the time.
Elderly man
Yes I saw him coming straight across and slowed [de accelerated. slight brake] expecting him to shoot through junction at speed but he slammed his brakes on seeing the bus on other side of the road. I Should have braked hard sooner but didn't consider it initially necessary. so partly my fault wrong anticipation
He was drunk but got away with it, I got stuck with bill to fix my own bike.
He was in a hire car. His insurance paid for new waterproofs.
He was parked on a blind bend
He went from nearside of road across my path of travel as I was overtaking, without looking or signalling.
Hit object laying in road
horses on the road
I asked him why he pulled out. He said "I thought I could make it." He was driving a hire car. His insurance paid for new waterproofs.

I had right of way
Ice on road, road not gritted
Looked only one way, then pulled out straight in front of me.
Massive pothole 5 feet from verge on inside of blind bend in wet and dark.
Mechanical failure front wheel bearing collapsed
Million dollar question. Based upon what I knew then I would have put the driver down as being responsible. Based on what I know now, it's clear that both parties were responsible.
Nail in tyre
No brake lights on tractor's trailer
No-one's fault. Tube in front tyre failed.
Other driver insisted on having an accident. He pulled out in front of me from a junction and I steered around him. Shortly afterwards he rear-ended my bike,
Other driver pulled into the path of the bike without looking
Overtaking whilst i was turning right
Pedestrian he walked between still cars in left hand lane into my path on the right lane there was a pedestrian crossing 40 foot down the road that he could have used!
Pedestrian walked out in front without looking
Police charged him with dangerous driving.
Pulled out of parking position and into my bike.
Pure rider error, I was calling myself a pillock before I'd even hit the ground
Rear ended at red light
Rear ended while stopped at junction
Riding motorcycles in the snow is stupid
Road spillage
Road Surface
Sand and diesel left spilled on road
Driver admitted his fault.
sheep on the road
slid on diesel on wet road
Slippy oily road
Smidsy
Spanish roads. Riding abroad in group, not offay with traffic lights. Sudden hard braking slipped front tyre, spat me off. My fault. Not hurt. Bike OK 2nd accident, again, uninjured, major diesel spill on the local road, damp conditions. Thankfully in slow speed limit so speed slow. Reported it at local police station, got road closed for safety.
State of road. Rut between layers of repaired surface caught wheels
The dickhead had not cleared all the frost from his windows and drove into me
The road surface caught me out, not diesel, not black ice, just very smooth and covered in grit slurry
Turned right into me Looked but did not see
Wasn't prepared for black ice

Annex Two: The ending of the video shows a coffin with a helmet on the lid and what appear to be grieving relatives standing next to it. What point do you think this scene is attempting to make?

Ride a bike and you will die
TO show drivers the consequences of their actions beyond the actual incident - i.e. the hurt and loss felt by a larger group of people who knew and loved the rider.
One death has impact on more than the person killed. Think of the wider consequences
death is final
There are consequences to careless driving
It's the "it's not just you who crashes" message.
It's not just the rider who suffers
That other people suffer if you die
It's the people left behind that suffer the most.
If you ride a motorcycle You're a dead man riding (sorry to David Bowie)
Grief and an absent father and husband.
That motorcyclists are people and have people who love them and therefore killing them is a bad thing to do
Rider died family left grieving
none
Ride a motorcycle and die
That bikers can die
The effect on those left behind.

In answer to 71 and 72 i hope that it will have an effect on some. I have always pointed out to others that irresponsibility can affect many more than just the rider.
Shock
trying to get the point across to motorists that motorcyclists are easily killed by their bad decisions
a biker has just died
Family left behind without a father
Motorcycles Kill
The dire consequences of a fatality.
Motorcyclist are more likely to be killed than drivers of 4 wheeled vehicles
It's trying to visually show all road users the consequences of their actions on the road
That motorcycle riders leave behind grieving loved ones when drivers become complacent
Who you leave behind, its not just you that is effected
Somebody is dead because of something they had not foreseen happening when they headed out
It aims to show other road users the consequences of there actions. But for it to have any effect the other road users have to give a care about anyone other themselves.
It's not the biker that has to more careful it's the car driver every seen was the car drivers fault
husband father dead
Don't know
You could die due to your actions or somone elses
Fatality.
Ita more than just u getting hurt cause wat ur leaving behind
Strong implication that one or more of the riders featured were killed due to the actions of the drivers.
I'm unsure bit I do know this is more realistic and hard hitting, this makes me think, the other video isn't hard hitting enough where as this is!
The truth
That someone's carelessness has robbed them of their husband and father
If you crash on a bike you are more likely to end up dead
Inattentiveness and carelessness causes accidents which may have fatal consequences for motorcyclists
the person is/ was a biker though and though
SMIDSY's Kill!
Shows how careless road users cause the suffering of family members
sad loss
Hopefully to show 4 wheelers the devastation they cause
The rider died
that motorcycling was their life.
Who is left behind
Bikers die!
Motorcycling enthusiast died on bike
It s just over sentimentality
Pain and sorry and that the rider is never coming back
to show car drivers they will walk away from an incident where as biker probably wont
Whatever the point is it will be lost because fatal accidents always happen to the other fellow. They have used standard behavioural change techniques which do not take this well known psychological function into account.
How hard it is for your family/children left behind.
It is clearly trying to indicate that if someone dies there are other consequences, too.
That you are responsible for your own actions which can also effect your family
If the rider was in a bad enough crash to kill them, he helmet wouldn't be perfect!
Its not just the rider who is affected, it humanises the rider too who can seem anonymous wearing a helmet.
That driving a motorcycle can be fatal
The love of biking involves more than the rider, it includes their family, but we must remember that many car drivers end up the same way. People in NI are too aggressive on the roads, its the bikers who know their life is on the line, car drivers think all their cars' safety gadgets will save them. To heck with everyone else on the road.
It's obvious but the message doesn't seem to be getting through to to many drivers.
Driver carelessness can lead to a motorcyclist's death
Think about now and maybe riding a bike affects you and how it may affect a other family . And for car drivers to look out more for bikers.

actions have very serious consequences
Motorcyclist are victims
Makes complacent drivers riders aware of the consequences of their actions not just the drink drug drivers they personally associate with causing death.
Just showing those that are left behind.
The suffering goes on
There is always someone left behind
Careless driving kills
Family and friends are left too deal with the loss.
Riding without planning can be fatal.
Lost of a loved one through motorcycling due to stupid drivers.
We think you are all going to end up this way.
When I biker gets killed, he has family just like everyone else
To make you think about the heartache you leave behind
That the drivers' actions have far more consequences than just the lost life of the rider.
Someone with commitments and family should be extra careful.
Another biker killed because car drivers don't look at junctions.
That riders and road users may think about family affected by road deaths.
Motorcyclists are vulnerable road users
that non attentive car drivers cause family losses
Trying to highlight people on bikes have loved ones and families as well
Dead biker
Family consequences
Dead motorcycling leaving partner/wife and daughter behind.
That by not taking care out on the road whether in a car or on a bike you could cause the loss of someone's relative.
The motorcyclists will always end up worse off irrespective whose at fault.
That people in cars kill bikers
That motorcyclists are human beings with families and people that care about them.
Others are affected.
Someone died through negligence be it the motorcyclist or car driver... Surviving family suffer long after
The effect on relatives left behind.
Vulnerability that a motorcycle/bicycle/scooter/3 wheeler has compared with cars/vans/lorries etc
The consequences regardless of fault
The same as they always do, that riding a bike will kill you.
The effect on the family
That a biker has been killed
Trying to bake you think about your family's thoughts when your on a motorcycle
It's not just the biker that suffers
It's trying to say there are other lives affected by a biker's loss of life.
The impact on family and friends
It looks to be targeting bikers to make them think more about junctions and passing other motorists.
Its you as a bike rider that will suffer in a crash, therefore prepare for others!
Lack of observation and control Kills
make you thin what you would leave behind if you dis in an accident
Motorcycling is dangerous.
Others are affected by the death of a motorcyclist - not just the rider
All deaths leave behind loved ones. In some cases deaths are avoidable.
It's not just you that is affected by a crash.
Disgusting. Its offensive. I've seen this vidio on Facebook but I delete it.
Watch the road
Our actions can't have fatal consequences.
What grief a fatal accident leaves behind
That there is more than one victim
It car happen to anyone and motorcyclists are part of the vulnerable road user group.
To think about what could happen

The final message
Think of the consequences of your riding style to others you leave behind
That an incident (whether single vehicle or otherwise) impacts on more lives than just those involved.
That families are affected also not just the rider
That a biker is a real person with a life, not just a biker.
That others are 'left behind'.
Affects others too
Shock. Fright
When driving in a car, you press buttons according to what you see on a screen. You avoid the other non-human metal boxes. Its a computer game. The video shows the consequences of not paying attention are very real for the rider and their family. It asks how you would deal with the guilt?
Our actions (driver/rider) have further consequences than any incident we may be involved in
The vulnerability of motorcyclists, regardless of whose fault it is.
The rider is vulnerable and more easily killed in an accident than a car driver
That motorcyclists die in accidents that are no fault of their own.
That we are not just motorcyclists. We are family people. Someone's child, parent, husband/wife, boyfriend/girlfriend...
It is trying to show the impact of a fatal crash on grieving relatives.
a drivers careless moment takes someone away from a family
None; in all of these incidents the motorist was at fault. Although the riders could have anticipated the actions of the other drivers this doesn't change the fact that each of the drivers in these videos acted without due care and attention; at no time do the videos consider that the driver has done something wrong - it appears that the bike is at fault for colliding with a vehicle whose driver doesn't comply with the Highway Code. For example, the female driver is following too close to the vehicle in front of her and can not possibly see if it is safe to initiate an overtake. Yet it is the inference of the video that she has done nothing wrong and the motorcyclist is at fault!
The same as the last video, that if you die you will leave a gap in the lives of others
That the makers of the video have not done any analytical analysis of accidents and are just going for an unformed emotional response?
It'll just stop people from riding.
That its not only the rider's life that is ruined
A biker has a family
Be careful and stay alive.
Be careful and watch out for bikers
That any of us are not invincible and that we could lose our life in a heartbeat on the roads. There is no lies being told here. A wooden box is where we will end up and thats a fact.
to scare people into riding more defensively
The consequences for your family live on after you've gone.
Bad driving kills motorcyclists
That bikers are not just bikers, they are real people with real families that hurt and break just the same as any car driver
To make an impact on those who watch the video.
Motorcycling is dangerous
Accidents can destroy families
It is promoting the fallacy that all of the crashes depicted in the video were the fault of someone other than the motorcyclist.
Impact of death on relatives and friends
car drivers kill bikers by not paying attention to what they're doing, when you're on a bike all you can do is ride your bike.
Make drivers aware of other road users.
Induced perception of guilt. Realistic gravity of consequences of actions.
The point it is trying to make is careless drivers kill people
It's not just you.
Emotional blackmail? I really don't know as none of it is new to me. I've seen similar in real life.
The lasting effect that the loss of a loved one has on family and friends. A biker is not just an object, it is a person.
Ride safely or die
RTC's resulting in the death of a motorcyclist result in more victims than the rider killed.
If you're a motorcyclist you're going to die because car drivers are blind.
Motorcyclists die more if they crash!

