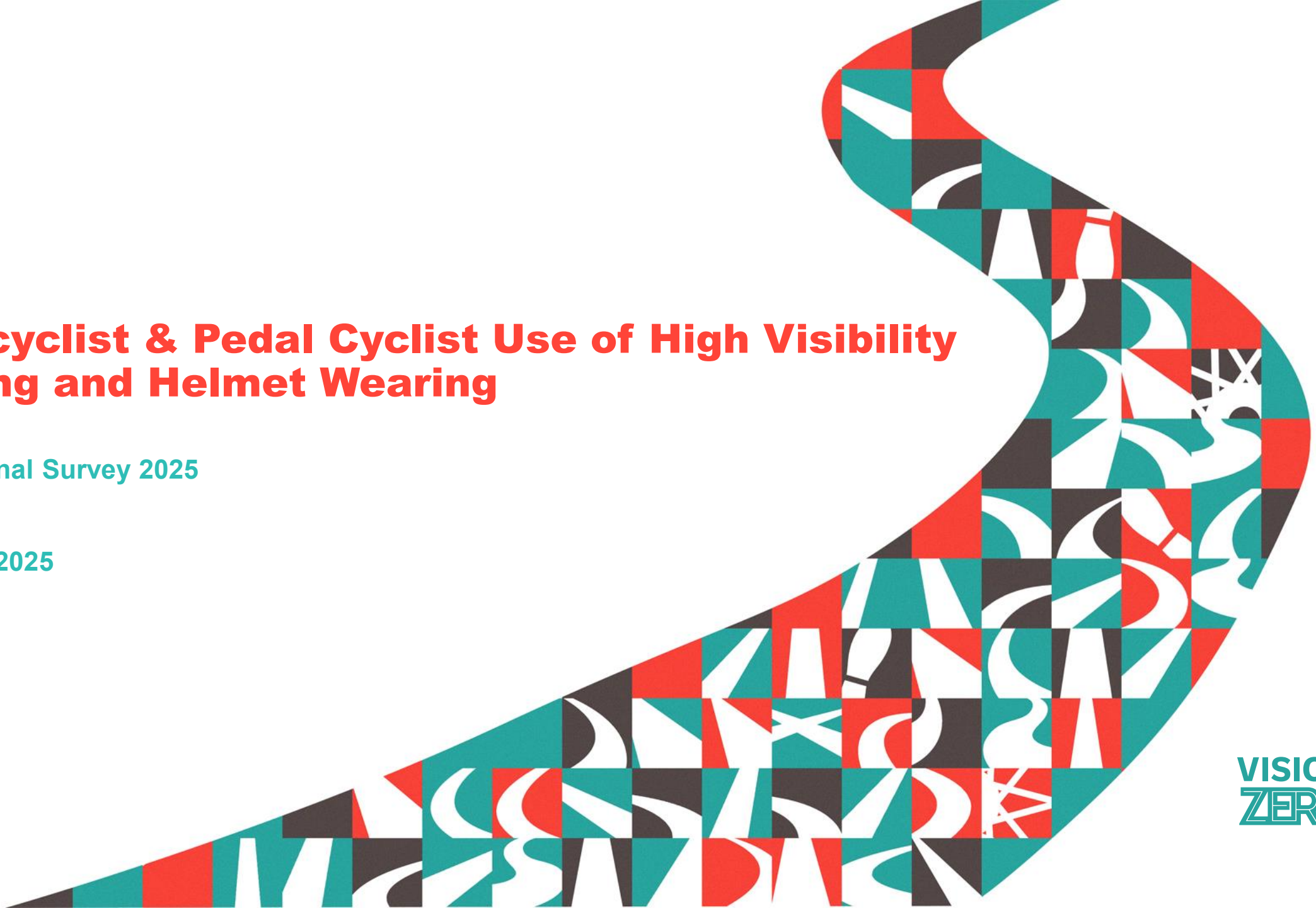




Motorcyclist & Pedal Cyclist Use of High Visibility Clothing and Helmet Wearing

Observational Survey 2025

November 2025



VISION
ZERO

Report Overview

-  Executive Summary
-  Methodological Approach
-  Analysis of high visibility clothing usage
-  Analysis of helmet wearing
-  E-Scooter Analysis
-  Historic Rates



Executive Summary

Executive Summary

- The results from the 2025 survey showed that 28% of motorcyclists were wearing high visibility clothing overall.
- This represents a 1% increase when compared to the 2024 study.
- 20% of pedal cyclists were wearing high visibility clothing overall, the same as the rate observed in the 2024 study.
- The rate of high visibility clothing usage has been in decline over the last 10 years.
- Very high helmet wearing compliance was observed among motorcyclists (98%). However, the rate dropped slightly when compared to 2024 (99%).
- 50% of the observed pedal cyclists were wearing a helmet, representing a decrease of 7% when compared to the findings from the 2024 study.
- 19% of e-scooter riders were wearing high visibility clothing, an increase of 1% from 2024.
- Meanwhile, only 27% of e-scooter riders were wearing a helmet, a 15% decrease year-on-year.



