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</table>
Introduction

• This report is based on the 2014 Auckland Transport Active Modes Survey conducted by Ipsos.

• This study is based upon a similar one conducted for AT in 2013, repeating some of the questions and adding new questions on cycling, e-bikes and walking.

• The **business objectives** of this research are primarily to inform AT about:
  
  • its progress in increasing...
  
  • and recommended strategies for further increasing...
  
  • ...the quantity of Auckland residents’ cycling and walking journeys (within the context of transportation, rather than recreation).
Research Objectives

The research objectives were to measure and understand:

1. Usage and attitudes towards cycling and walking including:
   • Walking and / or cycling behaviour (frequency, journey purpose such as commute, leisure, shopping, etc., typical duration, destinations, etc.);
   • Key drivers of walking / cycling;
   • Propensity for cycling / walking more;

2. Demographic profiles of those who walk and / or cycle frequently and those who do not;

3. Motivators and barriers influencing walking and cycling activity;

4. Propensity to increase walking (as a transport mode) and / or cycling;

5. Desired information and training to promote behaviour change;

6. Issues relevant to cyclists and walkers, including provision of infrastructure;

7. Awareness, consideration and drivers for using e-bikes.
Research Approach

An online survey was conducted with the wider Auckland population (aged 15+ years).

- Participants were drawn from the Research Now online research panel.
- A total of n=1,250 interviews were completed.
- To ensure a representative mix of the population the general public sample was weighted by age nested with gender and Auckland Council ward areas.

Given these respondents' greater than average engagement and / or interest in walking and cycling, their responses are reported separately throughout the report.
Questions we’ll address today:

Who is cycling?

Who is walking?

What do people think about cyclists, cycling & walking?

How is cycling perceptions & behaviour changing?

How are people cycling & walking?

Why cycle or why not?

Why walk or why not?

What about e-bikes?

What about AT in all of this?
Sample profile: Auckland general public

**Gender**
- 48% Male
- 52% Female

**Age**
- 15-34: 38%
- 35-64: 49%
- 65+: 13%

**Employment**
- Working: 70%
- Non-working: 30%

**Household**
- Live alone: 13%
- Couple without kids: 28%
- Couple with kids: 37%
- Single parent with kids: 7%
- Sharing with others: 9%
- Extended family: 6%
- Live with adult kids: 1%
- Other: 1%

**Ethnicity**
- NZ European: 62%
- Māori: 5%
- Samoan: 3%
- Cook Island Māori: 1%
- Tongan: 1%
- Other Pacific Ethnicities: 1%
- Chinese: 8%
- Indian: 9%
- Other Asian: 7%
- European: 9%
- Other: 2%

**Ward**
- Albany: 10%
- Albert-Eden-Roskill: 11%
- Franklin: 4%
- Howick: 9%
- Manukau: 10%
- Manurewa-Papakura: 10%
- Maungakiekie-Tamaki: 5%
- North Shore: 10%
- Orakei: 6%
- Rodney: 4%
- Waitakere: 11%
- Waitemata and Gulf: 6%
- Whau: 5%
Sample profile: Regular cyclist

- **Gender**: 68% Male, 32% Female
- **Age**: 40% 15-34, 55% 35-64, 5% 65+
- **Employment**: 88% Working, 12% Non-working
- **Household**: 10% Live alone, 27% Couple with kids, 5% Single parent, 8% Sharing, 4% Extended family, 0% Live with adult kids, 2% Other
- **Ethnicity**: NZ European 55%, Māori 2%, Samoan 1%, Cook Island Māori 2%, Tongan 2%, Other Pacific 0%, Chinese 5%, Indian 18%, Other Asian 7%, European 13%, Other 6%
- **Ward**: Albany 5%, Albert-Eden-Roskill 12%, Franklin 1%, Howick 3%, Manukau 20%, Manurewa-Papakura 8%, Maungakiekie-Tamaki 6%, North Shore 8%, Orakei 7%, Rodney 2%, Waitakere 12%, Waitemata and Gulf 12%, Whau 3%, Other 0%

Regular cyclists (n=83) Weighted by age nested with gender and Auckland Council ward areas
Sample profile: Regular walkers

**Gender**
- 47% Non-working
- 53% Working

**Age**
- 15-34: 40%
- 35-64: 69%
- 65+: 13%

**Employment**
- 31% Non-working
- 69% Working

**Household**
- Live alone: 14%
- Couple without kids: 28%
- Couple with kids: 34%
- Single parent with kids: 7%
- Sharing with others: 10%
- Extended family: 5%
- Live with adult kids: 1%
- Other: 4%

**Ethnicity**
- NZ European: 64%
- Māori: 5%
- Samoan: 3%
- Cook Island Māori: 0%
- Tongan: 1%
- Other Pacific Ethnicities: 1%
- Chinese: 7%
- Indian: 7%
- Other Asian: 6%
- European: 10%
- Other: 5%

**Ward**
- Albany: 11%
- Albert-Eden-Roskill: 12%
- Franklin: 3%
- Howick: 8%
- Manukau: 9%
- Manurewa-Papakura: 8%
- Maungakiekie-Tamaki: 5%
- North Shore: 11%
- Orakei: 7%
- Rodney: 3%
- Waitakere: 10%
- Waitemata and Gulf: 8%
- Whau: 5%
- Other: 0%

Regular walkers (n=656) Weighted by age nested with gender and Auckland Council ward areas
Sample profile: Cycling enthusiasts
Recruited to online survey via links placed on various specialist cycling websites by Auckland Transport

Gender
- 55% Male
- 45% Female

Age
- 32% 15-34
- 65% 35-64
- 3% 65+

Employment
- Working 85%
- Non-working 15%

Household
- Live alone: 10%
- Couple without kids: 33%
- Couple with kids: 34%
- Single parent with kids: 2%
- Sharing with others: 14%
- Extended family: 4%
- Live with adult kids: 0%
- Other: 3%