The knock on affect
Death comes to us all, just sometimes it comes too early because of Inadequate training for most car drivers.
slow down and pay attention
Carelessness causes loss of lives and sadness to the associates.
End result
look out 4 all drivers in any situation, just because you have right of way and are in the right, dont mean they have seen you,and you have much more chance of getting seriously injured or killed than them in there box vehicles because of there mistakes
Relatives are impacted as well as the biker who is killed
maybe car drivers should open their eyes and look we as motorcyclists are vunerable
THAT YOUR FAMILY IS LEFT BEHIND TO GRIEVE AND SUFFER
reality of a death and relatives that have to come to terms with it.
Wearing a helmet didn't help much.
Bikers come off worse.
The woman has lost her husband and the girl has lost her father in a motorcycle accident. The helmet on the lid of the coffin indicates to me that biking was a big part of his life.
Careless driving kills motorcyclists and leaving grieving loved ones.
It's the motorcyclist that comes off worse in a collision
Not sure. The obvious one is it's a wife and child losing their husband and father. Don't think it's supposed to be the driver that caused the fatality. She'd hardly drag her kid, tho it might be a good lesson??
To try and show drivers what they can do while daydreaming in their car playing with their radios or phones.
That the government is using the deaths of road users to manipulate the public to justify their policies.
An accident affects more than just the rider.
That it is the motorcycle or rider that is responsible for the death and that all other factors are innocent. I say this because the video shows several sequences that are quite obviously, and only, the car drivers fault. The motorcyclist is the only victim and the repercussions for the car driver are none.
It's trying to activate emotions in order to prevent reasoned thinking so that the message is retained subconsciously.
It is those who are left without you that suffer most and for always.
you should take driving seriously.
Biker ends up worse off than car driver
Ride safe, think of those you will be leaving behind and their grief, should you die
That the person who died doesn't have to live knowing that someone they love has died before there time
Think about family
I have no idea
Accidents affect more than the individuals involved
Bikers get killed more easily than car drivers in accidents
That bikers do not come out alive as they have zero protection compared to in a vehicle. It's unfortunate that the add portrays most bikers as male because female bikers have a family too and this isn't shown in ANY add
That the rider died doing something he loved but what he had left behind looks on.
It's not all about you If your killed it's over for you but what about all the people you leave behind
if you ride a bike, your going to die.
Leaving grieving relatives
It shows even if its not you fault the end result may be death but this could be attributed to all traffic accidents even pedestrian's crossing the road.
That if you are involved in a serious RTA and are killed, it will not only affect yourself but will seriously affect your family and friends.
relatives suffer the loss of a loved one as a result of drivers inattention
We are all human and liable to make mistakes. All road users need to be aware and concentrate all the time.
There is normally a family that suffers too.
bikers have families too and the drivers actions will have consequences

Annex Three: If you had been given the opportunity to make this video, what would your ending be?

All the riders in the video should be shown as survivors maybe a thumbs up at the end, that it is possible like the thousands of riders who ride everyday to come back home/reach your destination safely through being "safe" while riding with all the "wrong" car drivers out there.
to spell out that SMIDSY (sorry mate I didnt see you) is a poor excuse for a driver to make, when this simple error could take someones life and leave a family behind without a father, mother, brother sister etc.
the same
Make it more personal to the car driver, perhaps show that the biker killed was actually related to the car driver to make the results of the driver's carelessness more personal.
Reference the consequences for the unobservant driver
I'd have made a better video in the first place ;-)
An advert for sidecars. ;)
An action to help keep you safe as a rider
Just the Same as it is
me delivering righteous vengeance on careless drivers from beyond the grave in the style of ghost rider but with more sadistic violence inflicted with the strap line 'he's coming for you - be careful'
Show a not too gory scene maybe a broken leg at funny angle motorcycle revving smoke then fire as fuel catches then ambulance and the aftermath of the accident Hospital Wheelchair etc etc Plenty of us crash We don;t all die Its sad when some one does bit worse when you are left broken ALSO Ad should be made from speeding riders position! There are too many wannabe Road racers out there that need to learn that Their twist of the wrists gung ho style should be reserved for the track "End Off!" They need to learn this is not a video game where you reset to the start of the session if you screw up!
a really fucked up bike with the bikers mates standing around it
Tell the car driver they will pay a price if they do not pay attention.
Car drivers going to jail
I would like to see a possitive video with the same scenes re enacted but folowing one with good endings where the motorcyclists waves an acknowledgment to the driver and a wave of the hand or a nod of the head back. a good ending and an acknowledgment of a good result. At the end the rider returns home to family greeted. It improves the feel good factor and lets drivers know that they are not being blamed and hopefully they will think a little more and look a little more next time. I always give thanks with the raising of a hand if i receive a consideration, someone who could ave sped out of a junction say but who waits for me to pass. i like it and i think they are pleased as well. well many respond back.
A coffin without a helmet. Car drivers don't have their keys put on top of the coffins.
Many people ride bikes their whole life and don't have any accidents , People need to be more aware and it should be made clearer who caused the accident
Not sure but feel the older advertising showing helmet coming of different family and friends or one that showed time freezing just before accident and seeing things from through the other person's perspective made people think more of others and un-demonized motorcyclists .
A careless driver coming to terms with killing a motorcyclist. From jail.
First half of video showing accidents after driver mistakes made (identical to current video). Second half shows the drivers noticing the riders and no accidents occurring.
No the end is suitable. Some bikers speed and some car drivers don't pay attention. It's what happens.
Car driver in court being sentenced to a min of 14 years and there family having to go without.
Car drivers being put into jail for murder
car driver done for murder and get a proper jail sentence not couple of years
a car driver in prison
Guilt of driver or rider for causing accident.having to live with guilt.
Additional scene after the current final scene or split with it - driver in court facing consequences of their actions. I wonder whether what the driver wouldn't be a part of (funeral proceedings) has as much effect as seeing the direct consequences to them (driving ban/prison)
Showing the motorist being jailed for murder & the showing their family grieving & the bikers family grieving
Mobile phone use is a big part bikers see every day
One of the car drivers being at the bikers funeral or grave and being distraught that their carelessness killed someone when being more aware would have changed things
Paramedics puling a body bag over the rider and the arm slips out

its fine, hits the right spot
No change
A graphic image of the bike buried in the drivers seat and two body bags, one for the rider and one for the driver
the car driver in handcuffs watching the coffin
In a cemetery
The car driver meeting the grieving relatives of the biker.
No change
Drivers being prosecuted as they cause most yet their fines etc are small
I would have shown 2 endings. one with what would have happened if the driver was paying more attention.(biker would have lived)And the one with what would happen if the driver was not paying attention. (Coffin scene)
car driver sentenced/going to jail for a long time
I would re-make the video in its entirety and instead base it on the current understanding of 'emergent phenomena' and its role in accident causation.
If I made this video it would be drastically different, not just the end.
Nothing, the message for both videos is clear
Life in Jail fore the one who caused it
Same
The car drivers going to prison for death trough careless/dangerous driving, and another finding out the biker was their son/daughter.....boom!
The driver of the other vehicle in court receiving a very stiff sentence
try to convince drivers that it wasn't excess speed on the part of the motorcyclist that caused the collision but their inattention of all traffic and their sheer carelessness.
Same
A greater focus on the the old look once look twice for bikes
Near misses, with the sur I my rider being happy to be with his / her family
Similar ending. Its reality for lots of families and everyone should be aware.
Think more impact on the motorcyclist if the video was left with the rider crippled in a wheelchair like the previuos advert showing mother feeding a baby and husband in a wheelchair at the same time
The Drivers being arrested and locked up for a long time.
Same
Similar
car driver in court
Motorist going to jail and leaving his family in the mire.
Although visually distressing I sometimes think actual pictures of injuries or victims would make it more real, instead of hiding the reality. The emergency services all see the horrific outcomes
that other road users have to live with what they have done
Also showing the driver in court, being sentenced for manslaughter.
Police investigating the remains of the motorcycle.
I like the USA one where the biker gets to relive the accident and the driver learns to give driving the car his whole attention.Then the biker dies.
Life changing injuries are also a serious issue for not only the rider, but the family.
showing a distraut car driver ,reating to his killing of an inocent road user and being marched into a jail for a 12month sentance
crying motorist
Driver in court
No change
Exactly the same.
The same but perhaps a little more dramatic. The shock factor can sometimes be too tame in getting the point across.
the relatives hunting down the car driver and
Not necessarily more graphic but more emphasis on the immediate aftermath of a crash, the effect on the rider rather than the effect on their loved ones since the aim of the video seems to be about saving the lives of bikers.
driver in court -prison
Be alert always think ahead
The effect on the person and family of the person killing the motorcyclist and how they would feel if it was them. The guilt the shame.

