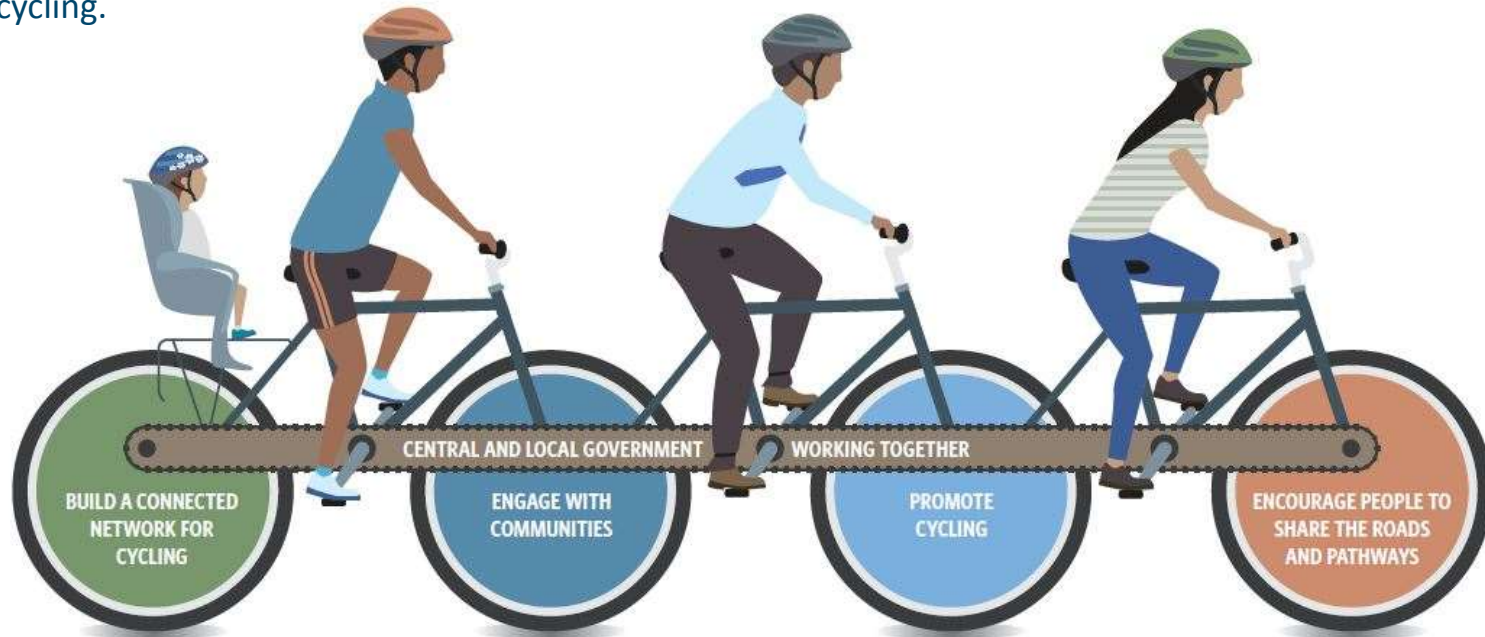




# Urban New Zealanders Attitudes and perceptions of cycling

# About the Survey

- A survey of urban New Zealanders between 18 and 70 years of age living in main urban areas was conducted between 5 May and 26 July 2016.
- There is a statistically significant sample in Auckland, Wellington and Christchurch. The remaining main urban areas were grouped together into a fourth group.
- The purpose was
  - to create a national data set of the attitudes and perceptions to cycling
  - to create a baseline that allows us to measure progress in delivering the national urban cycling programme which delivers across the five areas in the diagram below.
- The survey is intended to be repeated again in 2019 when statistically significant attitudinal shift is expected to have taken place as a result of the combined actions of NZTA and main urban councils to increase levels of cycling.