Ethnicity
- NZ European: 75%
- Māori: 5%
- Samoan: 0%
- Cook Island Māori: 0%
- Tongan: 0%
- Other Pacific Ethnicities: 0%
- Chinese: 2%
- Indian: 0%
- Other Asian: 1%
- European: 18%
- Other: 5%

Ward
- Albany: 3%
- Albert-Eden-Roskill: 22%
- Franklin: 0%
- Howick: 4%
- Manukau: 1%
- Manurewa-Papakura: 2%
- Maungakiekie-Tamaki: 5%
- North Shore: 15%
- Orakei: 15%
- Rodney: 3%
- Waitakere: 11%
- Waitemata and Gulf: 18%
- Whau: 2%
- Other: 1%

Cycling enthusiasts (n=448); Not weighted
Significantly higher than general public sample in green
Significantly lower than general public sample in red

Cycling enthusiasts are more likely to be
European, working, male, childless and
in high income Wards.
Sample profile: Walking enthusiasts

Recruited to online survey via links placed on various specialist walking websites by Auckland Transport

**Gender**
- Male: 48%
- Female: 52%

**Age**
- 15-34: 27%
- 35-64: 62%
- 65+: 11%

**Employment**
- Working: 80%
- Non-working: 20%

**Household**
- Live alone: 14%
- Couple without kids: 32%
- Couple with kids: 32%
- Single parent with kids: 2%
- Sharing with others: 11%
- Extended family: 7%
- Live with adult kids: 0%
- Other: 2%

**Ethnicity**
- NZ European: 77%
- Māori: 4%
- Samoan: 0%
- Cook Island Māori: 0%
- Tongan: 1%
- Other Pacific Ethnicities: 1%
- Chinese: 3%
- Indian: 1%
- Other Asian: 4%
- European: 9%
- Other: 3%

**Ward**
- Albany: 17%
- Albert-Eden-Roskill: 0%
- Franklin: 4%
- Howick: 3%
- Manukau: 1%
- Manurewa-Papakura: 3%
- Maungakiekie-Tamaki: 3%
- North Shore: 12%
- Orakei: 3%
- Rodney: 0%
- Waitakere: 14%
- Waitemata and Gulf: 27%
- Whau: 7%
- Other: 1%

**Notes:**
- Walking enthusiasts (n=162); Not weighted
- Significantly higher than general public sample in **green**
- Significantly lower than general public sample in **red**
Summary: key take-outs
The “current state of cycling in Auckland” has improved

2014

“Very good” 6%   “Somewhat good” 24%   “Neutral” 22%   “Poor” 43%   “Don’t know” 5%

Mean score out of 10: 4.5

2013

“Very good” 4%   “Somewhat good” 16%   “Neutral” 20%   “Poor” 51%   “Don’t know” 9%

Mean score out of 10: 4.0

Q4.16 Overall, how do you view the current state of cycling in Auckland? (Please give us your opinion even if you don’t cycle yourself.)

Random sample 2013 (n=1,048), 2014 (n=1,250)

So, who is cycling? >>>>>
Q2.2a In general, how confident are you/would you be in riding a bicycle in the Auckland area?

However, confidence is low. The pre-primed (those not wanting to cycle) in particular, are not at all confident about cycling in Auckland area.

<table>
<thead>
<tr>
<th></th>
<th>Total (n=420) (Average)</th>
<th>Pre-primed (n=255)</th>
<th>Primed (n=91)</th>
<th>Preparation (n=16)</th>
<th>Change (n=26)</th>
<th>Normalised (n=32)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 = Not at all confident/10 = Extremely confident</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4.1</td>
<td>3</td>
<td>5.1</td>
<td>5.4</td>
<td>5.9</td>
<td>7.6</td>
</tr>
</tbody>
</table>

Significantly higher than average in green
Significantly lower than average in red
Regular and Potential Cyclists are small in number

- 9% of Auckland adults are ‘Primed’ and ‘Preparation’ cyclists and are more likely to be men aged 15-34 years.
- Regular cyclists comprise just 5% of the adult population and are more likely to be low income European men aged 35-64.

But Regular Cyclists have noticed the improvements of AT

- Perceptions of cycling in Auckland have become divided - with regular cyclists increasing in satisfaction and keeping up their riding, despite the irregular majority losing confidence and expecting to ride less.
More cycling and more pro-cycling attitudes can be encouraged by building & promoting more, safer cycle infrastructure

- The majority of ‘able cyclists’ claim they would attend, or suggest, AT cycling training courses, especially Workplace Training.
- There is strong support for Auckland Transport to fund cycling training courses.

E-Bikes interest is high

- Of the ‘able market’, 48% have heard of e-bikes, and 50% stated they would cycle more if they had an e-bike, because they are faster, easier up hills and don’t make riders as sweaty.
- Anecdotal evidence shows that NZ is in the early stages of a rapid rise in e-bike usage.
The main concern is safety – danger from other traffic and cycling in the dark.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total (n=362) (Average)</th>
<th>Pre-primed (n=255)</th>
<th>Primed (n=91)</th>
<th>Preparation (n=16)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not safe on roads because how people drive</td>
<td>49%</td>
<td>50%</td>
<td>44%</td>
<td>53%</td>
</tr>
<tr>
<td>Not enough cycle lanes separated from other traffic</td>
<td>47%</td>
<td>49%</td>
<td>47%</td>
<td>12%</td>
</tr>
<tr>
<td>Not safe cycling in dark</td>
<td>45%</td>
<td>49%</td>
<td>39%</td>
<td>12%</td>
</tr>
<tr>
<td>Would not be enjoyable because of narrow roads</td>
<td>40%</td>
<td>45%</td>
<td>30%</td>
<td>30%</td>
</tr>
<tr>
<td>Showering/changing after cycling would be inconvenient</td>
<td>28%</td>
<td>30%</td>
<td>22%</td>
<td>43%</td>
</tr>
<tr>
<td>No where secure to leave bicycle</td>
<td>28%</td>
<td>27%</td>
<td>29%</td>
<td>39%</td>
</tr>
<tr>
<td>Would not be enjoyable because of traffic noise</td>
<td>23%</td>
<td>26%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Cycling not a quick way for me to travel where I want to go</td>
<td>22%</td>
<td>23%</td>
<td>22%</td>
<td>12%</td>
</tr>
<tr>
<td>Would not be able to fix problems like punctures</td>
<td>16%</td>
<td>17%</td>
<td>13%</td>
<td>13%</td>
</tr>
<tr>
<td>Wouldn’t be able to get to safe cycling areas</td>
<td>15%</td>
<td>17%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Wouldn’t be enjoyable because of lack of fitness/confidence</td>
<td>14%</td>
<td>18%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Live to far from work/school for cycling to be practical</td>
<td>12%</td>
<td>11%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>Don’t have someone to cycle with</td>
<td>11%</td>
<td>13%</td>
<td>11%</td>
<td>0%</td>
</tr>
<tr>
<td>Concerned about what I would look like on bike/in cycling gear</td>
<td>9%</td>
<td>11%</td>
<td>4%</td>
<td>0%</td>
</tr>
<tr>
<td>Someone else doesn’t want me to cycle</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>0%</td>
</tr>
<tr>
<td>Cycling would cost too much money</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Q3.8a Sometimes people tell us there are things that stop them from cycling. When it comes to cycling in Auckland, which of these statements apply to you?
Cycling: key motivators, barriers & priorities