lack of money from a potential bread winner AFTER the funeral
Having the car driver sentenced to a long prison sentence and the consequences to their families.
Possibly the car driver in the dock being sentenced for manslaughter.
Driver of car meeting family of deceased biker
Make it more about the driver that killed the motorcyclist
The same as it is
In my ending it would be the car driver in the coffin, they think they are untouchable because cars are too safe now for the occupants. The only way they will ever think about the risks is if they think they will get hurt.
Unprintable.
the same
The same (Biker) grieving relatives at court getting the news that the at fault driver got proper (ban/jail) punishment for causing death by careless/dangrous driving.
I think that it conveys a strong message, of the vulnerability of thoes on two wheels.
Its fine as it is
Riding across america, ride safe and you could join us!
Similar but also show the effect on the driver who caused the crash (having to live with causing death)
I wouldn't make such a video.
The same
Consequences to the careless drivers rather than family of bikers.
The same
The perpetrators going to prison
Same ending
Similar
Dwell more on the positives of good safe riding and the joy it can bring rather than inducing restraint through fear.
People think of bikers as being men in majority. I think it would be more shocking to either have it implied that the biker was a young lady. Or, some children get on the back of their parents bikes so possibly an adult sized helmet and a childs sized helmet.
Driver being taken in cuff's to prison and gang raped by bikers when they learn the drivers a biker killer.
The affect on anyone else affected in the crash as they would feel guilt etc. They were part of an accident that killed someone
Go on, don't look and and ruin this family's lives.
Show the drivers reaction to seriously injuring/killing another road user
I'd have split-screened the whole thing, with a similar view on one side and the alternate path - e.g. the motorist not opening their door or pulling out - on the other.
A daughter asking why daddy had to go away . Works for the grieving child and the child whose dad (car driver) is in jail for careless driving.
Text on the screen saying 'Expect every other person on the road is an idiot and ride accordingly, you will be right most of the time and will live to tell the tale.
I would possibly include something of how the car driver might feel realising that they have killed another person through carelessness.
motorcyclist peeling himself off the road, limping round on a mangled leg... car driver says "sorry mate I didn't see you", biker decks him.
The Drivers in these videos need to be made aware of their actions;
The car driver being sent to jail for manslaughter.
Something more positive that's for sure.
I'd like to see the driver in prison looking at a photo of his family
Unsure
The same.
Car driver attending biker funeral
I couldn't think of a more powerful ending at the end of the day thats how life ends, in a box.
Prosecution of the Idiot motorist who pulled out
Perhaps show the alternative by the different outcome could have been with more defensive riding/driving.
Advice on how to move your head and where to look.
The same as present
Probably something similar, maybe a driver being imprisoned too.

I like the 'think' videos with all the neon signs - they really make you think of the person behind the lid. All of those crashes need to be ended with where the motorcyclist was going -dinner with the family, playing a team sport, a pub quiz, all those everyday things that everyone does
Arrest of poor, careless, impatient, drivers.
I would have focused on motorcyclists' responsibility to ride safely and assume that the situations depicted were mostly caused by rider incompetence, lack of attention, and arrogance.
I wd not have a coffin scence- unecessarily sensational
car drivers....open your fucking EYES!!!
Just the same
Judge condemnation and sentencing with fall of a hammer, although not the 1-2 year driving ban, suspended short sentence and a fine normally awarded for taking another motorists life, through careless or dangerous driving in this country.
The drivers that caused the crash being jailed or sleepless nights and psychiatric help
Same
The same
the rider lived and the car driver was put on an advanced driving course.
More emphasis on the loss not just to family but friends as well. Have been to a few well attended biker funerals & they are always emotive.
Dont ride like a twat!
Refer back to why it happened
A mandatory 10yrs for manslaughter for the driver due willfull negligence.
The same.
Shown the horror and dread of the drivers at fault too.
The driver being thrown in a cell, then sentenced to life for murder whilst in charge of a vehicle.
show the drivers faces when he gets 2 years 4 careless driving, the look of relief when they get there joke sentence the lack of remorse and end with the words you better learn 2 look after yourself, because they dont care
Show the drivers looking and checking carefully and the bike going past without crashing
I'd have filmed the grieving relatives beating the daylight out of the drivers.
THE SAME
ending was just right
I'd like to see videos in which car drivers are horrifically injured through their carelessness. Most car drivers don't really care about weepy cliches about the suffering of the biker's dead family. What would impact them is seeing the damage a motorcycle coming through their windscreen would do to them whilst they're jabbering into their mobile phone. So let's see some car driver's blinded, crippled, horribly disfigured. That might make them think. Or at least put them of their lunch. Bastards.
Not watched your shock horror videos. The reality of accidents is not lost on me, nor smoking, extreme sports flying with German pilots, or Malasia Air. I am aware of how fragile life is but you cannot wrap us all in cotton wool, tif you did you would be saying don't...something else.
careless motorist going to prison
The car drivers made to go to the funeral before being carted off back to jail to serve their ten year sentence for manslaughter.
Can't think of a better way
The same but with the driver dealing with the emotional consequences too
The driver getting imprisoned for death by dangerous driving as a funeral passes the family of the person responsible leave the court. Two sentences passed down on two families.
I would have the family of a biker lost due to a driver make an appeal to drivers to take that second look for a bike.
We all make mistakes, so each of us needs to avoid everyone else's mistakes - greater tolerance means fewer crashes.
The car drivers reaction at causing the fatality.
Maybe a group of motorcyclists dragging someone out of a car and beating the driver to death for his actions and then getting let clean off, or maybe even helped by the police. This would maybe transfer blame onto the one at fault and not the victim.
Be careful out there!
Make those who caused the accident attend the funeral along with the grieving family.
Go and get advanced driver training because your ability to drive is terrible
Showing prosecution of car driver
The same

Same
execution of the person that is the main cause.
Big letters LOOK AGAIN
Message being passed by police and then mother telling child
i would use a car driver behind bars with a say "open your eyes, or go to prison, Your Choice"
A female biker dying!!!! That's more hard hitting than a male biker dying. Males are portrayed as bikers too often in these adds.
The car drivers all in a row at his funeral
Same
put a little more focus on the vehicle that puLled out.
Much the same
I definitely have shown the consequences to the inattentive car drivers and the way it could affect them and there families if they are sent to jail.
No change
Real people talking about there loss instead of actors
Same
same

Annex Four: Your comments

Another waste of money from the DOE Road Safety people
I think the two adverts are excellent and show the horrors of what can happen. Too many drivers immerse themselves in their protective cage, and forget the vulnerability of other legitimate road users (bikers, cyclists, pedestrians, horse riders, agricultural drivers etc). I also think the Biker speed message is valid too, I often see too many riders taking excessive risks for a quick thrill, who think their skills are above everyone elses and that will keep them alive. Biking is a choice. An unnecessary choice to go out and place yourself in much more danger than being in a car. I always remind myself of the selfishness of that choice, and my responsibility to make sure I return home safe for my loved ones. Riding a motorcycle is a much riskier form of transport than a car. But that risk can be managed and mitigated by the rider adopting the right attitude and accepting that riding will be a lifelong learning activity.
Everyone can benefit from extra training. You should never be too old to learn. Yes, the motorcyclist should take care.....but as someone who both bikes and drives, I think there should be some more awareness training for car drivers. Don't know how this would work. Maybe some sort of stepped licence like a motorbike - restricting car drivers to certain cars with particular performance characteristics?
You asked about my injuries in relation to accidents with other vehicles. Wondered why you did not ask about injuries to the other parties? In one of my crashes (where the car U-turned in front of me) the car driver was considerably more badly injured than I was. I fully accept that I am more vulnerable riding a motorcycle than strapped into a car, but I feel that I mitigate those risks by riding carefully and thoughtfully and dressing appropriately when on the bike. I feel that the benefits of riding a bike in terms of enjoyment, freedom and social contact with other bikers far outweigh the risks.
As a NI resident and long term biker, I see the message being put out but would like more emphasis put on the guilt of drivers. The message needs to get out about observation while driving. All too often drivers are blissfully unaware of the presence of other road users and especially motorcycles. Introducing interim driver testing may focus drivers attention
I've been riding in urban environments commuting to and from work etc for many years and always been used to drivers doing stupid things and having to make allowances for their behaviours. This is part of the challenge of biking. What concerns me currently is the increase I have noticed in the last couple of years of the number of times I've had to take action to avoid other motorcyclists, usually coming the other way and cutting corners. For example I've taken position near the centre line into a left hander to improve my view through the bend and an oncoming rider as appeared and either turned in far too early or are just going for the apex putting themselves in conflict with my line. Additionally groups of cyclists causing other motorists to take risks to get past or blocking the carriageway altogether have become a more regular issue, something I suspect that will only get worse in Yorkshire over the coming years...

Changing behaviour is an incredibly difficult thing to do. I ride differently to how I did when I was 17, it took me 30 years to get to this stage. However, if I had been given more information when I was much younger, I might have taken some of it in. It's about understanding how someone else might feel, not about how I might be concerned about my own life. Use speed appropriately. Speed alone is not dangerous. Inappropriate speed is.

Riding home from Dorset yesterday afternoon, dry roads, crystal clear vision on the A30, a twisty road through Dorset and into Hampshire that I know better than most, I'm on a powerful 1100cc Ducati, traffic is moderate and in most places I'm alone on the road. I only observed 30mph speed limits. The rest I blatantly disregarded. A lot.

There's virtually no risk in my eyes. Nothing happened, nothing was likely to. I observed caution at minor crossroads etc. The road eventually changes and I'm on the M3 / M25 at peak rush hour. The road is filled with idiots with no focus on driving and only one thought, to get home fast. Lane changing chaos and bullying fast cars. I cut my speed down and filter only when the traffic is virtually at a standstill. Let someone else be a hero. Plenty bikes are, I witness several near misses bike/car and car/car. I'm on the A418 final stretch home. The traffic has quietened down and I build my speed back up on occasion above the limit. I know the road and know the overtaking places. Again, I am using speed appropriately, nobody is at risk.

You want to rip down single carriageway roads without thinking about what might be happening around an unknown corner, or by that parked car, or junction? You are playing a numbers game. Eventually it will be your turn. Then they will all post on social media, RIP, it was the car driver's fault, he pulled out without looking. You saw the car, you knew he could pull out, but you kept the throttle wide because he shouldn't pull out, he should have seen you. After all, you were dressed in hi viz with a million watts of leds shining at him.

Be responsible for your own riding, observe everything and adapt your riding to the conditions.

Absolutely horrible advert, really the message appears to be ride a motorcycle and you will die! with an A la carte menu of death? Enough said!

All Car drivers capable of riding a motorcycle should have to ride a Motorcycle for one year before getting in a car. It should be a compulsory part of being licenced to drive. Except for disabled people that would not be able to ride a MC

This last advert got me angry, reminding me of the general unawareness of the average car driver - you shouldn't be allowed to have a car unless you have verified hours on a motorbike beforehand and preferably on a pushbike before that. I saw a prick playing on his smartphone whilst driving yesterday!

Plenty of us crash Very few actually do die!