Methodological Approach

Study Objectives and Methodology

- The aim of this study was to gather observational data on the usage of high visibility clothing and helmet wearing by motorcyclists and pedal cyclists in urban centres on the Irish public road network.
- **Fieldwork:** A **video approach** has been used since 2022 to observe high visibility clothing usage and helmet wearing by pedal cyclists and motorcyclists. The motorcycle category includes mopeds/scooters, in addition to motorcycles and motorcycles carrying passengers. The pedal cycle category includes electric bikes, public cyclists (i.e., cyclists who are using public bike rental schemes), and private cyclists (i.e., cyclists who are using their own private bicycle).
- In the 2024 study, high visibility clothing usage and helmet wearing by e-scooter users was also observed for the first time as part of this study. The data for e-scooter users was also captured in this year's study. This data has been analysed separately from the other road user types and the findings are presented in a separate section of the report.
- **Timeframe:** Observations were conducted at 150 sites, concentrated around 10 major urban centres, in August 2025.
- **Locations:** The urban centres were Cork, Dublin, Galway, Limerick, Kilkenny, Midlands (Offaly and Westmeath), Waterford, Kildare, Maynooth, and Newbridge.



Study Objectives and Methodology

- Observations were made on weekdays and weekends (daylight hours only), and the study included 20,396 observations in total. This figure is comprised of 2,166 motorcyclist observations, 16,875 pedal cyclist observations, and 1,355 e-scooter user observations.
- Surveys were undertaken between the hours of 07:30 to 10:30 (AM), 12:00 to 15:00 (Inter-Peak) and 16:00 to 19:00 (PM).
- Fieldwork was conducted by Nationwide Data Collection (NDC) on behalf of the RSA.
- The 2025 study followed the methodology specified by the European Commission's Trendline Project, and the approach was broadly in line with the method used by the RSA in historic surveys.
- The Trendline Project brings together 25 EU Member States for the purposes of developing harmonised methodologies for data collection, data analysis and delivery of road Safety Performance Indicators (SPIs).



Analysis of high visibility clothing usage

Use of high visibility clothing - summary

- For the purpose of this study, high visibility clothing includes vests, jackets, straps, or armbands.
- In addition to motorcyclists, the motorcycle category in this study also includes riders of mopeds and scooters.
- Overall, 28% of motorcyclists were wearing high visibility clothing in the 2025 study, a 1% increase when compared to the 2024 study.
- Overall, 20% of pedal cyclists were wearing high visibility clothing in the 2025 study, the same rate as seen in the 2024 study.
- The rate of high visibility clothing usage by male pedal cyclists was unchanged at 20% in the 2025 surveys.
- The rate of high visibility clothing usage by female pedal cyclists increased by 2% in the 2025 surveys.

Table 1 – Motorcyclist high visibility clothing use

Year	% Wearing High Visibility Clothing	Sample Size
2025	28%	2,166
2024	27%	1,963

Table 2 – Pedal cyclist high visibility clothing use by gender

Year	Gender	% Wearing High Visibility Clothing	Sample Size
2025	Male	20%	14,319
	Female	18%	2,556
	Total	20%	16,875
2024	Male	20%	12,767
	Female	16%	2,403
	Total	20%	15,170



Use of high visibility clothing by time period

- As part of this study, time periods are defined as follows:
 - AM: 07:30 to 10:30,
 - INTER: 12:00 to 15:00
 - PM: 16:00 to 19:00
- For motorcyclists, the inter-peak period saw the highest rate of high visibility clothing usage in both 2024 (32%) and 2025 (37%). High visibility clothing rates were below 30% in the other time periods.
- For pedal cyclists, high visibility clothing usage was relatively consistent across the time periods, ranging from 19% to 22%. The inter-peak period saw the biggest year-over-year improvement in rates of high visibility clothing usage (+9%).
- The highest rate of high visibility clothing usage amongst pedal cyclists in the 2025 study was in the AM period at 22%, but this represented a 5% year-over-year decrease.