- Key motivator: Health / fun
- Secondary motivator: Saving money
- Biggest priority: More cycling lanes
- Key barrier: Safety & traffic
- Other priority for AT: Promote safe cycling and safe driving around cyclists
- Other priority for AT: Increase awareness of AT training courses
- Other priority for AT: Encourage use of e-bikes
- Other barrier: Too busy
- Other priority for AT: Promote safe cycling and safe driving around cyclists
32% are walking more often than a year ago and 35% expect to walk more. However most walking seems to be due to a lack of cars, rather than an active preference for walking.

- Time and motivation are the key barriers for non-walkers.
- The main cited reason for walking is health / fitness and shopping.
- However, regular walkers are more likely to be low-income and therefore a lack of car access may be the real reason.

**Encouraging more ‘journey walking’ will require more public transport access points**

- Proximity to destination is a barrier for 54% of the able population, and 52% of those in Primed or Preparation mode would not walk more than 9 minutes to/from public transport – emphasising the need for accessible bus / train / ferry points.
- Other barriers are time (45%), traffic fumes (35%) and safety (25% of able population).
Walking: key motivators, barriers & priorities

Key motivator: Health / fitness

Key barrier: Safety at night

Secondary motivator: Walking with others

Other barrier: Traffic fumes

Other barrier: Time

Key barrier: Proximity
Overview:
1. What is the profile of cycling and walking behaviour in Auckland?

• 55% of Aucklanders walk and/or cycle regularly.
• 34% use a car or taxi and do NOT cycle or walk regularly.
• Cyclists are more likely to be male.
• Walkers are more likely to live in Central Auckland.
Within the Auckland general public almost half regularly walk, with one in 20 regularly cycling. Regular cyclists are more likely to be male.

### Used in past 12 months

<table>
<thead>
<tr>
<th>Mode</th>
<th>Car/Van/Truck</th>
<th>Walking</th>
<th>Bus</th>
<th>Train</th>
<th>Taxi</th>
<th>Ferry</th>
<th>Bicycle</th>
<th>Scooter</th>
<th>Mobility scooter</th>
<th>Electric bike</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>91%</td>
<td>67%</td>
<td>54%</td>
<td>38%</td>
<td>27%</td>
<td>24%</td>
<td>14%</td>
<td>6%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### Regularly use

<table>
<thead>
<tr>
<th>Mode</th>
<th>Car/Van/Truck</th>
<th>Walking</th>
<th>Bus</th>
<th>Train</th>
<th>Taxi</th>
<th>Ferry</th>
<th>Bicycle</th>
<th>Scooter</th>
<th>Mobility scooter</th>
<th>Electric bike</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>87%</td>
<td>46%</td>
<td>23%</td>
<td>10%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

### % of All Users Regularly Using

- **Car/Van/Truck**: 89%
- **Walking**: 69%
- **Bus**: 42%
- **Train**: 26%
- **Taxi**: 11%
- **Ferry**: 8%
- **Bicycle**: 36%
- **Motorbike/Scooter**: 50%

### Observations

- **Cars (private or company), vans and trucks** are more likely to be **regularly** used by those over 35 years (91%), those in East Auckland (94%) or Franklin (97%), self-employed (95%) or families with children (92%).
- **Walking** is more likely to be **regularly** undertaken by those living in Central Auckland (54%).
- **Bicycles** are less likely to be **regularly** used by females (3%).
- **Buses** are more likely to be **regularly** used by 15-24 year olds (32%), Indians (38%), those who live Central (36%) and students (52%).

**Q2.1a** Which of the following have you used in Auckland in the past 12 months (for any reason, including work, sport or recreation)?

**Q2.1b** And which of the following do you regularly use, e.g. once a week (when weather and circumstances permit)? This can be for any reason, including work, sport or recreation.
Some 55% of the general public walk and / or cycle regularly, whereas 34% use a car and / or taxi, not walking or cycling at all (& are not disabled)

Profile of cycling & walking behaviour in Auckland

<table>
<thead>
<tr>
<th>Those who are:</th>
<th>Are more likely to be:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular cyclists AND walkers</td>
<td>Community &amp; personal service workers (10%).</td>
</tr>
<tr>
<td>Regular cyclists who are NOT walkers</td>
<td>Indian (9%); Managers (7%).</td>
</tr>
<tr>
<td>Regular walkers who are NOT regular cyclists</td>
<td>Students (62%).</td>
</tr>
<tr>
<td>Use car / taxi regularly &amp; NOT walk NOR cycle</td>
<td>Live in East Auckland (46%) or Franklin (51%); Sales workers (55%) or Machinery operators / drivers (54%); Couple with children (42%).</td>
</tr>
<tr>
<td>NOT walkers, cyclists, nor regular car / taxi users (e.g. use public transport, scooters, motorbikes, etc.)</td>
<td>Male (6%); 15-34 year olds (7%); Indian (10%) or other Asian (10%); Live in Rodney (11%); Professionals (7%).</td>
</tr>
</tbody>
</table>

Q7.1 Thinking about these walks of ten minutes or more, which of these statements best applies to you? (rebased to total population).
*Regular walkers: walk for 10 minutes plus, as part of a specific journey to a chosen destination (codes 7, 8 or 9).
Q2.4 About how often do you use a bicycle for any reason? (rebased to total population) * Regular cyclists use a bike at least once a week;
Q2.1b And which of the following do you regularly use, e.g. once a week (when weather and circumstances permit)?