Whilst Its very sad when some one does its actually much worse when you are left broken in hospital for months trying to recover

In "Most" instances "Lack of Awareness" of bike Speed is an issue combined with lack of attention of the car

These high speed "bikers" need to understand that 100 mph = 48 yards or 44.5 metres each and every second

There is little point trying to shock motorcyclists into changing their attitude to speed. How many of us really watch these videos? Safe speed and performance are a large part of the attraction of riding a bike. Better training, particularly for car drivers is the key. Motorcyclists now have a much more difficult time in obtaining a licence than car drivers. There should be a staged licence system for car drivers as well. (Limited cc and power related to age and then further tests to prove capability) The current motorcycle test system discourages people from taking up biking. (A good way to reduce accident figures) Make things fair and apply the system to car drivers.

Motorcyclists generally make better car drivers as they are more aware of their vulnerability and that of others. They are more aware of the dangers of road surfaces and the need to find grip.

If all car drivers took CBT and learned how vulnerable motorcyclists are, they might have a different attitude when behind the wheel of a car.

With roads becoming ever busier and space becoming scarce, surely it would be better promote powered two wheelers as part of the solution.

I could go on.....

way do they always make out that the biker is on a sports bike and speeding do they know that there are lots of different bikes they really should ask bikers for input

Shame the only people that will be interested in the results of the survey will be motorcyclists.

Car drivers made to be aware of motorcyclist during the car test

The motorcyclist seems to be travelling at speed, is the speed representative?

I have a camera on my bike and I suggested to the DOE minister in Northern Ireland that real life footage of near misses would be faar more effective than obivous acting. he is yet to respond

Some of my answers may appear pompous as if i know everything. I dont but i consider myself to be as safe a rider as possible. The reason i didnt undertake a course is because i undertook two assessments. On the first the assessor lost me and found me twenty minutes later , and i dont ride fast. I had no opportunity to overtake except a couple of cars on the motorway. On rural and urban roads as traffic was heavy about a dozen or more cars and lorries in front of me to do so would have been dangerous or illegal re speed. He marked me down and i argued my point. we parted ways.

On the second some 6 years later went out for a first ride and the assessor led at speeds in excess of the limit. I didnt fall out with him but decided this wasnt for me and packed it in. got no refund or other help from the local IAM at all. Both these however were at a time when the training bodies allowed going over the line for better views and making progress, and that overtakes could be at any speed but all other limits had to be obeyed as you entered them [somewhat illogical and hypocritical i thought] Earlier this year at least the IAM made a statement that they would no longer condone speeding whilst overtaking so thats good news. So i ride my own ride.

I am at the moment i am a one man band re a campaign that i am running called SPACE IS SAFE . Many driver/riders would be a hell of a lot safer if they gave a safe distance between themselves and the vehicle in front. Sect 126 of the Highway Code is being misread and many drivers presume that the thinking distance is all that they need and even that is reduced. Also because many have driven at that distance for many years and never suffered consequences they believe that it is normal and safe. Also Sect 126 says clearly that one should never get closer than the overall stopping distances it goes onto say that a two second space should be left at higher speeds?. If you calculate distance per mph at 15ft per second at 10 mph it can be seen that the 2 second rule only works and could be applicable up to 40 mph. after that speed it is too short a distance, taking in the greater distance required for braking as shown in the code. Also many drivers/riders [advanced] are taught to have a fail safe position ie where to go in the event of something happening in front. unfortunately if something did happen in front it could be that the whole of the road is full of vehicle carnage with no clear or safe place to exit or ride and one ends up becoming another casualty, involved in it. Best to obey the safe following distance that way one will have greater vision of whats happening in front and be able to stop in time should the vehicles in front come to a SUDDEN STOP [showing NO BRAKE LIGHTS] as stated in the HC. Many drivers/riders need to appreciate just what the HC is saying. Overall stopping distance is important and not just the thinking distance. OR LESS. With the implementation of more 20 mph limits there will no doubt be more tailgating and collisions. less visibility, less appreciation of whats happening three cars in front. less opportunity to avoid others, smidgys. etc.

A have gone on but i do believe that speed has been the issue for far too long and its obvious that its not the total answer. Just leave you with this one. HC 126 basically says stop in the distance you see to be clear [that should include on your side of the road [ie no swerving necessary] but in Advanced training we teach the golden rule of following or in some cases Chasing the Vanishing point. No problem with right handers [less accidents] as the V.P. is on our side and one can see no further and high hedges on the nearside do not hinder vision. BUT on left hander bends [greater numbers of accidents] due sometime to the degree and distance of the curve we may follow the V.P. which is THE OTHER SIDE OF THE ROAD and therefore further away from our actual carriageway. For sake of argument w distance to V.P. is 50ft a reasonable distance. but with high hedges on our nearside the actual distance that we can see ON OUR SIDE OF THE ROAD is only 30 ft. or less. That leads to a problem in that we are going in to the left hand bend far too fast for the circumstance anticipating that there may be an obstruction, cyclist, horse, tractor etc on our blind side of the bend. even with moving out to the centre line sometimes we only benefit by another 2/3 ft vision at best improvement to vision. Something to bear in mind. If this is to be published i would like to see it and keep a copy of it. for my file. Thanking you.

Although some of my answers may appear to be rather negative with regards to advanced training, it is not that I think training is pointless, it's just that at my age, 54, and having ridden motorcycles on the road for 37 years, I have come to realise that my reflexes and eyesight have started to deteriorate and consequently I have modified my riding style to account for this.

The greatest change to my riding career was after the birth of my first and only child, the dawning realization that I had responsibilities above and beyond myself was the greatest influence on my riding style. I would consider all of the motorcycle safety campaigns to be of excellent quality and content but unfortunately they will not reach everyone. I would also like to congratulate you on the two pronged approach to rider safety ads because, although motorcyclists do enjoy the feeling of always being the victim of other road users stupidity, they themselves often display very poor driving skills and as a car driver also, I can see how motorcyclists can get a bad name.

Having said all that, the motorcyclist of today is a long way from the biker of my youth. Rider training and a more stringent driving test seems to have made most of today's motorcyclists a more responsible and well rounded lot, more interested in charitable works than scaring the be-japers out of other unsuspecting road users.

I believe that the majority of motorcyclists who habitually exceed the speed limit by large amounts and/or ride aggressively or dangerously are unlikely to have their attitudes changed by watching videos. Having been involved in the delivery of Bikesafe Courses I felt that the type of rider who attended these courses was already open to the idea of further training and receptive to what we had to say. The riders who we needed to 'target' (ie the aggressive/dangerous) just weren't interested in the idea of further training or just felt they didn't need it as they were 'good enough' already.

I never came up with an answer to how we could engage with the risk takers.

All campaigns that highlight the dangers on our roads and humanize motorcycling are a positive development. We are not monsters and not all speed freaks a few bad eggs are not the majority but on the other hand the government spend our money on all these campaigns and then install wire rope barriers on new dualcarrigeways that are a major danger to motorcyclists just to save a few pounds?

If where possible people had to do a bike test etc BEFORE a car test, they would 1, be better drivers. 2, be aware of what a biker can see / cant see (rain etc) 3, be more aware of what is going on around them and what is happening or could happen in the distance.

the amount of accidents were no matter what the cause if a motorcyclist is involved it is automatically assumed it was thier faulfault. There are not stiff enough pelanties for drivers or riders who kill or maim other road users. It makes me mad the amount of cases ive heard of were a car driver has killed or seriously injured someone and they havent been wearing their glasses or their eyesight is not good licenses should be endorsed if you are required to wear glasses for driving so in the case of an accident police can check if you were wearing them

need more female riders portrayed.

Think car drivers are the worse truthly every time I go out a run on bike thers always sone 1 pulls out in frlnt of u think they can bully u on the rd as ur only on 2 wheels

The second video is shocking and I think this would make all road users think twice

In the 2 years I have been driving my motorcycle I have found the biggest dangers to me are people being unaware of your presence and pulling out in front of me or even looking straight at me making eye contact and then pulling out anyway. Also a lot of other vehicles expect/force you to give up your road position of there is an obstruction on their side of the road.

Best advice ever was from a bike cop. Ride in a safety bubble, it should be raindrop shaped with the base of the raindrop being just behind your backwheel, and the point of the raindrop being as far as you can see, you should only be riding as fast as the conditions and vision allow, ie you should be able to stop/avoid other road users who aren't as aware.

I think its great that we run these campaigns. Every day I see people driving whilst texting or on the phone. People need to understand a moments mistake can kill others

Im an advanced trained rider for many years now, I really think that the advanced level should be the default level for all car and bike riders. There should be tiered licences for cars too

My biggest danger on the roads are car and lorry drivers who show no consideration towards bikers. sometimes they even become agressive towards bikers for no reason ie while filtering. sometimes they are , or would seem to be BLIND !!!

Hope the feedback helps to advise future safety initiatives!

No matter how many videos are made there are always going to be 'it will never happen to me' idiots on the road. Bikers, and car drivers. The only thing that will stop car drivers being so blind is if the are put into a bikers shoes. Some bikers will always speed, that's the truth of it. No campaign will ever stop that. They know the risks and if they end up killing themselves, it's their own stupidity that caused it. U can't play with fire and not expect to get burnt

i have always focused completely on driving/riding when in/on vehicle im not looking at passanger/kids in back when im talking to them if im somewhere new i don't know and in wrong lane i go that way then find alternate or work back to same spot to take right lane, NOT just move over to lane i need F**k anyone else i think drivers need serious penalties for stopping on main roads (with or without traffic behind) to flash someone at a giveway out, as too many people now think they can just pull out of giveways now and others will make way for them

when coming along a sliproad to join multilane road treat it as though its a single lane road - adjust speed to join without slowing other traffic or causing them to have move over, or prepare to stop if no gap i also think that the new legislation on cannabis driving is wrong, people who drive bad on cannabis are most likely bad drivers straight, iv never had any problems whilst driving/riding high.

These videos are typical examples of the use of behavioural change techniques, but sadly behaviour plays little if any role in the causation of accidents. The new view of accident causation is that they happen when people do normal things in abnormal situations, not abnormal things in normal situations. Behaviourism seeks to reduce the number of abnormal things that people do, yet as we now know, that will have little demonstrable effect. The new view (now known as Safety II) seeks to help everybody within the system to identify the conditions necessary for the onset of the emergent phenomena (the abnormal situation) and provide methods to help avoid them.

