

# Knowing New Zealanders

Behaviours and attitudes to walking and cycling

# 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

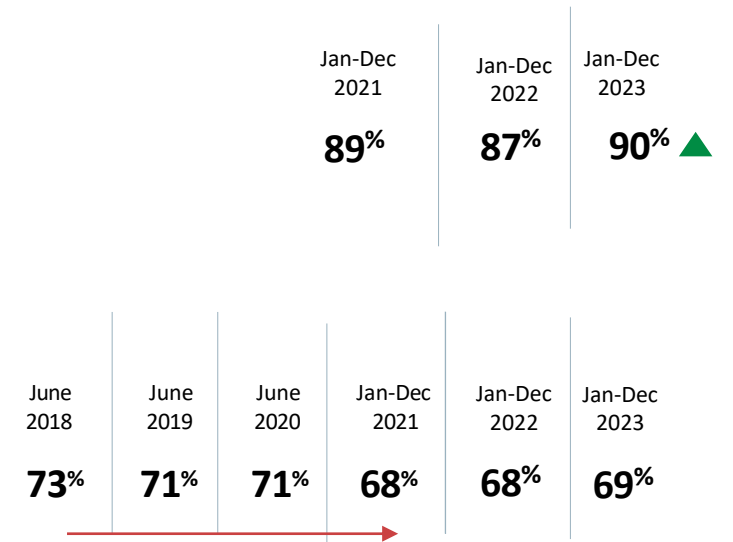
# Strong public support for walking and cycling

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

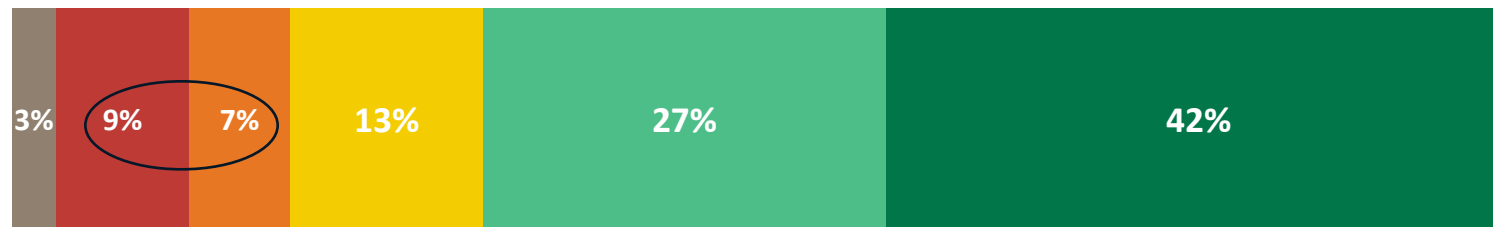
## SUPPORT OF WALKING IN THE COMMUNITY



## NET: SUPPORTIVE (6-10)



## SUPPORT OF CYCLING IN THE COMMUNITY

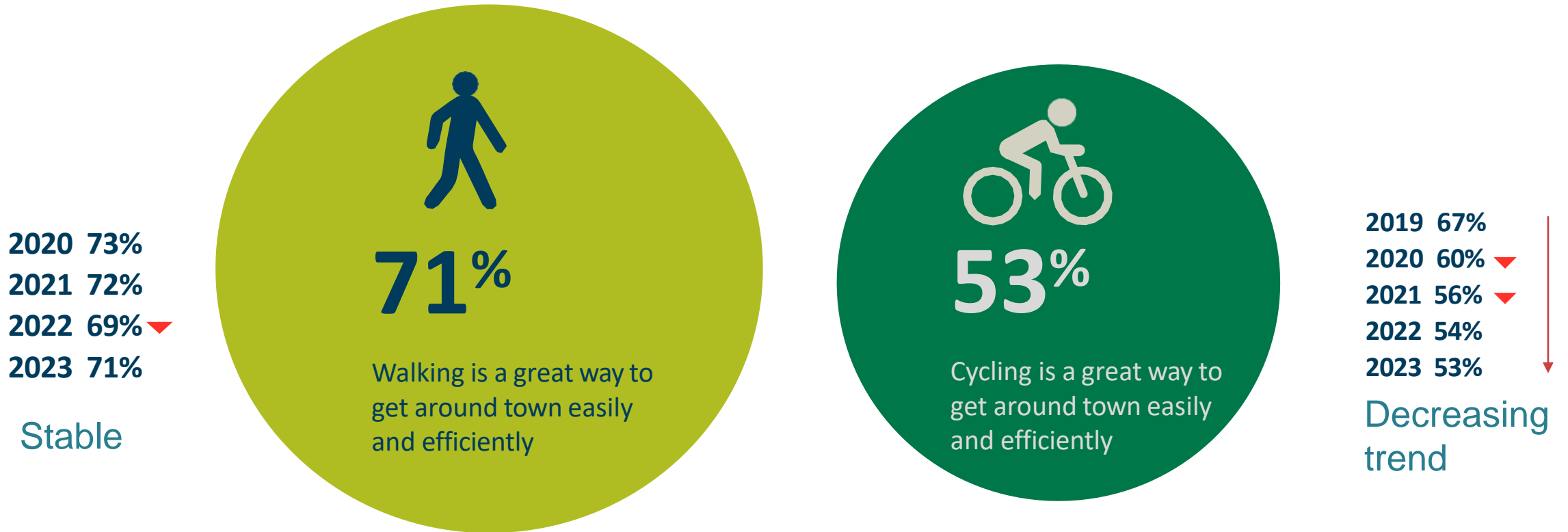


Don't know
  Very unsupportive(0-2)
  Unsupportive(3-4)
  Neutral(5)
  Supportive(6-7)
  Very supportive(8-10)