Base: Random sample (n=1,250)
Overview:
2. What are current impressions of AT?

- Most Aucklanders (83%) have a favourable or neutral view of AT.
- Cycling & walking enthusiasts are less favourable (65% & 70% respectively)
- Only 27% of ‘cycling enthusiasts’ have a ‘favourable’ view of Auckland Transport.
Most Aucklanders (83%) have a favourable or neutral view of AT. Cycling & walking enthusiasts are less favourable.

### Opinion of Auckland Transport

- **Very favourable (1)**
- **Neutral (3)**
- **Mainly favourable (2)**
- **Mainly unfavourable (4)**
- **Very unfavourable (5)**

**General public (n=1,250):**
- Very favourable: 7%
- Mainly favourable: 35%
- Neutral: 41%
- Mainly unfavourable: 10%
- Very unfavourable: 4%
- Don’t know: 4%

**Cycling enthusiasts (n=448):**
- Very favourable: 3%
- Mainly favourable: 24%
- Neutral: 38%
- Mainly unfavourable: 24%
- Very unfavourable: 11%
- Don’t know: 4%

**Walking enthusiasts (n=162):**
- Very favourable: 4%
- Mainly favourable: 40%
- Neutral: 26%
- Mainly unfavourable: 18%
- Very unfavourable: 11%
- Don’t know: 4%

Significantly higher than general public sample in **green**

Significantly lower than general public sample in **red**

### Within the general public (n=1,250):

<table>
<thead>
<tr>
<th>Those whose feelings towards AT are:</th>
<th>Are more likely to be:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very favourable</td>
<td>Indian (15%); Income less than $30k (12%); Change walking segment (12%).</td>
</tr>
<tr>
<td>Mainly favourable</td>
<td>Aged 65+ (46%); In part-time employment (46%) or retired (43%); Earn between $30-50k (47%); Normalised walking segment (41%).</td>
</tr>
<tr>
<td>Mainly unfavourable</td>
<td>European (17%); Live in Franklin (26%); Couple without children (14%).</td>
</tr>
<tr>
<td>Very unfavourable</td>
<td><strong>No significant differences.</strong></td>
</tr>
<tr>
<td>Don’t know</td>
<td>15-34 year olds (6%); Live in Rodney (16%); Professionals (6%); Primed walking segment (10%).</td>
</tr>
</tbody>
</table>

Q8 Considering all you know about or have heard of them, how favourable or unfavourable is our overall opinion or impression of Auckland Transport?
Cycling:

1. Have there been any improvements in perceptions?

- Perceptions of the ‘current state of cycling in Auckland’ have significantly improved.
- But only regular cyclists are feeling more confident, suggesting that others are not learning about infrastructural improvements.
Perceptions of the current state of cycling in Auckland have improved, especially amongst regular cyclists.

Current state of cycling in Auckland

<table>
<thead>
<tr>
<th></th>
<th>Don't know</th>
<th>Poor (0-4)</th>
<th>Neutral (5)</th>
<th>Somewhat good (6-7)</th>
<th>Very good (8-10)</th>
<th>Means (ex DK) Higher is better.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 General public (n=1,250)</td>
<td>5%</td>
<td>43%</td>
<td>22%</td>
<td>24%</td>
<td>6%</td>
<td>30%</td>
</tr>
<tr>
<td>2014 Regular cyclists (n=83)</td>
<td>1%</td>
<td>38%</td>
<td>20%</td>
<td>34%</td>
<td>7%</td>
<td>41%</td>
</tr>
<tr>
<td>2013 General public (n=1,048)</td>
<td>9%</td>
<td>51%</td>
<td>20%</td>
<td>16%</td>
<td>4%</td>
<td>20%</td>
</tr>
<tr>
<td>2013 Regular cyclists (n=116)</td>
<td>1%</td>
<td>50%</td>
<td>22%</td>
<td>19%</td>
<td>8%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Means are significantly higher in green circles and significantly lower in red/white circles.

**Q4.16** Overall, how do you view the current state of cycling in Auckland? (Please give us your opinion even if you don’t cycle yourself.)

**Regular cyclists:** cycle at least once a week.
But... while regular cyclists are enjoying greater confidence, less regular & non-cyclists think their confidence would be worse. This indicates they are less aware of recent infrastructure improvements than the regular riders.

### Confidence riding a bicycle in Auckland
(of all those who ‘could’ use a bike to get somewhere regularly)

<table>
<thead>
<tr>
<th></th>
<th>Don't know</th>
<th>Not confident (0-4)</th>
<th>Neutral (5)</th>
<th>Somewhat confident (6-7)</th>
<th>Very confident (8-10)</th>
<th>Total confidence</th>
<th>Means (ex DK)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2014 (n=420)</strong></td>
<td>1%</td>
<td>54%</td>
<td>13%</td>
<td>16%</td>
<td>15%</td>
<td>31%</td>
<td>4.1</td>
</tr>
<tr>
<td>Cyclists (n=184)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4.9</td>
</tr>
<tr>
<td>Regular cyclists (n=83)</td>
<td>27%</td>
<td>12%</td>
<td>30%</td>
<td>32%</td>
<td></td>
<td>61%</td>
<td>5.9</td>
</tr>
<tr>
<td><strong>2013 (n=379)</strong></td>
<td>2%</td>
<td>53%</td>
<td>13%</td>
<td>18%</td>
<td>16%</td>
<td>33%</td>
<td>4.4</td>
</tr>
<tr>
<td>Cyclists (n=173)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5.2</td>
</tr>
<tr>
<td>Regular cyclists (n=77)</td>
<td>37%</td>
<td>17%</td>
<td>21%</td>
<td>25%</td>
<td></td>
<td>46%</td>
<td>5.4</td>
</tr>
</tbody>
</table>

Cyclists: cycle at least a few times a year.
Regular cyclists: cycle at least once a week.