Table 3 – High visibility clothing use by time period

Vehicle Type	Time Period	% Wearing High Visibility Clothing (2024)	Sample Size (2024)
Motorcyclists	AM	23% (27%)	632 (560)
	INTER	37% (32%)	464 (531)
	PM	27% (24%)	1,070 (872)
Pedal Cyclists	AM	22% (27%)	4,625 (4,794)
	INTER	21% (12%)	3,940 (3,193)
	PM	19% (18%)	8,310 (7,183)



Use of high visibility clothing by region

- As part of this study, Region 1 is defined as Kilkenny, Midlands (Offaly and Westmeath) and Waterford. Region 2 is defined as Kildare, Maynooth and Newbridge. Please note that outside of Cork and Dublin, the sample sizes for motorcyclists are considerably smaller and under 100 in all cases.
- In the 2025 study, usage of high visibility clothing amongst motorcyclists was most likely to be observed in Limerick (40%), followed by Dublin (33%), and least likely to be observed in Region 1 (8%).
- The percentage of motorcyclists wearing high visibility clothing increased by 2% in Dublin but decreased by 1% in Cork in the 2025 study.
- In the 2025 study, usage of high visibility clothing amongst pedal cyclists was most likely to be observed in Dublin and Limerick (both 21%), and least likely to be observed in Galway (12%).

Table 4 – High Visibility clothing use by region

Vehicle Type	Region	% Wearing High Visibility Clothing (2024)	Sample Size (2024)
Motorcyclists	Cork	12% (13%)	356 (293)
	Dublin	33% (31%)	1,628 (1,446)
	Galway	13% (17%)	56 (54)
	Limerick	40% (20%)	25 (40)
	Region 1	8% (19%)	64 (94)
	Region 2	24% (22%)	37 (36)
Pedal Cyclists	Cork	13% (14%)	1,064 (966)
	Dublin	21% (20%)	14,606 (12,949)
	Galway	12% (15%)	557 (623)
	Limerick	21% (17%)	284 (300)
	Region 1	13% (22%)	238 (216)
	Region 2	15% (22%)	126 (116)



Use of high visibility clothing by bike category

- Rates of high visibility clothing usage was reasonably low across all bike categories in both the 2024 and 2025 studies, as illustrated by Table 5.
- In 2025, the rates ranged from as low as 13% amongst Public Bike users to as high as 32% amongst users of Mopeds/Scooters.
- In this year’s study, 20% of riders of Private Bicycles, the category with by far the highest sample size, were found to have been wearing high visibility clothing.

Table 5 – High visibility clothing use by bike category

Bike Category	% Wearing High Visibility Clothing (2024)	Sample Size (2024)
Mopeds/Scooters	32% (31%)	898 (338)
Motorcycles	26% (26%)	1,268 (1,625)
Electric Bikes	27% (18%)	1,594 (1,070)
Public Bikes	13% (2%)	1,131 (774)
Private Bicycles	20% (21%)	14,150 (13,326)



Analysis of helmet wearing

Helmet wearing - summary

- Overall, 98% of observed motorcyclists were wearing a helmet, representing a slight decrease when compared to the 2024 study.
- Overall, 50% of observed pedal cyclists were wearing a helmet, a decrease of 7% when compared to 2024.
- The helmet wearing rate by male pedal cyclists decreased by 7% when compared to 2024.
- The helmet wearing rate by female pedal cyclists decreased by 8% when compared to 2024.
- Note** that in the 2025 study, data collection took place in August, whereas fieldwork took place in May and June in the 2024 study.

Table 6 – Motorcyclist helmet wearing

Year	% Wearing Helmet	Sample Size
2025	98%	2,166
2024	99%	1,963

Table 7 – Pedal cyclist helmet wearing by gender

Year	Gender	% Wearing Helmet	Sample Size
2025	Male	49%	14,319
	Female	52%	2,556
	Total	50%	16,875
2024	Male	56%	12,767
	Female	60%	2,403
	Total	57%	15,170



Helmet wearing by time period

- As part of this study, time periods are defined as follows:
 - AM: 07:30 to 10:30,
 - INTER: 12:00 to 15:00
 - PM: 16:00 to 19:00
- Very high rates of helmet wearing was observed by motorcyclists across all time periods in 2025, ranging from 98%-99%. This was similar to the findings in the 2024 study and is consistent with the results from historic studies.
- For pedal cyclists, the AM period saw the highest rate of helmet wearing in the 2025 study at 60%, with much lower rates observed in the other time periods.
- Rates of helmet wearing by pedal cyclists decreased across all time periods in 2025, with the biggest decrease seen in the interpeak period (a decrease of 8%).