The framework for the NZTA's National Cycling Programme which is delivered in partnership with local councils

# Survey results – what we found

## There is strong customer demand - Urban New Zealanders want to get about town by bike...

- 75% of adult urban New Zealanders say they would cycle if there were safer roads (better networks for cycling)
- 61% of adult urban New Zealanders think cycling is a good way to get around town easily and efficiently

## Many urban New Zealanders own and use bikes...

In the past 12 months

- 67% of adult urban New Zealanders say they own or have access to bike in good working order
- 56% of adult urban New Zealanders have ridden a bike
- 50% of adult urban New Zealanders have ridden a bike for recreation

## ...and use them to get around town...

- 29% of adult urban New Zealanders have ridden a bike in an urban setting to commute to work or education, or to get around. We have categorised these as urban riders.
- Urban cycling to commute to work or education, or to get around (i.e. non-recreational purposes) seems to be more popular amongst men than women

## ...regularly.

- 16% of urban New Zealanders get about their towns and cities by bike every week
- 8% of urban New Zealanders ride their bike to work 4 or more times a week



### ...perceptions that cycling is unsafe are widespread...

- 61% of urban New Zealanders believe it currently unsafe to cycle in urban settings
- Urban cyclists in general have better perceptions of cycling safety than the general population but their views are polarised - 40% of Urban Riders think commuting by bike is safe, 34% think it is unsafe and 25% think it neither safer nor unsafe

### ...and yet people who ride get so much out of it that **urban cycling is getting more popular...**

- 72% of **urban riders** think cycling is becoming a more popular form of urban transportation
- 53% of **non cyclists** also think cycling is becoming a more popular form of urban transportation
- 82% of urban riders say they are cycling more often or about the same than they were 2-3 years ago

### ...for lots of reasons...

- **Urban cyclists** who are cycling more are doing so because:
  - They want to get fit (53%)
  - Its cheaper (22%)
  - They enjoy cycling (19%)
  - They can get where they are going quicker (13%)



## Work is needed to meet the customer demand

- **Urban cyclists** who are cycling less than they were 2-3 years ago report doing so because
  - They feel vulnerable (25%)
  - The negative attitudes of drivers (12%)
  - The lack of or poor cycling infrastructure (8%)
- **Non cyclists** say they are unlikely to try urban cycling in the next 12 months because of
  - Concerns about safety (23%)
  - Concerns about the distance they need to travel (20%)
  - Other forms of travel are more convenient (27%)

## and in delivering our national cycling programme we are all on the right track...

- The two initiatives most frequently identified as likely to encourage non cyclist to start using a bike to get around town are:
  - If more cycle lanes were provided that separate cyclists from other traffic by physical barriers (53%)
  - Drivers being more considerate of cyclists (45%)
- The three initiatives that were most frequently identified by urban cyclists that would encourage them to cycle more often are:
  - If drivers were more considerate of cyclists (78%)
  - If more cycle lanes were provided that separate cyclists from other traffic by physical barriers (76%)
  - If there were more painted cycle lanes on the road (74%)





## Thinking about what sharing means...

There are times when the code for cyclists recommends that riders move toward the centre of lane to keep themselves safe, and in these circumstances the road code advises drivers to slow and follow the cyclists until it is safe to pass, or use another lane to pass.

- 91% of urban New Zealanders who drive say that they give cyclists at least 1 metre when passing them on the road
- 41% of urban New Zealanders do not agree that it is **sometimes** reasonable for cyclists to ride in the middle of the lane, even if there is a car behind them; 44% do agree

## People on bikes

- 90% of cyclists agree that, if it is safe to do so, a cyclist should always move over to the left if a vehicle needs to pass
- 28% of cyclists **don't "feel comfortable** allowing 1 metre between myself and parked car when cycling" a behaviour that cyclists are frequently advised to do in order to avoid the "door zone" and potential injury.
- Only 60% of cyclist say that they that do feel comfortable doing this.