No significant differences between 2013 and 2014.

Q2.2a In general, how confident are you / would you be in riding a bicycle in the Auckland area?
Q2.2b Please select the reasons why you would not be confident riding a bicycle in the Auckland area?

Base: Those for which it is possible to use a bicycle as an option to get to somewhere regularly (Q2.3b = 1 or 2 or 3). 2014 data excludes those with disabilities and 2013 data assumes that those with disabilities are excluded at Q2.3b.
Cycling: 2. Have there been any improvements in behaviour?

- Compared to 2013, the ‘able market’* is cycling less often, and fewer expect to cycle more often in future.
- Significantly fewer cyclists are biking to see friends or family.
- No significant changes in locations, the proportion cycling (at least once over 12 months) or bike access.

* Able market defined as those who could cycle somewhere regularly (whether they do at present or not).
No significant changes in cycling (or walking) as a travel mode between 2013 & 2014 (based on use in last 12 months*)

Q2.1a Which of the following have you used in Auckland in the past 12 months (for any reason, including work, sport or recreation)?
* Note: Q2.1b (regular use) can not be compared to 2013 as the question wording changed.
Quiet roads, parks, public roads with cycle lanes & footpaths are still the most popular places for cycling.

**Q2.7 Where do you usually cycle?**

*Base: Those who use a bicycle at least a few times a year (Q2.4=1-6). Those for which it is possible to use a bicycle as an option to get to somewhere regularly (Q2.3b = 1 or 2 or 3). 2014 data excludes those with disabilities and 2013 data assumes that those with disabilities are excluded at Q2.3b.*

<table>
<thead>
<tr>
<th>Place</th>
<th>2014 (n=184)</th>
<th>2013 (n=173)</th>
</tr>
</thead>
<tbody>
<tr>
<td>On quiet local roads</td>
<td>45%</td>
<td>46%</td>
</tr>
<tr>
<td>At a park / domain</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>On the footpath</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>On public roads with cycle lanes</td>
<td>32%</td>
<td>40%</td>
</tr>
<tr>
<td>On city roads with no cycle lanes</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>On a shared / cycle path separate to the road</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td>On open, country roads with no cycle lanes</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Off-road or mountain biking</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>At a track or sports facility / velodrome</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>At a school</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>Somewhere else</td>
<td>3%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*No significant differences between 2013 and 2014.*

Note: 2013 data was re-based to match the 2014 data.
Exercise & recreation are still the main reasons for riding a bicycle. Fewer are cycling to see friends or family in 2014.

**Q2.5** For which of the following reasons do you ride a bicycle? (Please select all that apply) *(RANDOMIZE OPTIONS)*

- For exercise or fitness
- For recreation
- To get to / from shops
- To get to other destinations
- To get to / from work
- To see friends or family
- For organized sport
- To get to / from study
- To get to public transport
- As part of my job
- Other

**Q2.6** If you weren’t travelling by bicycle, what form of transport would you be most likely to use instead?

*Base: Those who use a bicycle at least a few times a year (Q2.4=1-6)*

62% of those using a bicycle for transport (other than as part of their job) would otherwise go by car; 46% would walk (n=96). *(No significant changes from 2013).*

Note: 2013 data was re-based to match the 2014 data.
Of those who could cycle somewhere regularly, 1 in 4 state they are cycling less than they were a year ago – but this is NOT a significant change from 2013.

Main reasons for cycling less often are (n=98):
- Too busy / less time (43%);
- Roads have become too busy / dangerous (36%);
- Dangerous, unsafe or had a bad experience with traffic (33%).

**Stated change in cycling frequency**

<table>
<thead>
<tr>
<th>Year</th>
<th>I didn't cycle then and I still don't</th>
<th>Cycling LESS often</th>
<th>Cycling about the SAME</th>
<th>Cycling MORE often</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014 (n=420)</td>
<td>43%</td>
<td>26%</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>2013 (n=379)</td>
<td>40%</td>
<td>21%</td>
<td>27%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Q2.8 Would you say that you are cycling more often, less often or about the same amount as you were a year ago?  
Q2.8a&b Please tell us the main reasons you are cycling more / less than you did before.  
*Base: Those for which it is possible to use a bicycle as an option to get to somewhere regularly (Q2.3b = 1 or 2 or 3). 2014 data excludes those with disabilities and 2013 data assumes that those with disabilities are excluded at Q2.3b.*
Most who could cycle regularly have access to a bike. Of those with access to a bike, cycling frequency has fallen.

Access to a bike

- Own a bike
- Easily borrow / hire
- Have bike, not working*
- No bike access

<table>
<thead>
<tr>
<th></th>
<th>2014 (n=420)</th>
<th>2013 (n=379)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own</td>
<td>43%</td>
<td>40%</td>
</tr>
<tr>
<td>Borrow</td>
<td>16%</td>
<td>22%</td>
</tr>
<tr>
<td>Hire</td>
<td>7%</td>
<td>39%</td>
</tr>
<tr>
<td>Access</td>
<td>34%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Frequency of bike use (for any reason)

- 5 or more days a week
- 3-4 days a week
- Once or twice a week
- Once or twice a month
- Less than once a month
- A few times a year
- Once a year or so
- Less often than once a year

<table>
<thead>
<tr>
<th></th>
<th>2014 (n=248)</th>
<th>2013 (n=236)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5+</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>3-4</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Once</td>
<td>19%</td>
<td>13%</td>
</tr>
<tr>
<td>Twice</td>
<td>13%</td>
<td>9%</td>
</tr>
<tr>
<td>Month</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Year</td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Significantly higher than 2013 in green circles
Significantly lower than 2013 in red circles

Q2.3 Do you own or otherwise have access to a bicycle?
ASK IF Q2.3 = YES (CODES 1 OR 2) I.E. HAVE ACCESS TO A BICYCLE.