# Most view walking and cycling as easy and efficient transport

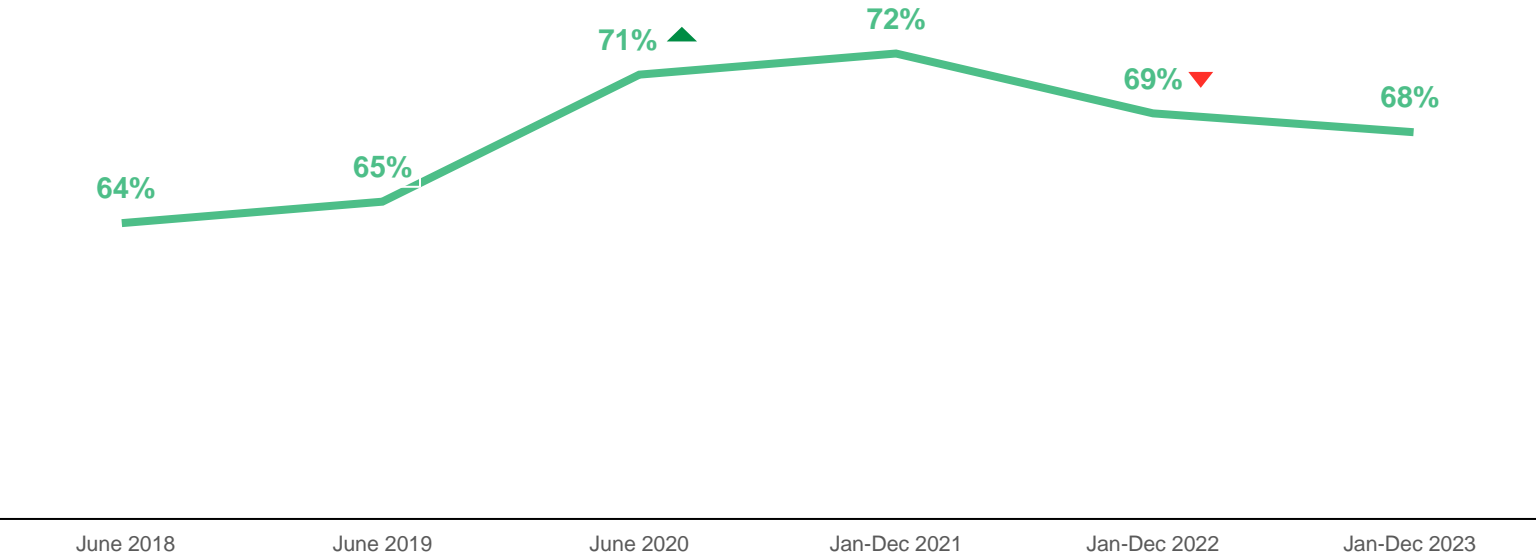
Perceptions of walking and cycling: % agree or strongly agree



# 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

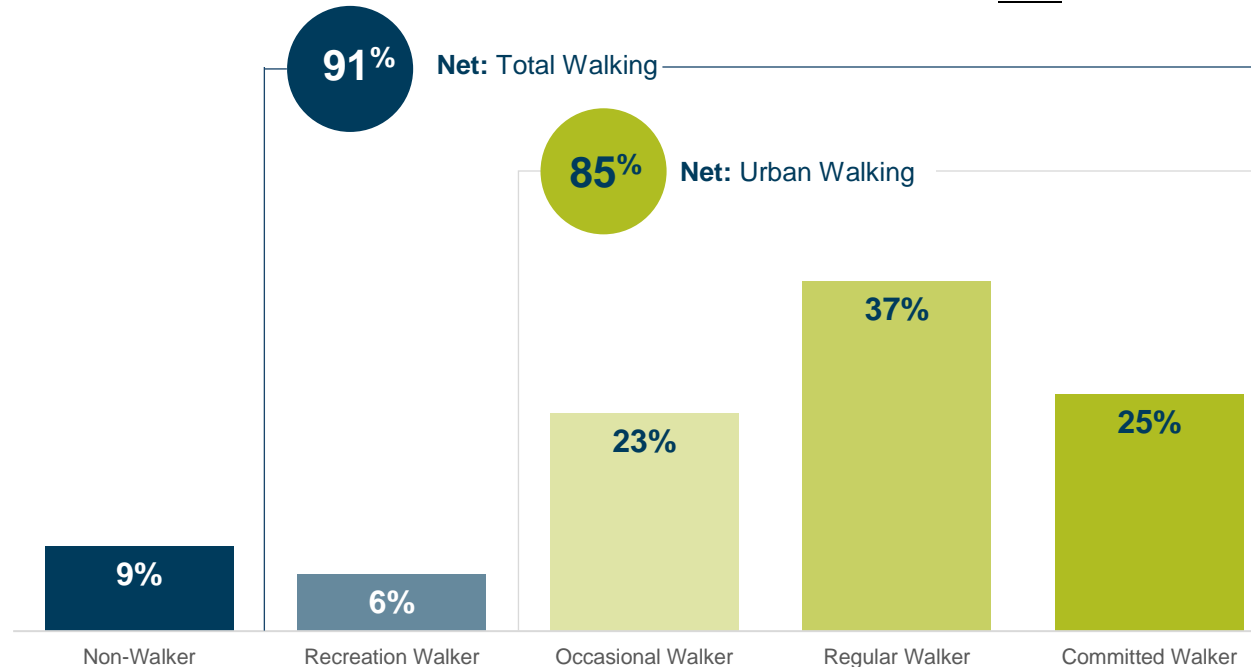
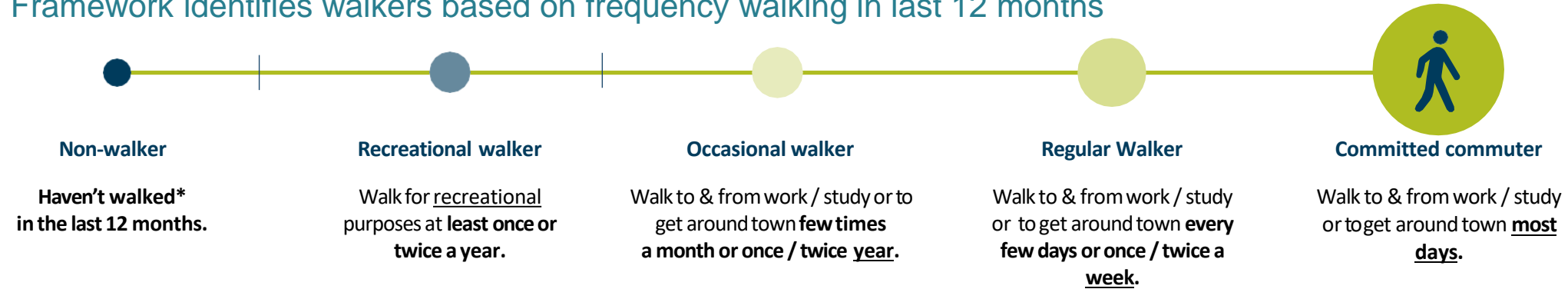


Higher rates of:  
- Cycling in Christchurch  
- Walking in Wellington and Dunedin

▲ Significantly higher than previous period      ▼ Significantly lower than previous period

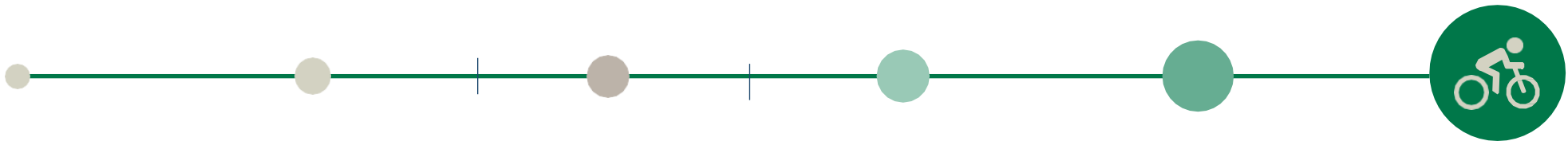
# Walking segmentation

Framework identifies walkers based on frequency walking in last 12 months



# Cycling segmentation

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



## Less supportive not currently riding

Haven't travelled on a bike in their region in last 12 months and less supportive of cycling in community.