Table 8 – Helmet wearing by time period

Vehicle Type	Time Period	% Wearing Helmet (2024)	Sample Size (2024)
Motorcyclists	AM	98% (100%)	632 (560)
	INTER	99% (100%)	464 (531)
	PM	99% (99%)	1,070 (872)
Pedal Cyclists	AM	60% (67%)	4,625 (4,794)
	INTER	36% (44%)	3,940 (3,193)
	PM	51% (55%)	8,310 (7,183)



Helmet wearing by region

- As part of this study, Region 1 is defined as Kilkenny, Midlands (Offaly and Westmeath) and Waterford. Region 2 is defined as Kildare, Maynooth and Newbridge.
- Very high helmet wearing rates were seen by motorcyclists across all regions in 2025, ranging from 96% - 100%. This was similar to the findings in the 2024 study and is consistent with the results from historic studies.
- In the 2025 study, helmet wearing amongst pedal cyclists was most likely to be observed in Dublin (51%), with rates ranging from 35% to 43% in the other regions.
- Dublin showed a decrease of 9%, which is a meaningful change given the large sample size.

Table 9 – Helmet wearing by region

Vehicle Type	Region	% Wearing Helmet (2024)	Sample Size (2024)
Motorcyclists	Cork	98% (100%)	356 (293)
	Dublin	99% (100%)	1,628 (1,446)
	Galway	96% (100%)	56 (54)
	Limerick	100% (100%)	25 (40)
	Region 1	98% (99%)	64 (94)
	Region 2	100% (97%)	37 (36)
Pedal Cyclists	Cork	39% (40%)	1,064 (966)
	Dublin	51% (60%)	14,606 (12,949)
	Galway	43% (42%)	557 (623)
	Limerick	35% (34%)	284 (300)
	Region 1	38% (35%)	238 (216)
	Region 2	42% (44%)	126 (116)



Helmet wearing by bike category

- Very high helmet wearing rates were observed across the motorcycle categories, which includes mopeds/scooters. This was similar to the findings in the 2024 study and is consistent with the results from historic studies.
- In the pedal cycle category, only 12% of riders of public bikes were seen wearing a helmet, the same as the rate observed in the 2024 study.
- The rate rises to 52% for riders of electric bikes and private bicycles in the 2025 study.
- The helmet wearing rates for both electric bike users and private pedal cyclists decreased in 2025 when compared to last year’s study (down 5% and 7%, respectively).

Table 10 – Helmet wearing by bike category

Bike Category	% Wearing Helmet (2024)	Sample Size (2024)
Mopeds/Scooters	99% (100%)	898 (338)
Motorcycles	98% (99%)	1,268 (1,625)
Electric Bikes	52% (57%)	1,594 (1,070)
Public Bikes	12% (12%)	1,131 (774)
Private Bicycles	52% (59%)	14,150 (13,326)



E-scooter user analysis

High visibility clothing usage

- 18% of observed male e-scooter users were wearing high visibility clothing, the same as the rate observed in the 2024 study. 19% of observed female e-scooter users were wearing high visibility clothing, a slight increase year-over-year. Please note the much larger sample size of male e-scooter users when interpreting this finding.
- High visibility clothing usage amongst e-scooter users was highest in the AM period at 25% and lowest during the PM period at 15%.
- The highest rate of high visibility clothing use amongst e-scooter users was seen in Region 1 at 25% and the lowest rate was seen in Cork and Region 2 at 7%.
- Dublin, the region with the highest sample of e-scooter users in the study, had a usage rate of 21%, a 4% increase from 2024.

Table 11 – High visibility clothing use by gender (2024)

Year	Gender	% Wearing High Visibility Clothing	Sample Size
2025	Male	18% (18%)	1,117 (1,137)
	Female	19% (18%)	238 (246)
	Total	19% (18%)	1,355 (1,383)

Table 12 – High visibility clothing use by time period (2024)

Vehicle Type	Time Period	% Wearing High Visibility Clothing	Sample Size
E-scooter user	AM	25% (21%)	353 (466)
	INTER	17% (14%)	355 (364)
	PM	15% (19%)	647 (553)

Table 13 – High Visibility clothing use by region (2024)

Vehicle Type	Region	% Wearing High Visibility Clothing	Sample Size
E-scooter user	Cork	7% (12%)	148 (153)
	Dublin	21% (17%)	968 (987)
	Galway	9% (19%)	57 (26)
	Limerick	18% (36%)	93 (118)
	Region 1	25% (19%)	61 (58)
	Region 2	7% (15%)	28 (41)

Helmet wearing

- 26% of observed male e-scooter users were wearing a helmet and 34% of observed female e-scooter users were wearing a helmet. These findings represent substantial decreases when compared to the 2024 study. Please note the much larger sample size of male e-scooter users when interpreting this finding.
- Helmet wearing rates amongst e-scooter users was relatively steady across the day, ranging from 24% in the inter-peak period to 29% in the AM period.
- Dublin, the region with the highest sample of e-scooter users in the study, had a helmet wearing rate of 30%, down considerably from 49% in 2024.