Q2.4 About how often do you use a bicycle for any reason?

Base: Those for which it is possible to use a bicycle as an option to get to somewhere regularly (Q2.3b = 1 or 2 or 3). 2014 data excludes those with disabilities and 2013 data assumes that those with disabilities are excluded at Q2.3b.
Of those who could cycle somewhere regularly, a greater proportion are expecting to cycle less often (compared to 2013). But regular cyclists are expecting to ride more.

### Expected cycling frequency in the coming year

<table>
<thead>
<tr>
<th></th>
<th>I don't cycle now and I still won't</th>
<th>Will cycle LESS</th>
<th>Will cycle about the SAME</th>
<th>Will cycle MORE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2014 (n=420)</strong></td>
<td>37%</td>
<td>10%</td>
<td>29%</td>
<td>24%</td>
</tr>
<tr>
<td>Cyclists (n=184)</td>
<td>15%</td>
<td>46%</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Regular cyclists (n=83)</td>
<td>13%</td>
<td>46%</td>
<td>41%</td>
<td></td>
</tr>
<tr>
<td><strong>2013 (n=379)</strong></td>
<td>35%</td>
<td>6%</td>
<td>38%</td>
<td>21%</td>
</tr>
<tr>
<td>Cyclists (n=173)</td>
<td>9%</td>
<td>57%</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Regular cyclists (n=77)</td>
<td>6%</td>
<td>55%</td>
<td>38%</td>
<td></td>
</tr>
</tbody>
</table>

Main reasons for cycling less often are (n=33):
- are the roads are becoming too busy / dangerous (42%);
- too busy / less time (35%).

Main reason for cycling more often is (n=97):
- For recreation. e.g. health, fun (67%).

**Cyclists**: cycle at least a few times a year.
**Regular cyclists**: cycle at least once a week.

Note: 2013 data was re-based to match the 2014 data.

Significantly higher than 2013 in **green circles**
Significantly lower than 2013 in **red circles**

Q2.9 Do you think in the coming year that you will cycle more often, less often or about the same amount as you do now?

Q2.10a&b Please tell us the main reasons you expect to cycle more / less than you did before.

*Base: Those for which it is possible to use a bicycle as an option to get to somewhere regularly (Q2.3b = 1 or 2 or 3). 2014 data excludes those with disabilities and 2013 data assumes that those with disabilities are excluded at Q2.3b.*
Cycling:
3. How does the market segment based on propensity to cycle?

Of the ‘able market’:
• 14% are ‘normalised’ or ‘change’ cyclists – need to maintain these.
• 26% are in ‘preparation’ or ‘primed’ to cycle regularly – need to encourage these (i.e. motivate and remove barriers).
• 60% are in the ‘pre-primed’ stage – harder to convert but encouragement necessary to improve public sentiment.

* ‘Able market’ defined as those who could cycle somewhere regularly (whether they do at present or not).
Segmentation is based on “best fit” agreement with one of the following statements:

<table>
<thead>
<tr>
<th>Pre-primed</th>
<th>I don’t want to or would not consider doing this</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I have never thought about doing this</td>
</tr>
<tr>
<td></td>
<td>I have given it some thought but I am not going to do it</td>
</tr>
</tbody>
</table>

| Primed                                         | I am thinking about doing this                    |
|                                                | I have decided to do this (you have just decided but not yet started to do anything about it) |
|                                                | I was doing this but didn’t stick to it           |

| Preparation                                    | I am setting things in place and / or are seeking more information about this |

| Change                                         | I have started doing this but am finding it difficult |
|                                                | I have started doing this and am finding it easy    |

| Normalised                                     | I am already doing this and will continue to do so |

Q3.4 And thinking about **cycling in Auckland**, which of these statements best applies to you?
Of those who could cycle to get somewhere regularly, 26% are ‘primed’ or in ‘preparation’ for cycling

**General public:**
Ability to use bicycle for regular journey (n=1,250)

- Yes: 34%
- No, isn't really possible: 55%
- No, have disability: 8%
- Don't know (if possible): 3%

**Cycling Behaviour Segments (of able market) (n=420)**

- Pre-primed: 60%
- Primed: 22%
- Preparation: 4%
- Change: 7%
- Normalised: 7%

**Pre-primed**
- I don’t want to or would not consider doing this: 26%
- I have never thought about doing this: 12%
- I have given it some thought but I am not going to do it: 22%

**Primed**
- I am thinking about doing this: 16%
- I have decided to do this (you have just decided but not yet started to do anything about it): 2%
- I was doing this but didn’t stick to it: 4%

**Preparation**
- I am setting things in place and / or are seeking more information about this: 4%

**Change**
- I have started doing this regularly but am finding it difficult: 4%
- I have started doing this regularly and am finding it easy: 3%

**Normalised**
- I am already doing this regularly and will continue to do so: 7%

**S8** Do you have any disability or impairment that affects your ability to move?

**Q2.3b** Is it possible for you to use a bicycle as an option to get to work or school (or somewhere else you regularly go)?

**Q3.4** Thinking about **cycling in Auckland**, which of these statements best applies to you? (By ‘regularly’ we mean ‘at least once a week when weather and circumstances permit’.)
Q3.4 Thinking about cycling in Auckland, which of these statements best applies to you? (By ‘regularly’ we mean ‘at least once a week when weather and circumstances permit.’)