## Supportive not currently riding

Haven't travelled on a bike in their region in last 12 months but are supportive of cycling in community.

## Recreational rider

Use a bike for recreational purposes at least **once or twice a year**.

## Occasional rider

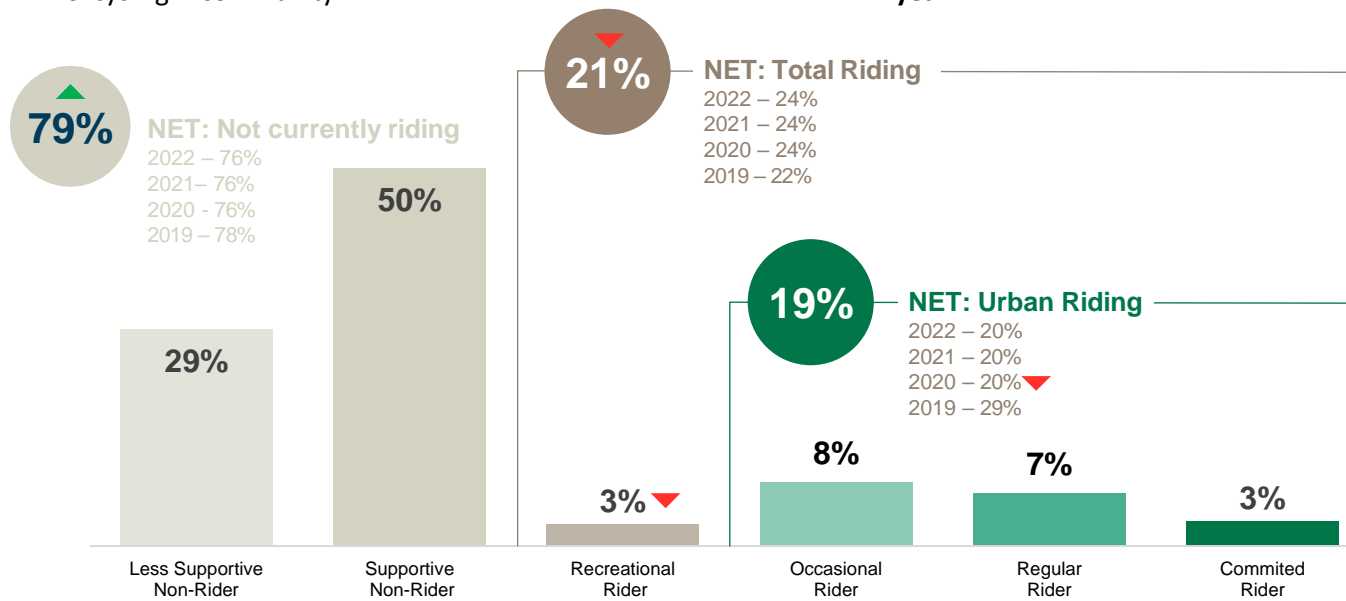
Use bike to & from work / study or to get around town a **few times a month or once / twice a year**.

## Regular rider

Use a bike to & from work / study or to get around town **every few days or once or twice a week**.

## Committed commuter

Use bike to & from work / study or to get around town **most days**.



**Urban Riders** stable since 2020.  
**Highest:** Christchurch 27% , Tauranga 23%  
**Lowest:** Dunedin 14%, Wellington 12%

47% of NZers own or have access to bicycles.



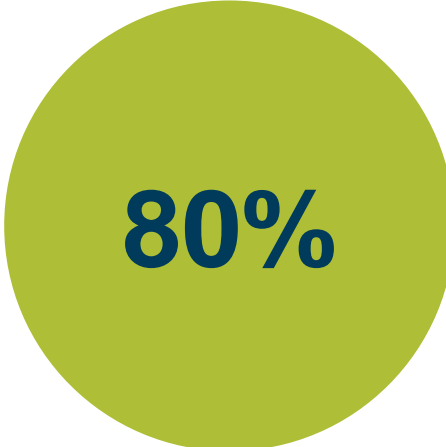
# Perceptions, motivators and barriers



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

Ease of walking - % very easy / easy

Use the footpaths in your area



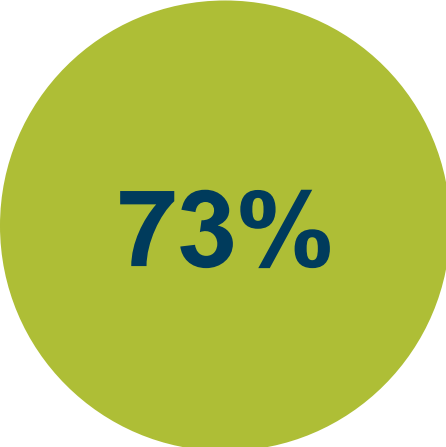
+/- vs 2022 +3% ▲

Cross the roads in your area



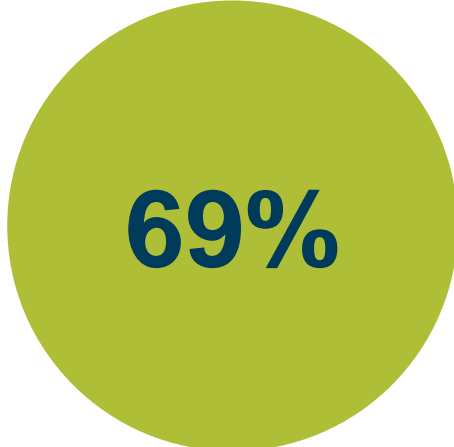
+5% ▲

Get to the place you want to go



+1%

Walk to places with the kids  
(Amongst those with children under 15)