In the situation of the SMIDSY video the driver is doing what he and millions of others like him normally do if they see nothing coming to impede their progress. The abnormality in the situation is that the bike is camouflaged either perceptually or physically and as such it does not actually exist in the mind of the driver. The collision then is caused by the very rare combination of an affordance (the car has somewhere to go) at exactly the same time as a completely camouflaged (invisible) bike arrives on the scene. Things that go wrong and things that go right happen for the same reasons, it's only the situation that really matters. To solve the illustrated problem which from the driver's point of view is a million to one against occurrence, would require that one or both parties were better equipped to identify the emergent phenomena before they became a problem. To break the camouflage of any bike a driver would have to spend several seconds studying what appears to be an empty road just to see if anything actually does pop out into view. The problem is however that it's very difficult to train people not to believe what they see with their own eyes! Much better to take the viewpoint of the rider who is far better placed to identify the emergent phenomena which in this case is a waiting car 'plus' a space for them to pull out into. By all means explain to the driver about the problems of camouflage and the fact that it will require two seconds staring at empty space to break it, but any effect this might have once they were re-immersed in the real world will probably be short-lived at best.

In my opinion, all new car drivers should be made to ride a motorcycle or scooter for a year AND then have to pass their test on that vehicle before being allowed to even apply for a car license. This would obviously make them more aware of other road users. Also, a main issue with motorcyclists which has never ever been dealt with is cast iron gratings and manholes on the roads. These are death traps in the wet. Quite a large number of bikers have been badly injured sliding on these in the wet. These, at not a great deal of expense should be covered in the anti slide Tarmac the D.O.E. have been putting on the roads in front of the Zebra crossings. I have been asking M.A.G. motorcycle action group over the years to champion these issues, but they're more interested in rebuking the helmet law. My first year of motorcycling did not require me to wear one. I never left the house without one on. (No full face ones on them days either.)

These videos are always too sanitised and stop short of the point. It's always about bikers dying, but never actually showing the reality of it. There are also accidents where cars get brutalised, the car drivers are injured and no-one dies. Try showing a biker getting thrown through a window, injuring the driver and then walking away. That kind of thing is rare, but maybe that'll get the message over that it's not just the biker that pays for your actions!

Sadly, too many people would be more concerned with getting their car straightened out than the death of someone they don't know, which is sad, but forgettable once their no claims discount has recovered.

Standards of driving here in NI are appalling and there doesn't seem to much difference age wise. I come across plenty of drivers on my daily commute who never look before moving lanes (or indicate), hog the right hand lane (unique to NI drivers) and drive without lights at night, or various other bulbs out. R plate drivers seem to be guilty of the above more than any other drivers which shouldn't be given they are newly trained. Some drivers aren't aware that filtering is legal, that bikes don't have a reverse gear and that using a phone whilst driving is illegal, and has been for a while.

Of course if there are no patrol cars to enforce the above then it's not going to improve. Seem to be plenty to enforce small number plates and loud exhausts though (excluding Harleys!)

I truly believe that riding a bike makes me more aware as a car driver and also less likely to suffer from road rage and general bad driving.

perhaps some of the questions should be re-worded, for example;
questions 51 & 52 refer to being scared,
I am not scared I am Cautious and aware of dangers and the potential for accidents. in my opinion only a fool would ride a motorcycle if they were scared. other questions ask for my opinion on other riders speed, how they use their motorcycles etc.
If I think that the videos will affect motorcyclist and drivers attitude when driving. It will Possibly have an effect on some people
I ride my motorcycle every day and every time I am out I see people up to all sorts of things, for example texting or talking on mobile phones while driving, checking their hair make-up in the drivers mirror, pulling out of junctions without due care, speeding, changing lanes on motorways without due care, boy/girl racers trying to race a motorcycle or another car from traffic lights. and so much more.
I believe that some people treat their cars are like an extension of their living room, they have a comfortable seat, heating / air con system and a music system. these items all help to relax them and make them more comfortable. some appear to think they are invincible in a steel box, nothing can hurt them. Enough said.

I have seen both videos before and thought they were very good, but bikers pay the price of very poor driving in general in NI. I think we need more videos like this on social media, and pop-ups on tablet/phone devices to get to the younger drivers/riders.
In general, people in NI are way too aggressive on the road.
I also drive a vehicle which is quite tall, I see at the very least 1 in 8 drivers on their phones, texting, emailing, and talking. This has to stop.
Please keep making these videos and sometimes, if possible, show ones from other countries. EG the one of the girl on the mobile in the little car which crashes and causes a pile up.
Too many people do not concentrate on the road and conditions, bikers know their lives depend on it, everyone else buys into the safety features of their car, thinking that will save them.

The biggest hazard to motorcyclists is the inconsiderate, unskilled actions of other road users, particularly car drivers and an immense lack of general ability and spatial awareness amongst them.
The courts need to take more seriously the death and injury of motorcyclists by the negligence of other road users and we need more pro-active roads policing and less abdication to automated systems such as speed cameras. Erring drivers need to feel that there is a reasonable chance of being detected by police. At the moment that chance is almost nil.

Despite motorcyclists making huge efforts to make themselves more visible e.g. hi-viz clothing, brightly-coloured helmets, extra driving lamps and LED's, careful road positioning, motorists still don't see them! Motorcyclists, like pedal cyclists and pedestrians, are extremely vulnerable and the driver - cocooned in his vehicle - doesn't seem to care about this. A car driver DOES care about striking Large Goods Vehicles, tractors and heavy machinery BECAUSE these can cause the car driver pain and damage. Simple.
Other hazards are caused by farmers (and, to an extent, builders and Quarry-owners) who seem to be able to deposit mud, slurry, hedge cuttings and other debris on the road with impunity. These hazards can be lethal to two-wheelers yet the police or local authorities seem disinterested. It would be interesting to find out the number of prosecutions for this offence!

Most motorcycle riders ride safely just as most other road users drive safely. When a rider has a lapse of judgement it can hurt, when another road user has a lapse of judgement it is usually the rider that comes off worse. More bike awareness during all forms of driver training would help all road users be more aware of the smaller more vulnerable biker and cut a good few of the urban environment motorcycle accidents

These adverts show motorcyclists as victims, they show the negative side of riding. Which scare potential new riders away. We need to encourage more riders, the higher the percentage of riders the less accidents because other roads users are used to riders being around. Look at statistics in Spain and Italy where the motorcycles and scooters are a higher percentage of road users

think remove excess speed bike death equation and show fact tgat elderly people opening doors or male turning right at junction without looking. Like coroner recently said think once think twice think bike is still the most relevant add. Bikers enjoy but dont be blind to the risks either.

I don't feel that graphic road safety videos really have an impact on those that it should... Most people will look away or change channel when they are on ...The biggest issue with road safety is the way students are taught ... When I was learning how to drive back in 1995, you were taught "HOW TO DRIVE" not "HOW TO PASS A TEST" ...There is a serious lack of road courtesy to others... It's just not taught ... It's all about "your driving" or "your journey" ... Everyone wants to be somewhere and I think that this attitude is a big problem in road safety ...

Push more the bikesafe and IAM assessments and the positive benefits of completing them from safety, awareness, road sense and possibly insurance reduction

The dangers for me when using the motorcycle vastly come from other drivers carelessness; thoughtlessness; distraction; impatience; even rudeness and occasionally harassment (e.g. when I abide by the speed limit but they want to overtake even where that means taking my space and potentially forcing me off the road; or resent not being able to do so. Motorists often do not leave enough distance when following - where my braking may be more effective than theirs and they seriously risk impacting. There should be a facility for reporting incidents and registration numbers to the PSNI where if there are more than 3 reports they interview the driver / vehicle owners - this is the only deterrent I feel will actually work for most of these people (who shouldn't be on the road in the first place).

More education for learner car drivers. More hazard awareness too include every type of hazard. The law is a joke as far as obtaining a motorcycle license. It should be as restricting for new drivers as it is for riders. Restrictions on age-> engine cc the same as motorcycles. Totally unfair that a new car driver can jump straight into a high performance car with no restrictions and no experience !

Don't flog a dead horse.

Loose chippings are my worst nightmare.

retest drivers and riders after they have been found to be at fault in a collision. Even if they were only partially at fault. 6 points for using your phone while in charge of a vehicle.

Unfortunately some road users riders believe it will never happen to them despite the road safety messages.

As actively involved with the IAM in Scotland, Police Scotland's decision to shelve Bikesafe 2 years ago would seem unhelpful. Scottish IAM groups replaced with Ridescotfree - a practical riding assessment which has been a useful recruiting tool for IAM's Skill for Life programme. IAM's latest decision to focus on "improving driver and ride skills and behaviour" rather than "driving road safety" may be a positive step, as safety doesn't sell - certainly not to leisure motorcyclists.

The worst car/van drivers probably refuse to admit that they have anything to learn

The problem with these videos, although they shock at the time of watching and might even draw some comments from people, they are forgotten almost as soon as the next advert is on. We need to start educating young people about the dangers on the roads from a young age, even before they start to drive or ride. A lot of drivers treat motorcyclist & cyclist with disdain and actually try and block their progress through slow moving or stopped traffic.

For Q.71 and Q.72 my answer would be "possibly" but drivers (and some motorcyclists) need to be made aware of that *before* they take their Tests, not afterwards.

There needs to be more public awareness films like this not just about bikes but all aspects of road use and they need to be shown frequently on the main TV channels. Peak viewing times too.

As a late starter in the riding a bike community I am always very nervous before starting a journey and shocked at how some people behave. I feel the message about safety needs to be more often in the media and that goes for 4 vehicles as well as 2.

not on the videos... But on the state of our roads never has there been so many pot holes and subsiding roads ... Car drivers should also have bike awareness mixed into the theory test ... I feel I am a better car driver since passing my motorcycle test.... Made me more aware of potential hazards ect.

I don't think video adverts are any use at all, I never watch adverts on tv nor do most people.

What about over filled fuel tanks with spilled diesel, wet roads, cyclists at traffic lights, under inflated tyres, inappropriate tyres for the road conditions (using summer tyres in winter) etc

Education is the key. Start early with both car and bike drivers involved. But as cars become safer for the occupants so the complacency sets in, the feeling of invulnerability becomes strong and more risky driving behavior develops. Likewise bikes become evermore powerful and a lot of riders just can't handle it. They emulate the riding style of their race track heroes and "getting your knee down" becomes the holy grail to the detriment of other road users.