Base: Those for which it is possible to use a bicycle as an option to get to somewhere regularly (Q2.3b = 1 or 2 or 3) (S8a=6), (n=420)
Most in the Pre-Primed, Primed & Preparation segments have access to a bike; & of those who do, they ride at least occasionally

<table>
<thead>
<tr>
<th>Segment</th>
<th>Own a bike</th>
<th>Easily borrow / hire</th>
<th>Have bike, not working</th>
<th>No bike access</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-primed (n=225)</td>
<td>34%</td>
<td>17%</td>
<td>7%</td>
<td>42%</td>
</tr>
<tr>
<td>Primed (n=91)</td>
<td>42%</td>
<td>18%</td>
<td>10%</td>
<td>30%</td>
</tr>
<tr>
<td>Preparation (n=16)</td>
<td>47%</td>
<td>8%</td>
<td>13%</td>
<td>32%</td>
</tr>
<tr>
<td>Change (n=26)</td>
<td>83%</td>
<td>8%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>Normalised (n=32)</td>
<td>87%</td>
<td>13%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Of those who have a bike

<table>
<thead>
<tr>
<th>Frequency of bike use (for any reason)</th>
<th>Pre-primed (n=248)</th>
<th>Primed (n=55)</th>
<th>Preparation (n=9)</th>
<th>Change (n=23)</th>
<th>Normalised (n=32)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 or more days a week</td>
<td>13%</td>
<td>8%</td>
<td>15%</td>
<td>19%</td>
<td>37%</td>
</tr>
<tr>
<td>3-4 days a week</td>
<td>14%</td>
<td>15%</td>
<td>46%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Once or twice a week</td>
<td>9%</td>
<td>27%</td>
<td>15%</td>
<td>39%</td>
<td>14%</td>
</tr>
<tr>
<td>Less than once a month</td>
<td>19%</td>
<td>12%</td>
<td>10%</td>
<td>23%</td>
<td>43%</td>
</tr>
<tr>
<td>Once a year or so</td>
<td>15%</td>
<td>21%</td>
<td>28%</td>
<td>9%</td>
<td>4%</td>
</tr>
<tr>
<td>Less often than once a year</td>
<td>26%</td>
<td>16%</td>
<td></td>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

**Q2.3** Do you own or otherwise have access to a bicycle?

**ASK IF Q2.3 = YES (CODES 1 OR 2) I.E. HAVE ACCESS TO A BICYCLE.**

**Q2.4** About how often do you use a bicycle for any reason?
Cycling: 4. How can we increase cycling as an active transport mode?

For these segments:

- The dominant concern is sharing the road with drivers — provide guidance, information, and/or infrastructure to reduce this barrier.
- The dominant motivators are health / fun, saving money and information on cycling routes — focus on these topics in comms / info sources.
The Primed & Preparation segments are primarily **motivated** by health, fun & saving money – focus on these attributes to encourage participation

**Reasons expect to cycle more often (n=52)**

- **Recreational reasons, e.g. health / fun**: 68%
- **To save transport costs**: 32%
- **Have better access to a bicycle**: 27%
- **To spend time with family and friends**: 25%
- **Change in circumstances**: 16%
- **I expect to join some friends / family who are cycling**: 14%
- **To save time**: 14%
- **Other**: 3%

**Reasons for cycling (n=93*)**

- **Keeps me fit / helps me get fitter**: 81%
- **Saves money**: 57%
- **It’s fun**: 56%
- **Helps reduce traffic congestion**: 46%
- **Avoids parking hassles**: 46%
- **Allows me to enjoy the weather**: 37%
- **Helps address environmental concerns**: 36%
- **Want to enjoy a new sport**: 32%
- **Availability of cycle ways or cycle paths**: 22%
- **Availability of cycle parking at PT**: 22%
- **To spend time with friends / family**: 16%
- **Want to make the most of a new bike**: 15%
- **Saves time**: 13%
- **Better routes are available now**: 12%
- **Promoted / encouraged at school / work**: 10%
- **Unable / not allowed to drive**: 6%
- **Health**: 4%
- **Required of my job**: 2%
- **Reduces costs**: 1%
- **None of these**: 14%
- **Other**: 4%

**Q2.10a** [Asked of those who ‘will cycle more often than I do now’] Please tell us the main reasons you expect to cycle more than you did before.

**Q3.6a&b** Which reason(s) contributes to you cycling or thinking about cycling more often?

*Primed segment & Preparation segment (n=107) *Excludes ‘I was doing regularly but didn’t stick to it’ part of Primed segment
The main reasons remain essentially the same although there is some variation in the figures.

**Q2.10a** [Asked of those who ‘will cycle more often than I do now’] Please tell us the main reasons you expect to cycle more than you did before.

**Q3.6a&b** Which reason(s) contributes to you cycling or thinking about cycling more often?

*Excludes ‘I was doing regularly but didn’t stick to it’ part of Primed segment*
Help motivate the Primed & Preparation segments by providing information on how to get fit & cycling routes

Steps taken towards cycling more (n=93*)

- Started improving health: 34%
- Discussed cycling with friends / family: 27%
- Found out about cycling routes: 20%
- Researched cycling: books, mags, internet, etc: 15%
- Purchased a bike: 10%
- Purchased cycling gear / clothing: 9%
- Borrowed / arranged to borrow a bike: 8%
- Investigated shower / storage facilities where I work / study: 7%
- Got a map: 3%
- Attended a training course / workshop: 2%
- Contacted / joined a cycling club: 0%
- Other: 4%
- Nothing: 30%

Q3.5 What practical steps have you taken towards cycling more?
* Excludes ‘I was doing regularly but didn’t stick to it’ part of Primed segment
The Primed & Preparation segments are deterred from cycling by safety concerns from sharing the road with drivers

Reasons for not cycling (n=107)

- It is not safe to cycle on Auckland’s roads because of how people drive
- There are not enough cycle lanes that are physically separated from other traffic
- I would not feel safe cycling in the dark
- There are not enough secure places to leave bicycles when out and about
- Cycling would not be enjoyable because of narrow roads
- Having to shower / change after cycling would be inconvenient
- Cycling is not a quick way for me to get where I need to go
- Cycling would not be enjoyable for me because of traffic noise / fumes
- I live too far from work / school for cycling to be practical
- Cycling would not be enjoyable for me because of Auckland’s hills or weather
- I would not be able to fix problems like punctures
- I would not be able to get to safe cycling areas
- I wouldn’t have anybody to cycle with
- Something else limits my cycling
- Cycling would cost too much money for me
- Someone else doesn’t want me to cycle
- I am concerned at what I would look like on a bike / in cycling gear
- Cycling would not be enjoyable for me because of my fitness / confidence on a bike
- None of these apply to me

Q3.8a Sometimes people tell us there are things that stop them cycling. When it comes to cycling in Auckland, which of these statements applies to you, if any?