-1%

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

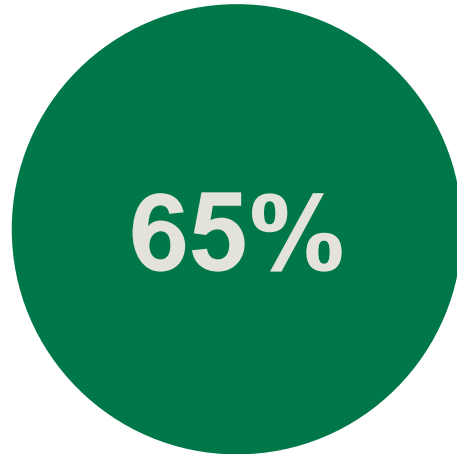


Ease of cycling (amongst cyclists) - % very easy / easy

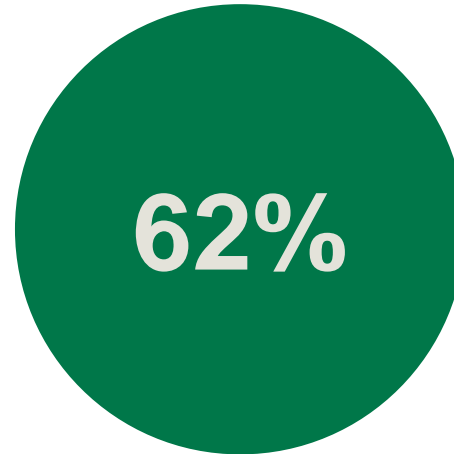
Get to the place you want to go



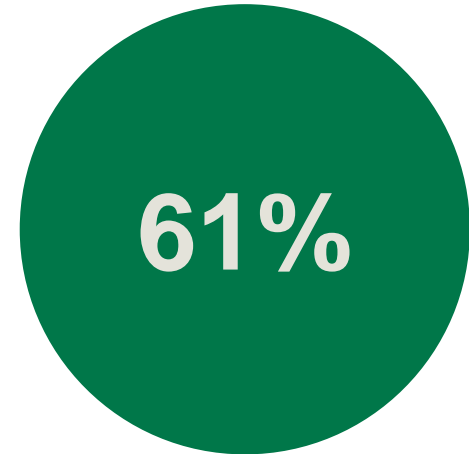
Use the cycle lanes in your area



Bike to places with the kids  
*(Those with children under 15)*



Cross the roads in your area



# Top walking barrier: Safety walking in dark



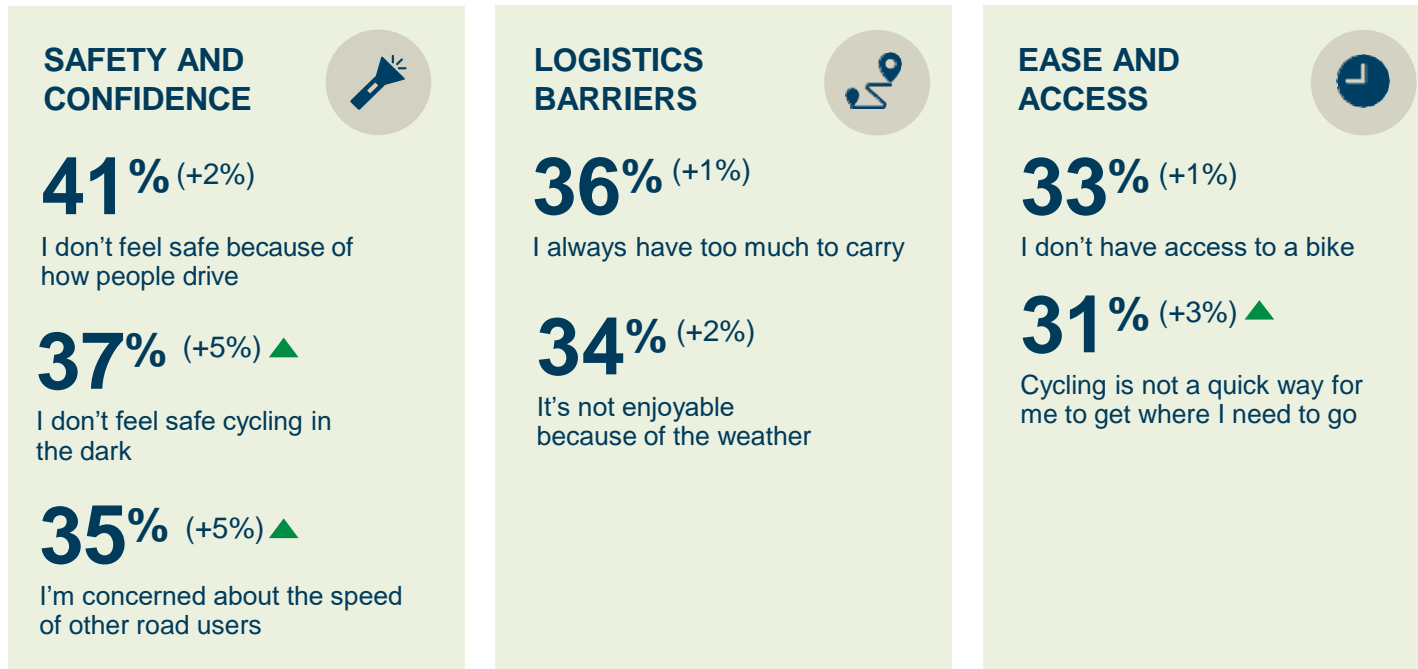