Table 14 – Helmet wearing by gender (2024)

Year	Gender	% Wearing Helmet	Sample Size
2025	Male	26% (41%)	1,117 (1,137)
	Female	34% (47%)	238 (246)
	Total	27% (42%)	1,355 (1,383)

Table 15 – Helmet wearing by time period (2024)

Vehicle Type	Time Period	% Wearing Helmet	Sample Size
E-scooter user	AM	29% (45%)	353 (466)
	INTER	24% (42%)	355 (364)
	PM	28% (41%)	647 (553)

Table 16 – Helmet wearing by region (2024)

Vehicle Type	Region	% Wearing Helmet	Sample Size
E-scooter user	Cork	18% (33%)	148 (153)
	Dublin	30% (49%)	968 (987)
	Galway	26% (27%)	57 (26)
	Limerick	18% (25%)	93 (118)
	Region 1	31% (19%)	61 (58)
	Region 2	18% (20%)	28 (41)

Key Results

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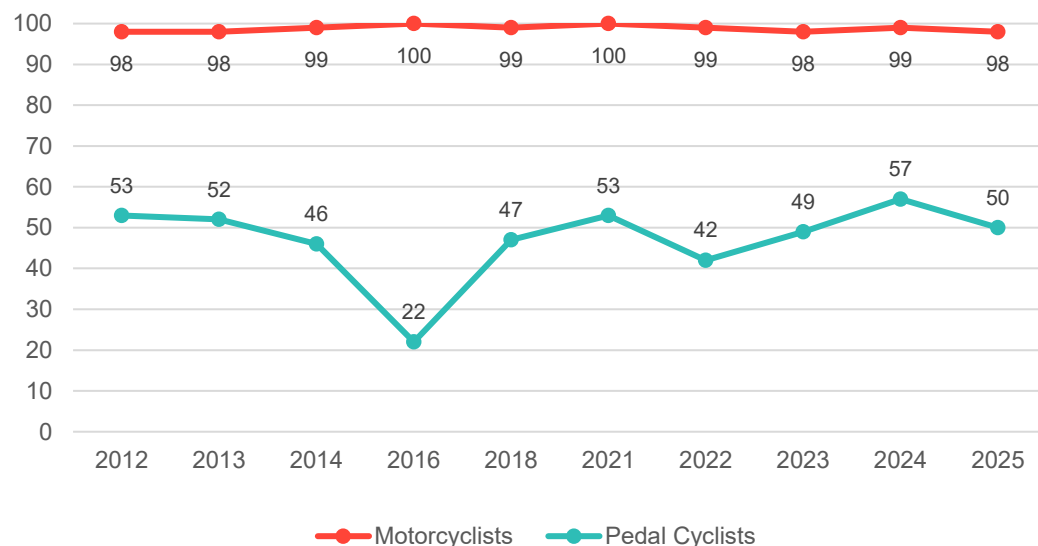
- Overall, 28% of motorcyclists were wearing high visibility clothing in the 2025 study, representing an increase of 1% when compared to the rate observed in the previous year's study.
- 20% of pedal cyclists were wearing high visibility clothing overall in this year's study, which is unchanged from the finding in the 2024 study.
- Helmet wearing rates were very high once again among motorcyclists in this year's study, and this result is consistent with the findings of historic studies.
- Helmet wearing rates were much lower among pedal cyclists, at 50%. This rate represents a decrease of 7% when compared to the 2024 study.
- An analysis of high visibility clothing usage and helmet wearing by e-scooter riders was included as part of this study for the second year, and while high visibility clothing usage rates were similar in both years, there was a significant drop in helmet wearing rates (-15% overall).



Historic Rates

Historic Rates

Helmet wearing rates 2012 - 2025



- Consistently high rates of motorcycle helmet wearing rates.
- 50% of observed pedal cyclists were wearing a helmet in 2025, a decrease of 7% when compared to 2024.

- 28% of motorcyclists and 20% of pedal cyclists were wearing high visibility clothing in the 2025 study

High visibility clothing wearing rates