## Many urban New Zealanders understand some of the reasons why the Government is investing in cycling

- 44% of urban New Zealanders agree that the more people using bicycles, the better for drivers; although 28% disagree
- 81% of urban New Zealanders agree that investing in cycle lanes is important because it gives people travel choices
- 80% of urban New Zealanders think investing in cycling is important to ensure that all children can cycle to school safely



# Segmenting Urban New Zealanders

We have divided the urban New Zealanders surveyed into seven segments:

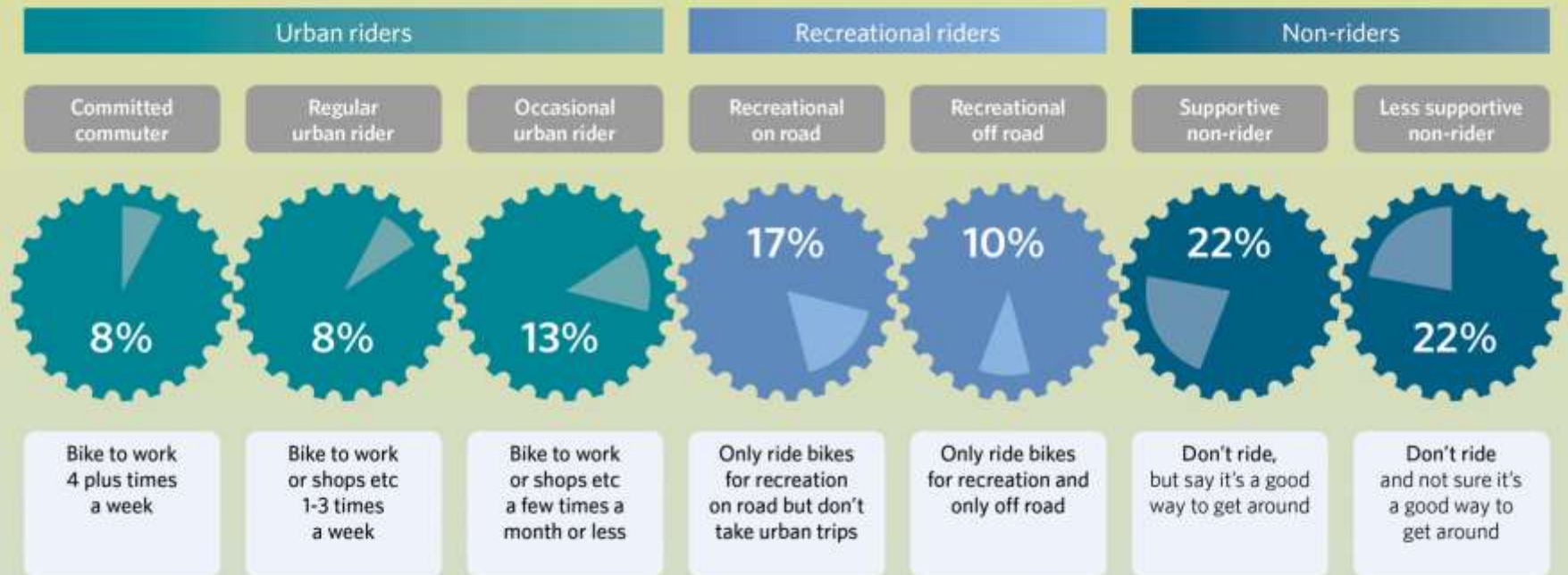
- Three urban cycling segments – *urban riders* – 19%
- Two recreational rider segments – *recreational riders* – 27%
- Two non riding segments – *non riders* - 44%

## About the segments

- The purpose of the segmentation is to track changes over time in the size of each segment as well as the gender and age profiles within the various segments
- Respondents were allocated into only one segment, with the priority of allocation being given from left to right. So a committed commuter is likely to ride recreationally, but as they were first allocated into the committed commuter segment on the left, they will not be considered for allocation into the recreational segment which is further to the right.



# Cycling segmentation - Urban New Zealanders





# How we will measure change

The information below is taken, or derived, from the attitudes and perceptions to cycling survey. By the time the survey is repeated in 2019 we expect to see:

- Increase in customer demand - the number of people who would like to cycle
- Increase in the number of people riding in urban settings to get to work, education or around town
- improvements in the gender balance of committed and regular urban cyclists
- improvements in perceptions of safety
- improvements in attitudes to sharing the road
- Increases in the numbers of people who say improvements in cycling networks contributed to their decision to cycling more
- the provision of cycling networks in increased levels of cycling
- improvements in perceptions that cycling is a good way to get about town
- improvements in perceptions that investment in cycling is good for drivers and for providing travel choice
  
- The Research was conducted by Research New Zealand and their report can be found [here](#).