Also it is always good to remember never to ride beyond the capabilities of neither your machine or yourself.

Question 72 is a 'Maybe' but if it saves 1 life then it could be considered successful. However, what could have been shown within that advert is the 'alternate' version where they look properly and the accident is avoided. There is a horrible inevitability about those incidents as if there is no other outcome available. Car drivers need to be educated in 'how' to look and check eg head movement, blind spot etc. Finally....I believe 'Give Way' junctions should be replaced by 'Stop' junctions. That would save lives. Good luck with the campaign!

As a motorcyclist, you should be prepared to learn safer techniques that will keep you and others safe. Those who think that there is nothing wrong with their riding will likely become a statistic. Those are the people that scoff at taking Advance riding coaching.

The ad is good but the focus is on the death of the rider . More focus could have been made on how driver would feel if they had caused accident
We need to keep trying to communicate with all road users and educating them with hard hitting messages like you are showing.
Very little if any comment is made to pupils when learning to drive a car about motorcyclists, a person can go through the whole learning process & pass their test without ever having to think about motorcyclists. I am a motorcycle instructor & make several visits to test centres during my working week & regularly see cars on test cut corners at junctions (entering on the wrong side of the road)with the person involved getting a pass, surely this is dangerous. We all need to be better educated in road use but if one sector of transport is getting the message that this type of behaviour is acceptable then there is no hope for any of us.
The only way to make motorists aware of the vulnerability of bikers is to make all learners ride a bike before allowing them behind a steering wheel.
All drivers and riders should be made to take part in CPD (min number of hours training every 5 years) and basic medical tests for fitness (eyes and heart) like PSV and HGV drivers as things change over time and if you don't actively seek out new info on road regs and law then you will quickly find yourself on the wrong side of the law.
The video linked questions are slightly biased . My riding in town areas is always within the limits and out in the countryside speed is tempered with what is happening around me ie road ,weather and traffic At no time do I take risks that are not weighed up first and if I think there any danger of incident I do not move another overtake ect will come soon enough. As an observer I have to ride to a high standard at all times and to be honest I get fun out of riding to my best ability using IPSGA.
Try to show riding in a more positive way, its always doom and gloom, riders are going to die, cause accidents etc.
You people have a hard job trying to make people see the dangers of motorcycling, the latest campaign is a good one and I hope it will save some lives.
I feel motorcyclist awareness should be more a part of driving tests and driving theory tests. Particularly changing lanes and junctions. I also think more broadcasts etc should aim to make the rider more aware that cars are likely not to spot them, so slow down when a car is at a junction/filter slowly/etc, just in case.
Motorcyclists more than any other road user, except perhaps pedestrians, need to be aware of other road users and drive taking into account the failings of others and what their unexpected actions may be. You must consider any accident to be your fault before it happens. Take responsibility for your own safety always.
Other drivers don't care about what happens outside there vehicle. Don't delay them and don't get in there way. No one else exists except them. No cars no people no vans no trucks, never mind bikers.
these videos need to be shown far more frequently.
My opinions is that there are motorcyclists who are mature and show consideration to all road users but unfortunately there are riders who think they own the road and everyone else should not be there. They also think it will not happen to me. All road users have a personal responsibility but some always blame the other road user when it is their fault. One form of education does not fit all so it has to done through various mediums. I come across this attitude all the time as I am road safety trainer. I am also a: - Retired police advanced driving car instructor Police advanced rider Police escort rider Speed awareness trainer Road safety trainer Member of Roadar IAM Advanced driver Rospa Advanced Driver Rospa Advanced Rider DIA Member ADI Fleet Trainer MIDAS Trainer Advanced driving examiner.
I think the subject of the other video, ie all the important occasions that you'll be missing is more likely to influence rider/driver behaviour than the coffin scene

<p>Ok riders are at risk but it's not just the actions of riders that are responsible for crashes. It is not just one factor that needs looking at I.e. Bikers. Other motorists need educating Bikers are not all members of outlaw bike clubs and the stereotype that many seem to have is this one, so portray us as normal people. So on education get the stereotypes sorted, target all road users not just bikers. Films on texting putting make up on etc should also be made. Till the safety message encompasses every road user from a pedestrian to a driver/rider of a motor vehicle and that the individual is responsible for there actions and the consequences of those actions, you are just perpetuating the victim / blame culture we now seem to have. People need to be aware of their actions and how it affects others.</p>
<p>It is nice to think shocking adverts will do the trick and stop road users being careless and not looking but it's not going to make enough road users look out for us. I always ride like all other road users are out to get me which is the only thing that has saved me over and over again from their carelessness.</p>
<p>Videos are too negative. I need to protect myself from such negative outlook</p>
<p>To get to motorcyclists, you really, really need to address the distinction between the legal definition of speeding in a national limit and and that of speeding as being speed that is inappropriate for the conditions. If you don't do that, many motorcyclists will simply ignore you.</p>
<p>I am unable to watch videos on my phone due to poor signal here. Also it is quite fiddly doing the survey on a phone - just as well as I am stubborn and don't give in easily. Good luck and thanks.</p>
<p>I've 40 years experience driving cars, motorcycles and trucks. This has taught me to spot many of the signs of other drivers about to do something stupid and that the only way to ride a motorcycle is with the mindset that the others are out to get you. The prone riding style of many modern motorcycles is detrimental to safety because riders can only see the patch of tarmac in front of them (rather than looking around at the scenery) and when they go slowly their arms ache. As a result they drive fast because 1/ it stops their arms aching and 2/ it is the only source of interest. But as a consequence the margin for error or the unexpected is wafer thin. Riders of touring-style bikes sit upright so they do not get aching arms and they can also see the countryside, buildings etc. This removes the need to drive quickly and the margin for error and the unexpected is much bigger and I would argue inherently safer.</p>
<p>Until all car and van drivers are required to undertake the CBT as a requirement of taking a car/van licence, the safety issues surrounding motorcycles will remain. Motorcyclists as a rule have a higher standard of driving than car and van drivers and most motorcyclists are also car/van drivers. But car and van drivers have limited ability and limited awareness. The risks to motorcyclists will not diminish until there is a widespread improvement in car and van driving. The easiest way to implement this would be to make the CBT compulsory, initially for novice drivers and ultimately, retrospectively for all drivers (unless disabled). Failure to complete the CBT within a set timeframe would then result in licence suspension.</p>
<p>IAM motorcycle training and test was great. Should have done it years earlier.</p>
<p>It would be a good idea if people who caused death or serious injury by driving dangerously or without due care and attention, faced serious legal consequences including prison sentences where appropriate.</p>
<p>The whole thing is pointless. the only people who ever pay attention to these videos are motorcyclists or the relatives of motorcyclists, others will immediately forget about it as not affecting them. It is all about defensive riding and trying to avoid collisions. It is almost propagating a 'them and us' attitude without realising it. Motorcyclists need to wake up and smell the coffee and start taking responsibility for their own safety. The majority of accidents are not due to motorists being out to get us, they are down to simple inattention and driver error compound usually by the rider going full pelt into the danger zone and not looking at the possible hazards. We should do more to avoid hazards, it doesn't matter who is in the right if you're in a hospital bed. This video does not do that and nothing ever will, unfortunately we will continue to chuck ourselves down the road until motorcycling is eventually banned. In fifty years time we will be in quaint old videos of things that people cant believe were once allowed...enjoy it whilst we can.</p>
<p>I already have an interest in defensive riding and discuss such things with advanced bike riders on a regular basis. A lot of the people I ride with are also advanced bike instructors so I am always reassessing my riding. I've answered yes to near misses but they tend to be when other road users do something unanticipated and while you try and focus on the what might go wrong, having a car pull out to overtake another car, directly in to your path, doesn't leave you a great deal of opportunities to anticipate. The secret is to remember you are vulnerable and if in doubt, don't!</p>
<p>Car drivers should face similar restrictions as a new bike rider</p>

Generally, I think I am pretty safe, steady rider. RoSPA think so, and so do the Bikesafe Police riders I have ridden with. My main worry is always other road users. They are constantly distracted by playing with gadgets, especially mobiles. They never, ever look carefully but merely turn their heads at junctions and roundabouts. They have an annoying tendency to dive in front, expecting it to be my responsibility to miss them. I hate riding in UK, because other road users are inattentive, careless, thoughtless and selfish. Nobody knows how to indicate properly, nor negotiate a roundabout properly, i.e. they would often take the third exit turning right, from the left hand lane, going all the way round, indicating left all the way, oblivious.

As a motorcycle instructor I feel these videos will scare potential 2 wheel owners. Having to tell trainees every week that the car at the junction is going to pull out on you, or that the idiot on the roundabout is going to turn in front of them without signalling or is going to drift/move across lanes without looking or signalling I feel that car and other road users including cyclists who don't look behind them when turning or even bother signalling need further training. The driving test needs to be made harder. A motorcycle awareness section needs to be included in the driving test as I am fed up of motorists saying sorry mate or giving you an apologetic wave every time they pull out or drift across you. Cyclists should also have to pass a test to use the roads as most of them don't have a clue about road laws or the highway code.

This approach is all wrong. People don't need to be told that driving badly can lead to crashes, they're not that stupid. In particular I don't like it being just about motorcycles. If you make a mistake on the road you might just as well hit a cyclist or another car.

What they need is positive advice on situations where crashes are likely to occur, and what to look out for. They don't need to be alert 'all the time'. They need to understand what conditions are most hazardous, and when to be alert to risks.

I would split it into 1) 'high hazard' and 2) 'don't be distracted'.

1) high hazard is typically pulling out of a side turning. They need to get their sightlines right.

2) 'don't be distracted' would be the fool opening his car door. He's clearly thinking about something else.

I would much rather that this was about improving your driving skills all the time, not just up to the driving test and no further.

People don't need to be shocked. It's a turn-off. They need to be advised.

I believe that there could be much better training for motorcyclists, we teach people how not to stall or wobble, and to push their bike around., but where is the training on how to corner, or hazard perception? I also believe car drivers need a lot more training when it comes to paying attention, especially with the performance and handling of cars and the available distractions such as mp3 players, texting, using phones, drinking and eating.

In my 20 years of riding, I have learnt fear. Mainly of the road surface, I am cautious of other road users, but I am mainly concerned that my bike won't 'stick' when I need it to.