## Barriers to walking – 2023





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

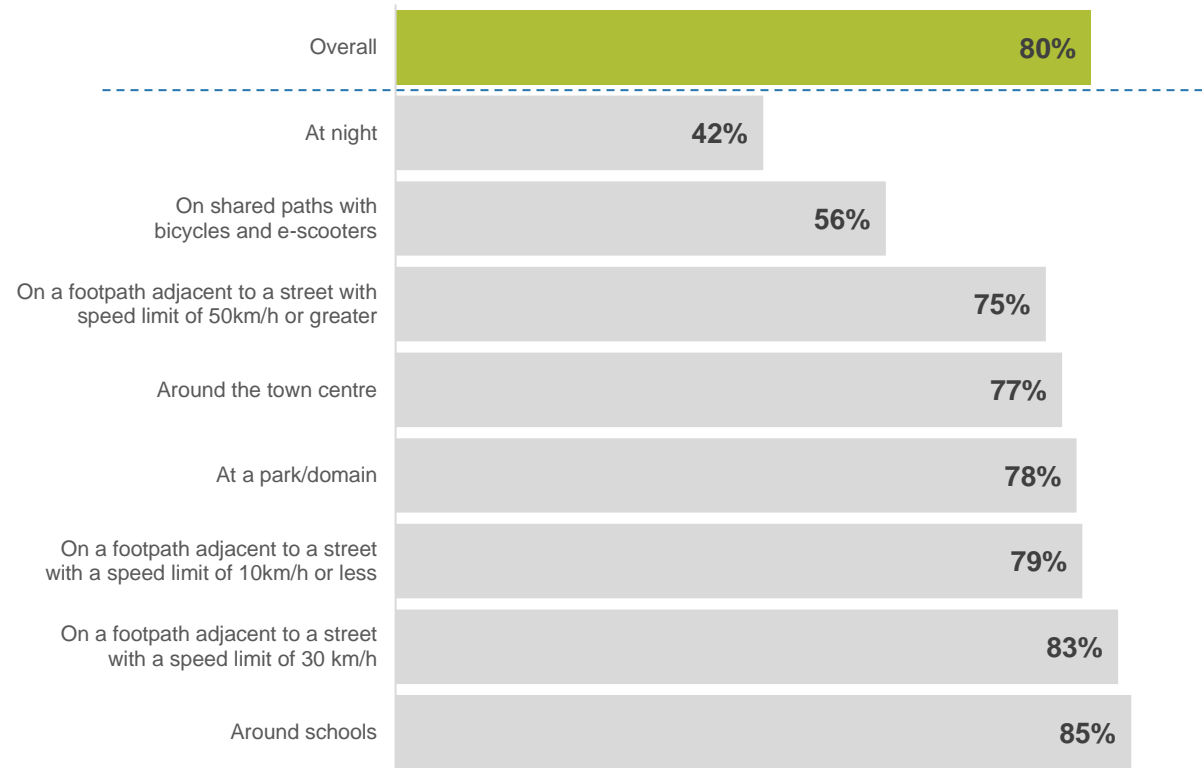
## Barriers to cycling - 2023



# 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)

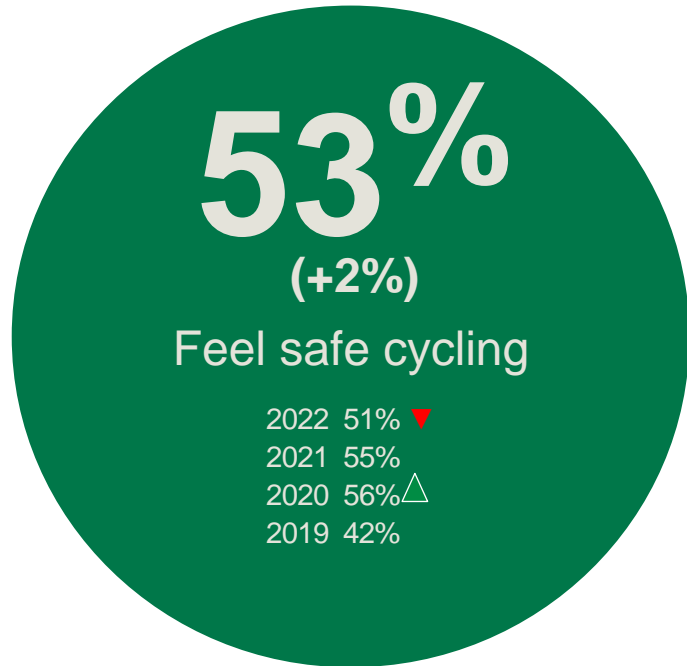




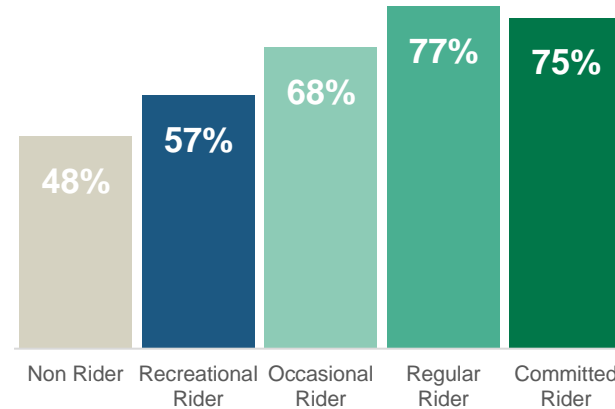
# Half of people who cycle feel safe, this has remained above pre-Covid levels



## ...and is higher for regular cyclists



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

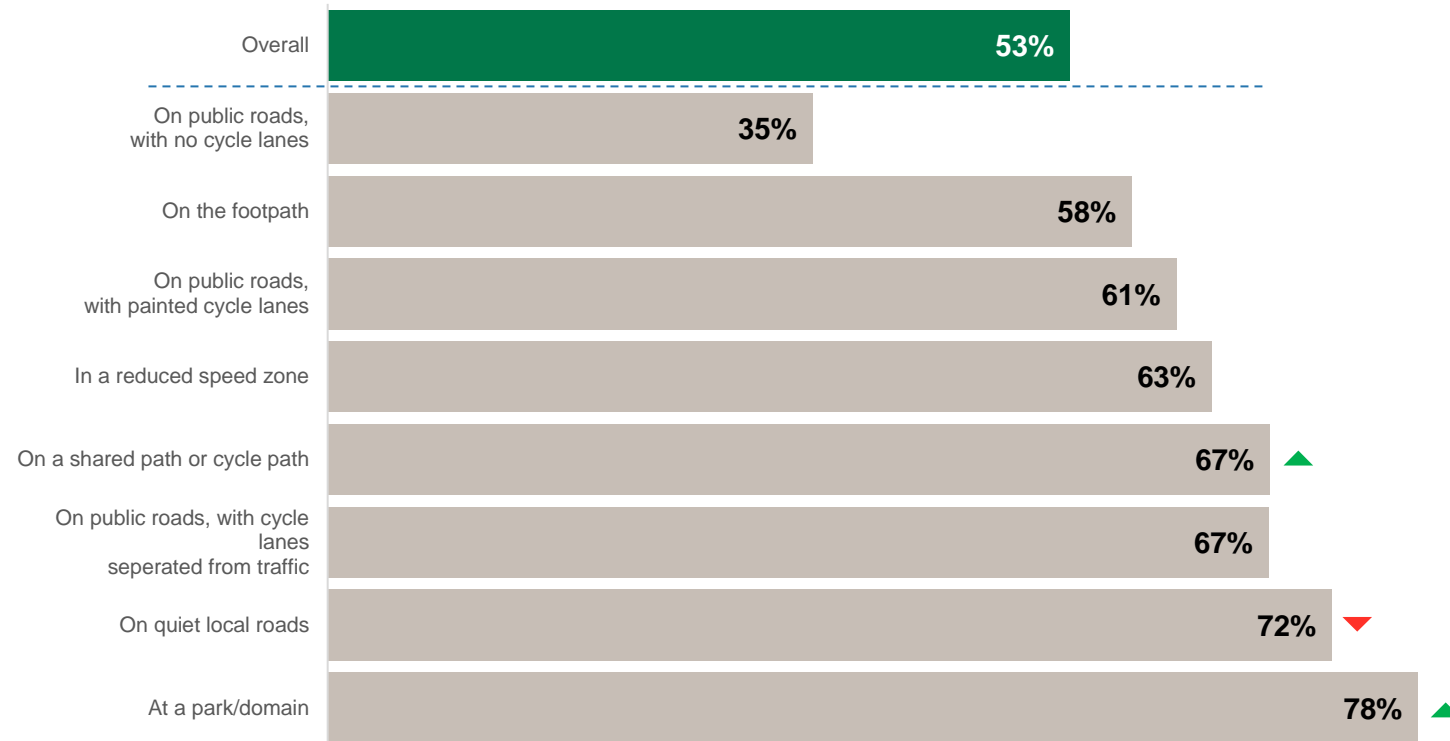
▲ Significantly higher than previous year

