Knowing New Zealanders

Behaviours and attitudes to walking and cycling



Te Kāwanatanga o Aotearoa New Zealand Government

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Knowing New Zealanders

NZTA Walking and Cycling Survey

- NZTA and TRA have been monitoring New Zealanders walking and cycling attitudes and behaviours since 2018.
- Attitudes include perceived safety, infrastructure impacts, barriers to use.
- Behaviours help understand the different needs of those who cycle or walk.
- Survey of 3000 New Zealanders in six key urban areas:
 - Auckland, Hamilton, Tauranga, Wellington, Christchurch and Dunedin.



Key findings 2023

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Strong public support for walking and cycling

Support of walking and cycling for journeys to work, shops or other activities



SUPPORT OF CYCLING IN THE COMMUNITY

SUPPORT OF WALKING IN THE COMMUNITY



/5/	71%	71 %	68 %	68 %	69 %
73%					
June 2018	June 2019	June 2020	Jan-Dec 2021	Jan-Dec 2022	Jan-Dec 2023

Jan-Dec

2023

90%

2022

Q6c: There are varying levels of support in the community for people who choose to cycle for journeys such as traveling to work, going to shops or other activities. To what degree do you support cycling in your community Base: Jan-Dec 202 n=3170 Q6d: Now thinking about walking and people who choose to walk for journeys such as travelling to work, going to shops or other, activities. To what degree do you support walking in your community? Jan-Dec 2023 n=3170

Most view walking and cycling as easy and efficient transport

Perceptions of walking and cycling: % agree or strongly agree



Number of people using active modes at least once a week remains above pre-covid levels



Use of Active Modes at least once per week



Higher rates of:Cycling in ChristchurchWalking in Wellingtonand Dunedin

Q24. On average, how often do you use each of the following modes of transport, for any reason Base: Total sample, 2018 n=2,115, 2019 n=2,174, 2020 n=2,256. 2021 n=2152, continuous 2021 n= 4924, continuous 2022 n=3278, continuous 2023 = 3170 Walking = 100m or crossing the road

Walking segmentation



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*walk for at least 100m and/or cross the road

Q23a. Which of the following have you used in the past 12 months? W2. How often do you travel by foot... To commute to and from work/study, To get around town – to run errands, to go to shops, visit family, friends etc, For recreational purposes. Base: Total sample, 2023=2383. Change in methodology does not allow comparison across time. The change was made in April 2023 so the data only includes Apr-Dec'23.

Cycling segmentation

Framework identifies cyclists based on frequency and type of cycling in last 12 months



Perceptions, motivators and barriers

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Perceptions that it is easy to use footpaths, cross roads have increased

Ease of walking - % very easy / easy



Q29. Now we'd like you to think about when you are out and about and using footpaths in your area. This can include when you are walking, jogging, skateboarding, or in a wheelchair/mobility-aid device. Using the scale below, how easy do you find it to... Base Total Sample 2023 n=3170. 2022 n=3278. Families n= 1318

Significantly higher than 2022 Significantly lower than 2022

Three quarters of cyclists find it easy to get to where they want to go on a bike

Ease of cycling (amongst cyclists) - % very easy / easy



Q29a: Now we'd like you to think about when you are out and about biking in your area. Using the scale below, how easy do you find it to... Base Cyclists 2023 n=707, 2022 n=759, 2021 n=1180, 2020 n=567, With Children under 15 2023 n=209, 2022 n=191, 2021 n=293, 2020 n=142,



Barriers to walking - 2023



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Despite perceptions of infrastructure improvements, safety and confidence remain largest barriers to cycling

Barriers to cycling - 2023



Feelings of safety walking are highest around schools and on streets with low speed areas



Perceptions of walking safety - % of people who feel safe walking (6-10)



Half of people who cycle feel safe, this has remained above pre-Covid levels



...and is higher for regular cyclists



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PERCEPTIONS OF SAFETY – % OF PEOPLE WHO FEEL SAFE CYCLING (6-10)



A5 - In general, how safe are you/would you be, riding a bicycle in [REGION]? Base: Physically able to cycle 2023 n=2,780, 2022 n=2772, 2021 n=4194, 2020 n=1962, 2019 n=1836 Q7A - In general, how safe are you/would you be walking in the [REGION] area? [NET Safe - 6-10 out of 10] Base: Physically able to walk A5 - In general, how safe are you/would you be, riding a bicycle [NET Safe - 6-10 out of 10] Physically able to cycle Significantly higher than previous year Significantly lower than previous year

Safety perceptions are lowest on public roads with no cycle lanes



Perceptions of cycling safety - % of people who feel safe cycling (6-10)



Over half of NZers think investing in cycling infrastructure is important

NZers perceptions of cycling infrastructure investment - % strongly agree / agree



Investing in cycle lanes is important because it gives people <u>more travel options</u> Investing in cycle lanes is important because it **gets people outside exercising**



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Q7 - Now please think about walking and cycling in general. How much do you agree or disagree with each of the following statements? Base Jan-Dec 2022 n= 3170

Infrastructure development is playing more of a role in encouraging cycling





Infrastructure improvements are motivating more people to cycle compared to last year Cycling motivators



Keeps me fit/helps me get fitter 69% +7% It's fun, I enjoy cycling 56% +2% 49% It's cheaper/saves money +4% 43% +2% Allows me to enjoy the weather Provides me with some 'me time' 36% -1% Avoids parking hassles 36% +4% Availability of cycle ways or cycle paths 31% +8% 29% Helps address environmental concerns -1% 27% Separate off-road paths make it safer to cycle +5% Saves time - I can get there faster by bike 25% +6% 25% +3% More convenient than driving/public transport 23% Painted cycle lanes make it safer to cycle +6% Better routes are available than previously 19% +3% 19% +1% Too much traffic to drive 15% More consistent travel time +1% 11% +1% Availability of cycle parking at public... Want to make the most of a new bike 10% -1% 9% Physical barriers between motorists & cyclists = 8% To get to/from public transport +1%

▲ Significantly higher than previous year than previous year +/- 2022

Q11a. From the list below, what are the key reasons you choose to cycle? Base Cyclists 2023 n=707, 2022 n=759

E-bike usage has doubled since 2018 and e-scooter usage remains relatively stable

E-bike and e-scooter usage at least once a year





- E-scooter usage highest in Hamilton (15%).
- E-bike usage highest in Tauranga (12%).
- Of those without access to an e-bike, almost 1 in 3 are interested in owning one.
- Key ownership barriers are cost and security.

Q23a. Which of the following have you used in the past 12 months? Base Total Sample 2023 n= 3170, 2022 n=3278, 2021 n=4924, 2020 n=2267 n= 2019 n=2174, 2018 n=2115 E-scooters were not included in 2018 survey



Walking and cycling research available



Full report available now at: nzta.govt.nz/walking-cycling-and-publictransport

Types of other topics:

- Cyclist typologies
- Modal crossover
- Safe behaviour awareness e.g. 'taking the lane'
- Infrastructure understanding e.g. sharrow markings

For Dashboard access and other topic information email: carol.christie@nzta.govt.nz

Pātai? Questions?

Full 2023 Report available at: nzta.govt.nz/walking-cycling-and-public-transport

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