I have however seen motorcyclists asserting their 'rights' with the rise of motorcycle awareness videos: the 'right' to filter alongside vehicles doing the speed limit or greater in the face of oncoming traffic. The 'right' to be at the front of every queue. The 'right' to take risks and expect other road users to accommodate them.

Ride in weekday commuter traffic, and other riders are generally sensible, acknowledge each other and take care. Weekend warriors however are becoming increasingly obnoxious and self-centred in their riding. I live by the sea, at the end of a popular Sunday ride, so I have the misfortune to see this....and the subsequent appeal for witnesses.

Put careless car/lorry drivers on the road on a small motorcycle. So they can see how bad it can be on a motorcycle.

With motorcycle fatalities at unacceptable levels, world-wide, pretending that motorcyclists are not at fault, primarily, for most motorcycle/cage crashes is delusional. It's time to fix this or get ready to be taken off of the public roads.

I like the idea of advising drivers to look for motorcycles but in the case of the mini emerging from the side road the motorcyclist should have sounded his horn on seeing the car bonnet, and in the case of the old fellow opening his car door, the speed of the motorcycle was too high for the narrow gap.

A very good survey. I have competed on two, three and four wheels, on road and off-road. Since I was 17 and in April 2014 I lost my son whilst he was competing in the Rally Raid world championships. He died doing what he loved it still hurts my wife and I as it does his wife and three children, however, we make the best of the memories we have of him and I ride more thoughtfully now than I did before!

The 'could you live with the shame' approach has been exhausted and answered by the continuing actions of motorists seemingly as "yes". An advertisement approach as a persons life timeline stated with a date, showing a young father or mother in quick captions in opening as a average person, then a dangerous act causing the loss of someone elses life, followed by their sentencing and imprisonment (using the mystical 14 years). Then to show the consequences of the shame on their family and the frustration and pain of not being a part of their own family any more as it moves on without them. Fall out, divorce, stopped visits, remarried and then released to finally be reunited with a child who then doesn't recognise that parent. People by their nature especially when it comes to motorists, is selfish and highly inconsiderate. So why focus on the side of life following a fatality, which they didn't care about in the first place. Why focus on what they could do to a stranger and the impact on a strangers family they will never even see, when you could show what it could do to their own life.

The advert seems to blame the motorcyclist not the bad drivers

Need to educate all road users.

I don't have people telling me what to do & i don't tell others unless they ask me. So i'm not remotely affected by things like this. I have seen it all before in real life like i said before.

Like the message put across here that riders are vaunrable & extra care needs to be taken to look for them during manoeuvres. The government appears to be of the opinion that it is always the rider that is at fault.

I don't ride like an arsehole on a race replica bike! I don't ride like I'm pretendig I'm on a race track either. This advert should be aimed at those idiots. I'm a biker, not a motorcyclist. Big difference is riding styles. Also, I was taught to leave a minimum of a doors width when passing a vehical.

Stay safe, expect the idiot in the tank to do something stupid.

the riders in the video were going too fast, when approching a possibly dangerous situation. the automobile drivers were extreemly careless.

Everyone should ride a moped for 3 months before being allowed behind the wheel.

i can only speak with my own experiences,the law is a joke. i ride my bike fast and in a safe manner.i have a metal pin in my funny bone from a bike accident when i was 17, i have just recently had 2 have a total knee cap replacement op from the accident in 89 that was not my fault,(they repaired my knee in 89 as best thy could,i nearly lost my lower leg,my knee cap fell apart a couple of years ago, it was never expected 2 last 4 ever) its kind of fucked my working life up, and they did not even do the driver 4 careless i constantly come across situations like in these vidios, its just normal thing when i go out on my bike.car drivers are really that bad out there, and there is more of them now.treat them all like idiots, and do there driving 4 them, stay in front of them, then what ever stupid moves they do behind me, will not effect me. it makes me very angry all this shit about rider limitations when they past there tests,restrictions on bhp, age restrictions and cbt. its a joke. all new car drivers should be forced 2 have the same restrictions as new bikers.i have had 2 pretty bad knock offs that could of been very serious,one i was very lucky, he nearly crushed my ankle. both these drivers were 17 and 18, just past there tests and driving mummys car on a 2nd named person insurance, this needs 2 be stopped, they need 2 be forced 2 stand on there own 2 feet, i can not put my daughter as a named driver on my bike insurance, so why should they be able 2 do it in a car.as i said b4, i am 54 years old, still alive, so i must be doing something right, i would not mind seeing 60, i never expected 2 see 50 while there is more new (and more foreign drivers coming over here) the chances seem 2 get less, but hey, live by the sword, we die by the sword, but why should i have 2 give up something i enjoy doing, through others inconsideration.

i have noticed more near misses year on year i ride as if every one on the road is a danger

Car drivers should learn to ride a bike and spend at least two years riding before being allowed to drive.Cars isolate drivers from the outside world, making them sloppy and undisciplined behind the wheel.

i also drive a car (12000 miles) and large panel vans 3.5t (5000miles) and take the same care..

Have taken several car related driving assessments as part of my employment, bi-annual defensive driving courses with ex police trainers and was member of Advanced Drivers but dropped that because it was payment based not skill alone.

Motorist treat us with contempt. As your second video say carelessness is the cause of MOST acidents I have not seen any video where the motorist who has comited a traffic offence which has resulted in a motorcycle colision has been held accountble for there actions.

Thanks to the preception that most bikers are speed demons motorst get away with Manslaughter as I have seen personally.

I know of people who refuse to take an eye test yet still drive big 4x4 cars these people will not get killed as there car will protect them so they need to be held accountable for there contempt for other road users. It is my opionoin that motoists get away with more than they should as they ALWAYS say the bike was goint to fast and the juruy tend to belive that so it is genraly the motorst who need the video shock treatment you never see footage of the motorist in the dock being sentanced to XYZ years in prison and the there family left with nobody mostly because they get away with the offence so the system is flawed.....

The car test should be reviewed and updated. A 17 year old with little driving experience could essentially drive around in a Ferrari F40 (or similar, assuming they could afford one). Bike awareness should be a major factor in the car test. The most common accident is car/van/lorry drivers pulling out at junctions and stuffing motorcyclists into ditches or into oncoming traffic. I have lost two friends, and almost lost my brother and, four years ago, my husband to this exact scenario. Tougher sentences should be handed out to drivers who fail to look at junctions. Three points and a £60 fine has no effect, and making motorcyclist wear dayglo jackets won't make them turn and look either. If a driver is looking for a bike, he/she will see it. The problem is they don't look.

A recent UK study found that more motorcyclists on the road reduces the risks, or maybe makes drivers more aware of motorcyclists therefore motorcycling should be encouraged, not just large bikes but commuters and for city living. More should be done in the driving test for regard for other road users, not just motorcyclists, but cyclists, horse riders, pedestrians etc. Penalties should reflect the outcome, if someone is drunk, on their phone etc and causes a serious accident prison should be the first consideration not the last. A license should not be for life, but for 5 or 10 years with the need to pass a test to retain entitlement to drive or ride, maybe not a vote winner but a life saver.

I have experience of car drivers actively moving dangerously to 'block' or threaten bike riders. NOT GOOD!! Roadrage at it's worst if you ask me. In fairness I have also witnessed bike riders making risky moves, however that's their responsibility, and it will, ultimately, only put them in danger. I've been riding for a long time, and have seen many restrictions being suggested for motorbikes. Concentrating more efforts to reduce the use of high performance cars by young drivers would be a valid argument. Restrict cc's for restricted drivers. I've often said you should making rider training compulsory as part of the learner driver experience. They would think twice about the vulnerability of the rider. Also it gives you much greater road sense, re, road conditions, negotiating traffic, speed, vulnerability on the roads. Worth looking at to improve driving overall.

Tolerance is not something we each have or lack, we reflect towards others the tolerance we ourselves experience. When the government creates a mass prosecution system and rigidly enforces laws (zero tolerance), we become like them. We stop tolerating others mistakes even though we make the same mistakes ourselves. This attitude, promoted by government policies, may be likely to result in more deaths, rather than fewer.

I have always said that if you want a car licence then you should have to do at least a days C.B.T. course on the road then you will relise what bad driving we as motorcyclists have to put up with every day.

COMMENT 1] The depiction of who is at fault on the road is always in favour of the car driver being innocent. This is the strong message in the last video. It makes me angry that this is popularised in the press and also reflected in the law courts. I don't specifically refer to motorcyclists but pedestrians, horse riders, children and cyclists. When ever there is a serious accident caused wholly by a car the punishment handed out by the law is done so almost as an embarrassment to the legal system. I fully understand there are irresponsible, arrogant and inexperienced motorcyclists out there, but that is also true for any other vehicle on the road so why the imbalance in blame or encouragement to training.
COMMENT 2] I also find the best deterrent for car drivers is to look rough on a rough bike. I'm not talking about 'Hells Angles' image or that SOA situation drama but just rough, weathered and well used.
Comment 3] If you want to measure the behaviour of car drivers around motorbikes and the risks the cars take then monitor a bike for several 100 miles then repeat the exercise with the rider on a white bike with High Vis with a blue stripe across the back. I discovered years ago when commuting 100 miles a day and found a High Vis with a blue stripe across the back on the road and wore it for a laugh. I then wore it every day commuting until it was in tatters laughing the whole time at all the idiots slowing down and taking way more attention to me than I was used to.
I could go on.....

The speeding ads (previous one) anger me. Many years ago, after a spate of those ads, I decided to see if they were right. I deliberately rode as fast as I thought safe everywhere, often over twice the limit. No incident, or even near incident, occurred and, after about 2 years, I went back to riding normally. The few incidents I've experienced were drivers failing to see me and I avoided each by anticipating them. All were within the limit.

The standard of driving is pathetic at best and to top that drivers truly believe they don't need to improve. A much higher standard should be required to get a licence and those who have one already should be forced to do an advanced course. The answer is not in retroactively punishing people or frightening them but in pro-actively training them adequately for the task at hand.