▼ Significantly lower than previous year

# Safety perceptions are lowest on public roads with no cycle lanes

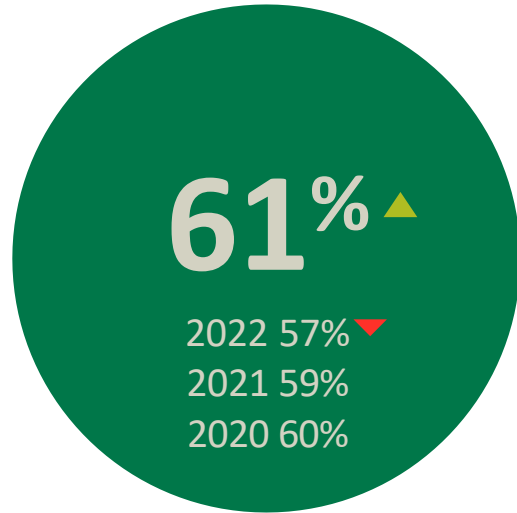


Perceptions of cycling safety - % of people who feel safe cycling (6-10)

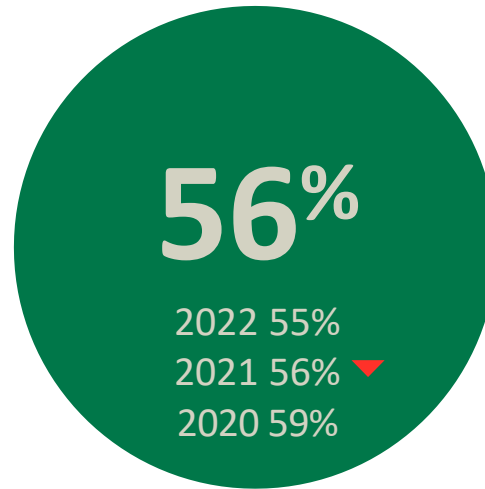


# Over half of NZers think investing in cycling infrastructure is important

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



Investing in cycle lanes is important because it gives people more travel options

