

Smart commuters

Clare

Efficiency



Motorcycle type: Scooters & smaller engine motorcycles.

Behaviour: Short distances to work, leisure, socialising & errands.

Demographics: Female bias, younger, white collar city worker.

Safety attitudes: Low risk perception due to short distances and slow speeds. Gear is an inconvenience to store and need to change. Fears being 'doored'.

Safety messaging: Focus on danger present in short trips, promote work-ready, versatile gear.

Chanel & voice: Targeted social media, pop-ups, strategic OOH. Voice of fellow commuter.

Thrill of speed

Dan

Adrenalin



Motorcycle type: Sports, standard & higher-powered bikes.

Behaviour: Medium distance day trips, open roads, freeways, ride alone or a group.

Demographics: Male bias, younger.

Safety attitudes: Speed temptations, belief of accelerating out of danger. Accept inherent danger and wear gear.

Safety messaging: Focus on the unpredictable and inability to notice things at high speed. Suggest track days as a safer space for speed.

Chanel & voice: TV, OOH at motorsport events. Voice of respected community member or concerned family member.

Therapy & Escape

Nick

Relaxation



Motorcycle type: Wide range from scooters to road bikes to cruisers.

Behaviour: Typically solo journeys but more a state of mind than behaviours.

Demographics: Male bias, typically older. Sometimes younger or female.

Safety attitudes: Often experienced but may have taken a break. Fear of being injured and stranded. Accept inherent risks but worry for loved ones.

Safety messaging: Focus on maintaining vigilance whilst unwinding. Emphasise potential accident impact on family & work.

Chanel & voice: Strategic OOH, TV, online for younger. Voice of loved one.

Social image

Sascha

Looks



Motorcycle type: Retro, scooters though to cruisers.

Behaviour: Like to be seen.

Demographics: Broad with a variety of sub-groups.

Safety attitudes: Sacrifice safety for appearance.

Safety messaging: Focus on skills development and stylish gear.

Chanel & voice: Clubs, Facebook, specialist groups/publications, fashion media/marketing.

Adventure & Exploration

Dennis

Discovery



Motorcycle type: Tourers, cruisers, standard.

Behaviour: Longer distances in country areas.

Demographics: Older males returning to the hobby.

Safety attitudes: Can lack recent experience. Pressure to keep up with the group.

Safety messaging: Focus on skills development and riding to own abilities.

Chanel & voice: TV, clubs, strategic OOH. Voice of experienced long distance rider.

Technicians & tinkerers

Barry
Proud



Motorcycle type: A specific era, brand or type.

Behaviour: Riding is secondary from the challenge/joy of tinkering.

Demographics: Older regional males or general younger males.

Safety attitudes: Worry about damaging bike. Safety reliant on own skills.

Safety messaging: Focus on importance of proper workmanship.

Chanel & voice: Clubs, specialist groups/ publications.

Camaraderie

Graeme

Mateship



Motorcycle type: Wide range from scooters to road bikes to cruisers.

Behaviour: Organised group times with time to socialise.

Demographics: Broad with a variety of sub-groups.

Safety attitudes: Pressure to keep up with the group, willingness to learn.

Safety messaging: Focus on social benefits and impact on friends.

Chanel & voice: Club events, publications, websites. Voice of a more experienced rider.