Very educational video and should be played on tv more

<p>More should be done to educate all drivers on the limitations of their vision. I particular all drivers should receive education and be tested on the effects of Saccadic masking. Very few people are aware of the problem. It is a fundamental part of flying training for a very few and if more generally known might just save lives</p>
<p>if you want to improve road safety for motorcyclists, please teach car drivers, yes there's a few bike riders that flaunt the law, but there's a lot more bike riders that fall foul of car drivers without any fault of their own. i've been biking for 22 years and have seen a lot of cars pulling out on me and others without any care in the world, i've been driving a car for the past 20 years and never ever have i pulled out or put a biker in danger, so do us bikers a favour and pass the message to whoever makes those SMIDSY adverts to shove it where the sun doesnt shine, people see bikes and people choose to pull out on bikes, in 20 years driving a car i have never failed to see a bike coming from miles away, even when coming from behind me, its called use your eyes, mirrors and everything else you have at your disposal to see a bike</p>
<p>More female bikers in an add please. That would be a REAL EYE OPENER FOR THE VEHICLE DRIVERS. Maybe then they'd pay attention if they thought it was a woman on a bike and maybe be more considerate.</p>
<p>These adverts are a waste of money. We all know each time you throw your leg over the bike its dangerous. I drive a car but we all are aware most car drivers cannot stand motorcyclists. Majority don't even realise safe filtering is legal. You'll not die on the bike if its planned to go in your sleep :-)</p>
<p>Been riding a long time and went through the whole fast as I could go everywhere and to be honest watching all these type of ads at the time you think God that's shocking but when your young and no responsibilities once you get on the bike the ads are pretty much forgotten about as you think it will not happen to me until it does However I'm now a lot older and have the wife,child,morguage and still ride pretty much everyday but generally stick to the laws of the road but still have near missis because of other road users people not paying attention mobile phones careless driving reckless driving not respecting other road users feeling invincible in their cars with their airbags side impact protection and their crumple zones The amount of times I've been riding along at speed limits and cars pulling out in front of me and knowing if I was in a car,lorry or bus at the same speed and distance they simply wouldn't do it</p>
<p>these videos sicken me, i will watch them once, then when they come on, i will change channel</p>
<p>I think that the second video is the most important one as we need to get car drivers more bike aware. Personally I think everyone should ride a bike first to help them understand road conditions etc.</p>
<p>I have answered no to 70 and 71 and in previous video as I already adjust my ridng and ride defensively due to being aware of possible risk points that are shown in the video. If i was not aware of these things I would have answered yes.</p>
<p>New videos a are realistic and impactive particularly the one aimed at car drivers which is long overdue. Well done DOE.</p>
<p>I've witnessed so many near misses on a mixture of roads from car, van,lorry drivers with Junctions roundabouts and on duel carriageways. People on their mobile phones still. Lane hoggers and the ones that try to stop us on er taking on A Roads to horse mess on bends. Gravel left Fer resurfacing even on housing estates,</p>
<p>very good video. straight to the point.</p>

Survey Questions

About Yourself

1	Age	(please indicate years only)				
2	Sex	Male			Female	
3	This survey is only for UK riders because of copyright restrictions of the videos					
4	Where you reside in the UK	Northern Ireland	Wales	Scotland	England	Other (please indicate) e.g. Isle of Man; Channel Islands
5	Do you have a motorcycle licence?	Yes			No	
6	If yes, which type of licence do you have?	A1 (only able to ride up to 125cc)	A2 Medium size motorcycle	A (able to ride all engine size motorcycles)		
7	How long have you had your licence? (Please indicate number of years)					
8	Did you do Compulsory Basic Training (CBT) before getting your licence?					
8	How long have you actively ridden your motorcycle without interruption until now? (Please indicate number of years)					

About your motorcycle/s

(If you have more than one motorcycle, please complete the set of questions for the motorcycle you tend to use the most)

1	Type of motorcycle?	Moped (50cc)			Scooter			Motorcycle			
2	Category of Motorcycle?	Sport	Super sport	Touring	Standard/Naked	Classic/Veteran	Custom	Off road	Adventure	Other please indicate	
3	Make?										
4	Engine Size?	50 cc and below	51 to 125cc	126 to 400cc	401 to 700cc	701 to 1000cc	1000cc	More than 1000cc			
5	Which year did you buy your motorcycle?										
6	How many Miles do you ride per year?	Less than 1000	1001 to 3000	3001 to 5000	5001 to 7000	7001 to 10000	10001 to 15000	More than 15000			
7	What type of insurance policy do you have?	Third Party	Third Party Fire and Theft	Fully Comprehensive							
8	Does your motorcycle have Anti-Lock Brakes (ABS)?	Yes					No				
9	Have you ever had to brake so hard that the ABS kicked in?	Yes					No				
10	In what kind of situation	You planned it – i.e. exercise – controlled braking					In a panic situation/risk of accident				

11	If you own more than one motorcycle please indicate how many you own in total.	
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1	Could you indicate how you use your time riding your motorcycle as a percentage i.e. indicate each reason as a proportion of 100	Recreational/ fun	Commuting to work	For professional use	Racing/ competing/ sport	Touring	Other Please indicate
2	Why do you ride? Pick five and rank them, one being your first choice.						
	A	Freedom					
	B	Speed					
	C	Acceleration (Performance)					
	D	Feeling of being in control					
	E	Excitement					
	F	Well Being					
	G	Being in touch with nature					
	H	Work					
	I	Mobility (i.e. to get around)					
	J	Cheap means of transport					
	K	Commuting to work					
	L	Competition (racing, trail bike etc)					
	M	Because it's fun					
	N	Other Please indicate					

1	Have you been involved in an accident while riding your motorcycle?	Yes	No			
2	If so, which year did this accident happen?					
3	Type of accident	Collision with another vehicle		Single Vehicle		Other – please indicate
4	Type of road	Motorway	Urban road	Rural road	Other please indicate	
5	Location	Intersecti on	Curve	Straigh t road	Roundab out	Other please indicate
6	What time of the year did this occur?	Summe r	Spring	Winter	Autumn	
7	Who was responsible?	You	The other driver		Other reason Please indicate	
8	Were you injured?	Yes			No	
9	If you answered yes, what type of injury?	Serious			Slight	
10	Could the accident have been avoided if you were more careful?	Yes			No	
11	Had you taken part in a Bike Safe assessment before your accident?	Yes			No	
12	Had you taken part in any advanced training course before your accident?	Yes			No	

1	Which of the following describes your way of riding best in relation to risk awareness	Careful (defensive) Don't take risks	Take risks sometimes	Take risks often	Aggressive (accept risks)				
2	When riding, are you afraid of crashing?	No never	Yes sometimes		Yes, frequently				
3	Do you think that being afraid sometimes is part of being a motorcyclist?	Yes		No					
4	If answered yes, when are you afraid? You can choose more than one								
5	A	When approaching a curve							
	B	When there is mud, gravel or diesel on the road							
	C	When other road users enter your space							
	D	Roundabouts							
	E	Intersections							
6	Do you ride in a group?	Never	Sometimes	Frequently	Always				
7	If so, do you think that other riders (in your group) take unnecessary risks when riding their motorcycles?	Never	Sometimes	Frequently	Always				
8	Are there any areas where you feel you need to improve your riding technique?	No	Manoeuvring at low speed	Braking technique	Riding on gravel	At curves	Anticipating traffic	roundabouts	Other (please indicate)

1	Do you think that you need more training and more knowledge about how incidents develop and how to avoid them?	Yes		no
2	Have you participated in a Bike Safe Assessment?	Yes	No	Where (please indicate)
	If you have not participated in a Bike Safe Assessment, is it because you feel that			
	A	You are not interested		
	B	You don't want to make a fool of yourself		
	C	You don't have the time		
	D	It's not available where you live		
	E	You don't like the police		
	F	You can't afford it (NB: Northern Ireland Bike Safe Assessment is free)		
	G	You feel you don't need assessing		
	H	Other – please indicate why		
3	Have you participated in advanced training (after passing your Motorcycle licence test) e.g. IAM or RoSPA	Yes	No	
4	If you have not participated in advanced training, is it because you feel that			
	A	You do not want to make a fool of yourself		
	B	You are not interested		
	C	It is only for good riders		
	D	You don't have the time		
	E	Is not available where you live		
	F	Don't know enough about them		
	G	You can't afford it.		
	H	You feel you do not need training		
	I	Other – please indicate why		

3	What do you think are your chances of being involved in an accident on a scale of 1 to 5	none	possible	likely	Very likely	Inevitable
4	Have you experienced a critical situation (near miss) where you avoided an accident / collision?	none	Yes, once	Yes, a couple of times	Yes a few times	Yes, frequently
5	Do you ride faster than the posted speed limit?	never	Sometimes	Frequently	Most of the time	Don't know
6	Do you ride at speeds which you consider may be excessive for the conditions?	never	Sometimes	Frequently	Most of the time	Don't know

The video link here is from a Department of the Environment (Northern Ireland) road safety campaign. This video called "Bike Speed" focuses on motorcyclists speeding and warns of the consequences, which is the death of the motorcyclist and the effect on his/her family. Could you please watch this video and then could you indicate whether you think that you will change your style of riding as a consequence of watching it.	
no	yes Don't know
If you answered yes, could you please indicate how you aim to improve or modify your style of riding (choose as many as applies):	
A	Improve Counter steering
B	Concentrate more on your reaction in near miss situations
C	Modify speed especially on rural roads
D	Focus more on throttle control (accelerating/de-accelerating)
E	Adjust riding position
F	Look more attentively at junctions
G	Pay more attention (be constantly aware of potential dangers)
H	Reduce speed out of a curve
I	Try to improve your braking techniques
J	Give up riding altogether
K	Other (Please indicate)

In the video the comment "It's not just you who crashes, infers that if you die, you will leave behind grieving relatives. Will this inference make any difference to the way you behave when riding your motorcycle on the road?"	Yes	No	Don't know
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The video link here is also from a Department of the Environment (Northern Ireland) road safety campaign. This video called "Biker Aware" focuses on car drivers with scenes in which different motorcyclists collide with cars and warns of the consequences which is the death of the motorcyclist. Could you please watch this video and then could you indicate whether you think that you will be more aware of the potential dangers of the actions of drivers of other vehicles.				
No	Yes Don't know			
1	Do you think that graphic, scenes of crashing as shown in this video, will affect the way motorcyclists behave on the road?	Yes	No	Don't know
2	Do you think that graphic, scenes of crashing as shown in this video, will affect the way other vehicle drivers behave towards motorcyclists on the road?	Yes	No	Don't know
3	The ending of the video shows a coffin with a helmet on the lid			

	and what appear to be grieving relatives standing next to it. What point do you think this scene is attempting to make?			
4	If you had been given the opportunity to make this video, what would your ending be?			

Any other comments

Thank you!