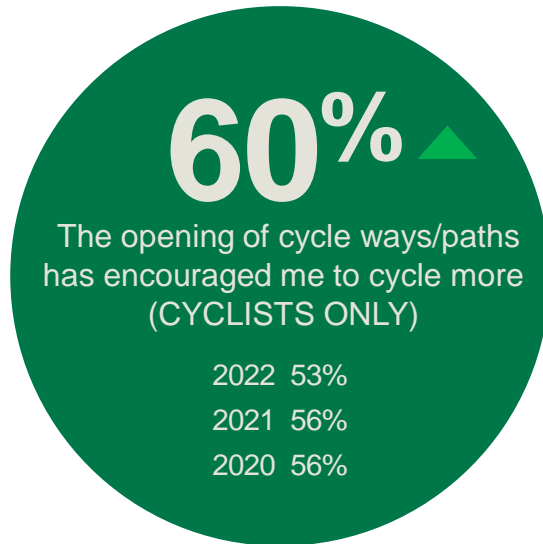


Investing in cycle lanes is important because it gets people outside exercising



Waipa District Council Streets for People Project  
Photo Credit: Ben Frost BECA

# Infrastructure development is playing more of a role in encouraging cycling

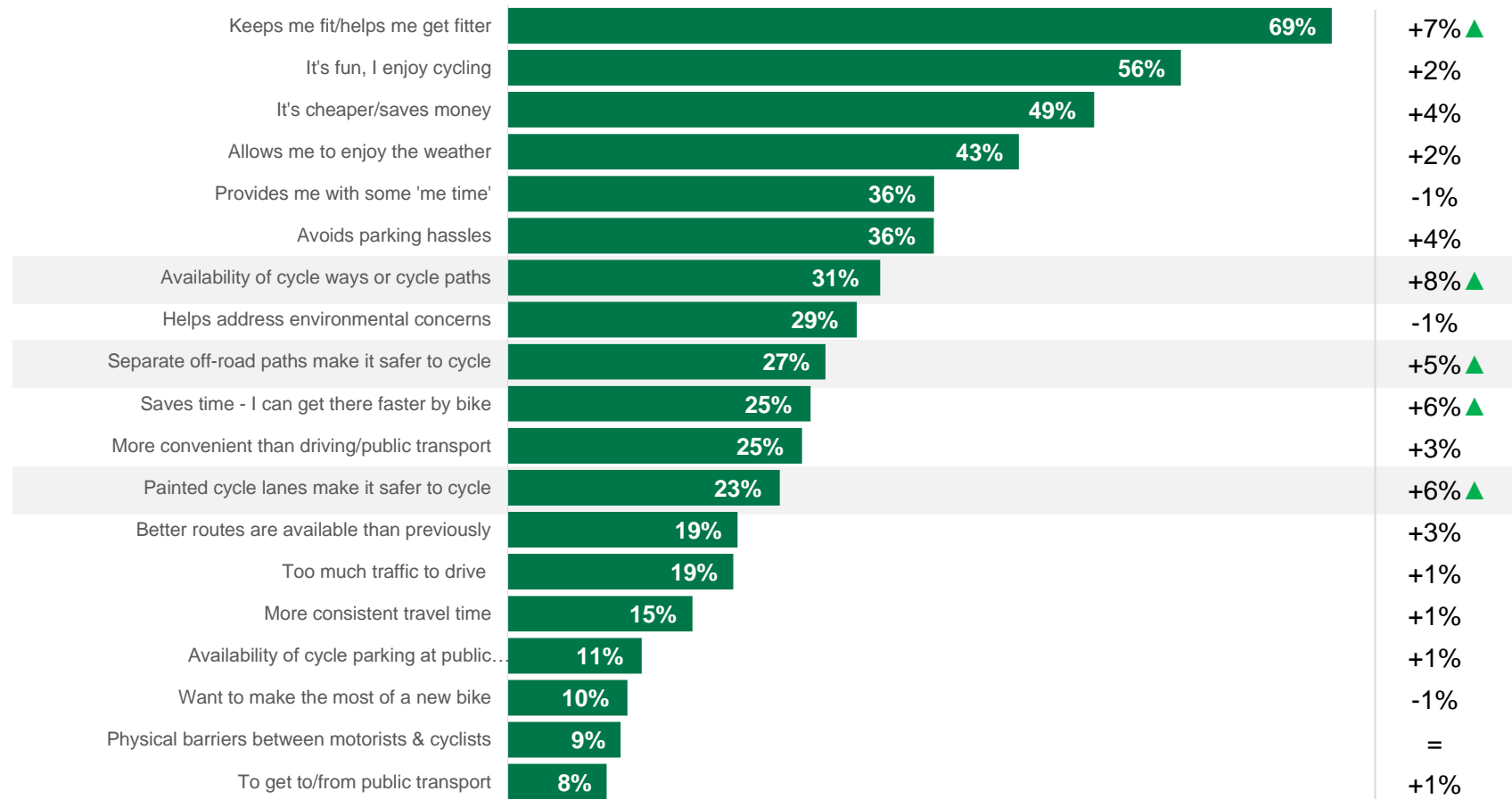


# Infrastructure improvements are motivating more people to cycle compared to last year



## Cycling motivators

+/- 2022

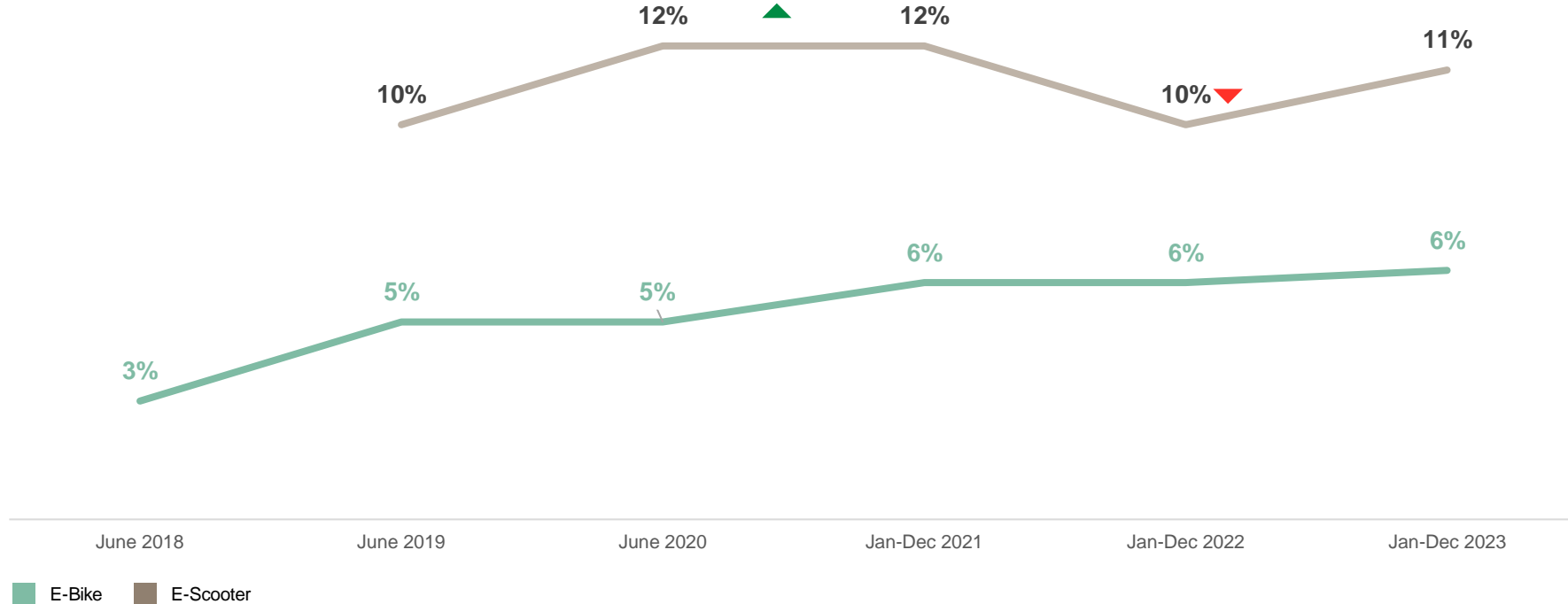


▲ Significantly higher than previous year  
▼ Significantly lower than previous year



# 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

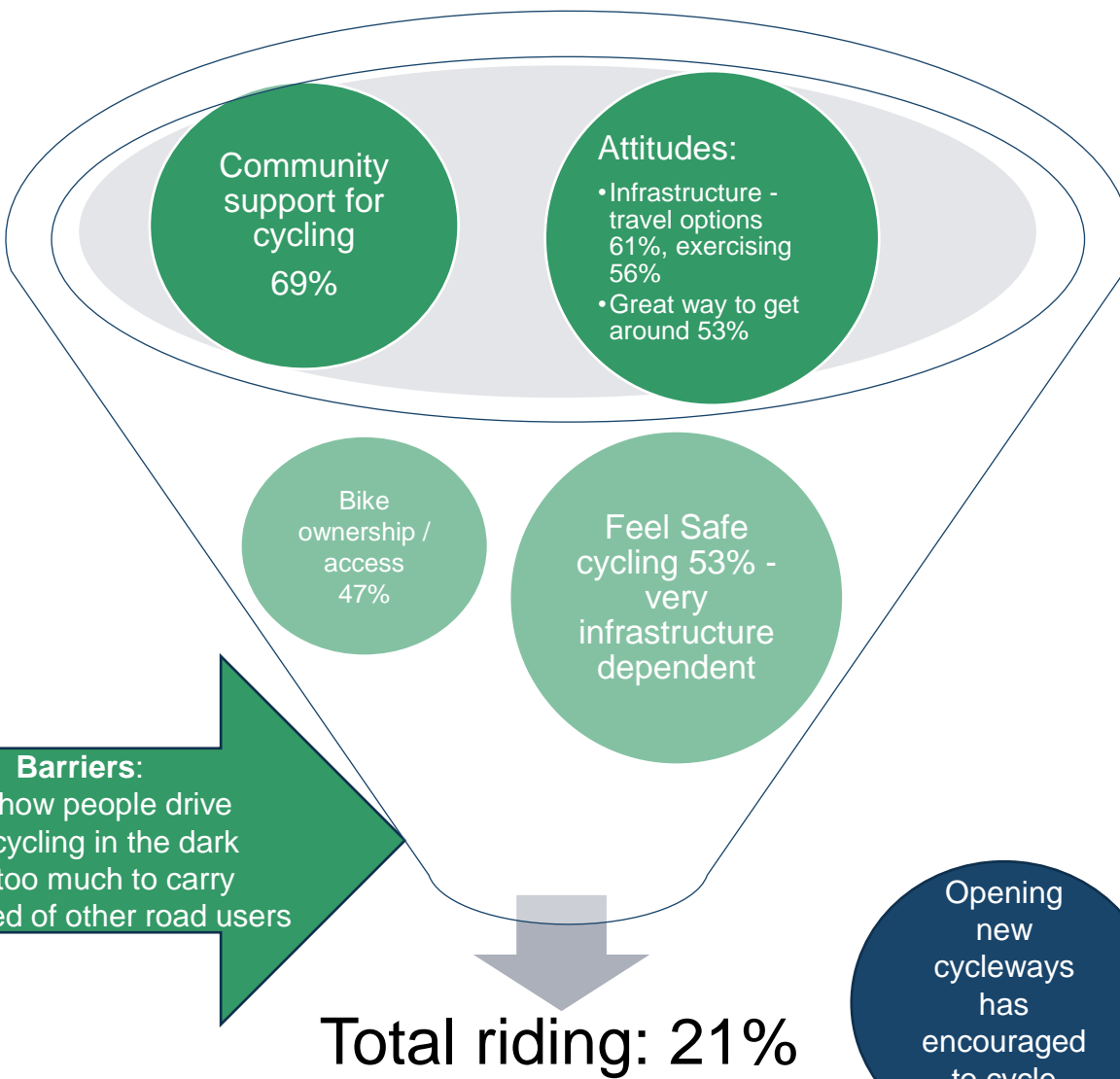
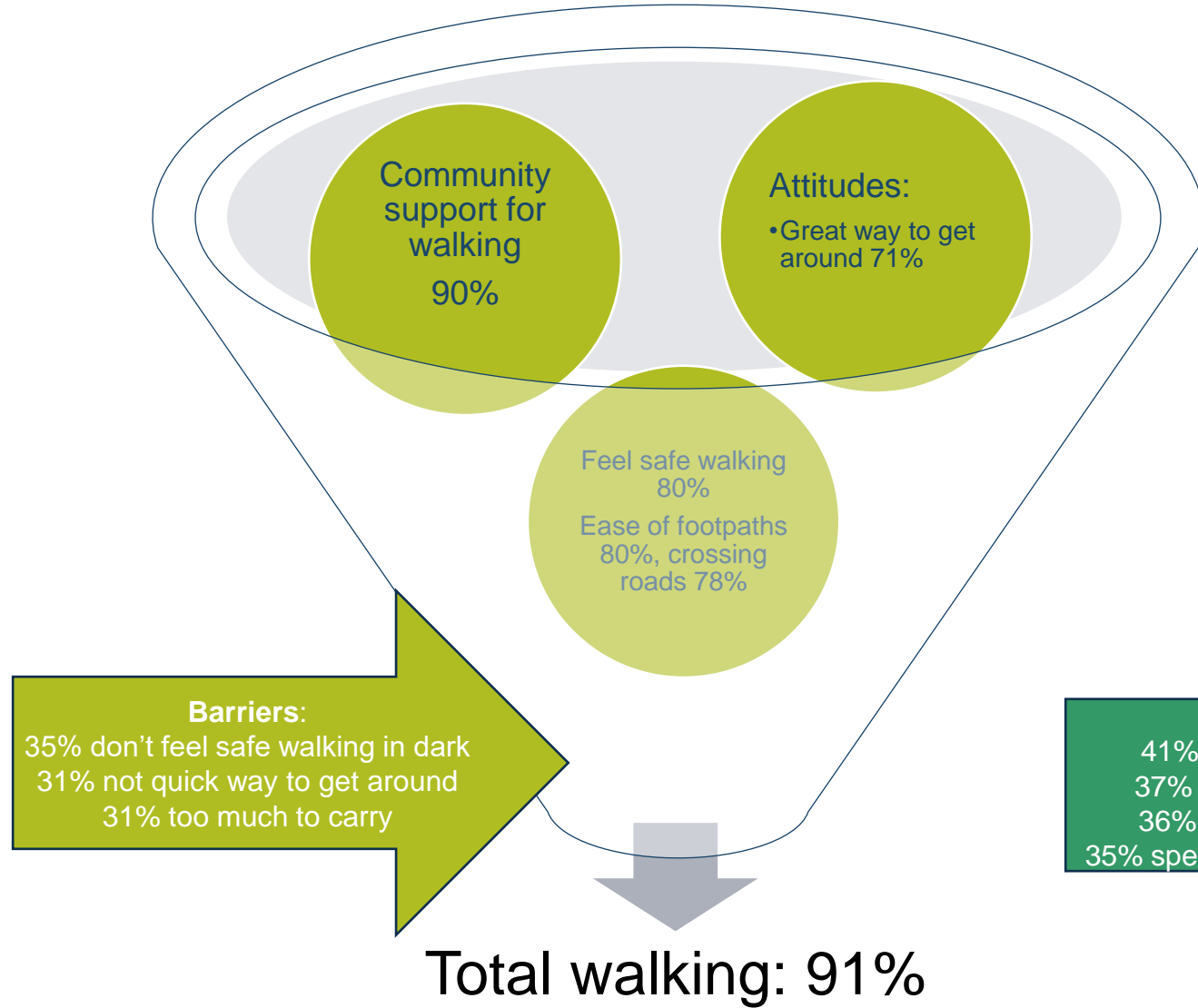


- E-scooter usage highest in Hamilton (15%).
- E-bike usage highest in Tauranga (12%).
- Of those without access to an e-bike, almost 1 in 3 are interested in owning one.
- Key ownership barriers are cost and security.

▲ Significantly higher than previous year  
▼ Significantly lower than previous year



# In summary....

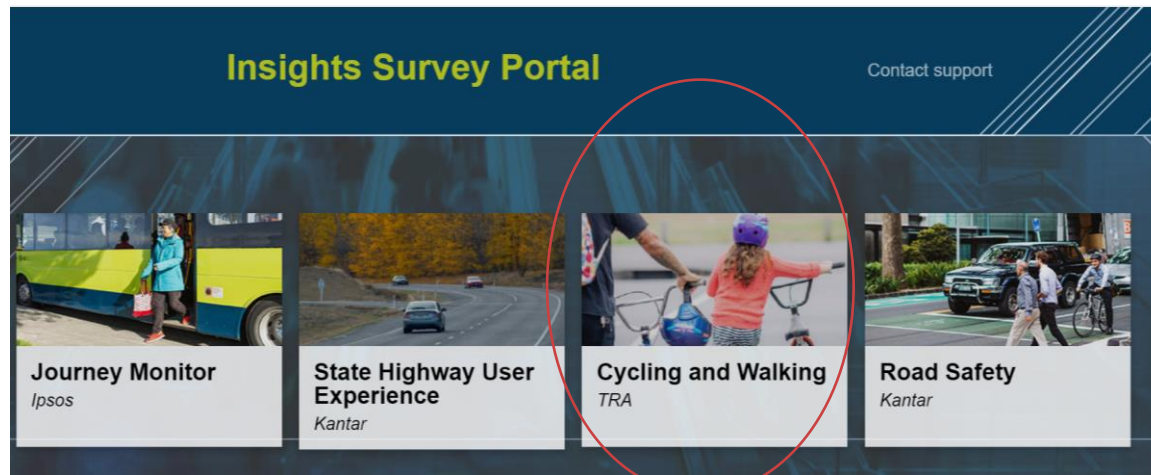


Opening new cycleways has encouraged to cycle more 60%

# Walking and cycling research available



Full report available now at:  
[nzta.govt.nz/walking-cycling-and-public-transport](https://nzta.govt.nz/walking-cycling-and-public-transport)



## 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](mailto:carol.christie@nzta.govt.nz)

# Pātai? Questions?

Full 2023 Report available at: [nzta.govt.nz/walking-cycling-and-public-transport](https://nzta.govt.nz/walking-cycling-and-public-transport)