Q2.8b [Of those who are ‘cycling less often than I did a year ago’] Please tell us the main reasons you are cycling less than you did before.

One of the categories that contributes to the Primed segment is: ‘I was doing this but didn’t stick to it’. Within this category of those who said they were cycling less often than they did a year ago, one of the eight respondents gave the reason: “roads became too busy / dangerous” (n=8). (The others’ reasons were mostly circumstantial or personal).
### Confidence riding a bicycle in Auckland (n=107)

- Don't know
- Neutral (5)
- Very confident (8-10)

<table>
<thead>
<tr>
<th>Primed &amp; Preparation segments</th>
<th>39%</th>
<th>16%</th>
<th>24%</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mean</strong></td>
<td>5.2</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Reasons for ‘not confident’ (n=41)

- Drivers are too dangerous: 70%
- It is too dangerous in general: 57%
- There is too much traffic: 57%
- Poor road / cycle lane design: 48%
- Cycle lanes not physically separated: 48%

### Issues with facilities / infrastructure (n=26)

- More should be done to promote safe cycling: 95% agree
- More should be done to promote safe driving around cyclists: 72% agree
- Investment in cycling facilities is good value for money: 66% agree
- There are enough cycle lanes and cycle paths in Auckland: 66% disagree
- Motorists are considerate of cyclists: 63% disagree
- Cyclists are sufficiently separated from traffic: 60% disagree
- Auckland has a well-connected cycle network: 53% disagree
- Cycle lanes in Auckland are of good quality: 48% disagree
- There are enough cycle storage facilities at PT stations: 45% disagree
- There is sufficient cycle storage at my place of work / study: 28% disagree

*Agree (6-10 rating) & disagree (0-4 rating) on a 10-point scale.*

---

Q2.2a In general, how confident are you / would you be in riding a bicycle in the Auckland area?

Q2.2b Please select the reasons why you would not be confident riding a bicycle in the Auckland area?

Q3.10 Asked of those who use the AT network and use bike at least a few times a year: How strongly do you agree or disagree with each of the following statements about cycling in Auckland? (0-10 scale)
Cycling: 4. How can we maintain cycling as an active transport mode?

Normalised & Change segments (regular cyclists)

For these segments:
• The dominant concern is sharing the road with drivers – *provide guidance, information, and/or infrastructure to reduce this barrier.*
• The dominant motivators are health and saving money – *focus on these topics in comms.*
The Normalised & Change segments are primarily **motivated** by health & saving money – focus on these attributes to maintain participation

<table>
<thead>
<tr>
<th>Reasons for cycling more than before (n=18)</th>
<th>Reasons for cycling (n=58)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recreational reasons, e.g. health / fun</td>
<td>Keeps me fit / helps me get fitter</td>
</tr>
<tr>
<td>To save transport costs</td>
<td>Saves money</td>
</tr>
<tr>
<td>To save time</td>
<td>Avoids parking hassles</td>
</tr>
<tr>
<td>Change in circumstances</td>
<td>It’s fun</td>
</tr>
<tr>
<td>Have better access to a bicycle</td>
<td>Helps address environmental concerns</td>
</tr>
<tr>
<td>To spend time with family and friends</td>
<td>Allows me to enjoy the weather</td>
</tr>
<tr>
<td>I have joined cycling friends / family</td>
<td>Saves time</td>
</tr>
<tr>
<td>Other</td>
<td>Helps reduce traffic congestion</td>
</tr>
<tr>
<td></td>
<td>Availability of cycle ways / paths</td>
</tr>
<tr>
<td></td>
<td>Want to enjoy a new sport</td>
</tr>
<tr>
<td></td>
<td>Better routes are available than previously</td>
</tr>
<tr>
<td></td>
<td>Want to make the most of a new bike</td>
</tr>
<tr>
<td></td>
<td>Availability of cycle parking at PT</td>
</tr>
<tr>
<td></td>
<td>Spend time with friends / family</td>
</tr>
<tr>
<td></td>
<td>Unable / not allowed to drive</td>
</tr>
<tr>
<td></td>
<td>Promoted / encouraged at school / work</td>
</tr>
<tr>
<td></td>
<td>Reduces costs</td>
</tr>
<tr>
<td></td>
<td>Health</td>
</tr>
<tr>
<td></td>
<td>Required of my job</td>
</tr>
<tr>
<td></td>
<td>None of these</td>
</tr>
<tr>
<td></td>
<td>Other</td>
</tr>
</tbody>
</table>

**Q2.8a** Please tell us the main reasons you are cycling more than you did before. **Q2.10a** [Asked of those who ‘will cycle more often than I do now’] Please tell us the main reasons you expect to cycle more than you did before.

**Q3.6a&b** Which reason(s) contributes to you cycling or thinking about cycling more often?

*Normalised segment & Change segment (n=58)*
The Normalised & Change segments are restricted from cycling as much as they could due to concerns over sharing the road with drivers.

### Reasons for not cycling as much as could (n=58)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>There are not enough cycle lanes that are physically separated from other traffic</td>
<td>38%</td>
</tr>
<tr>
<td>I do not feel safe cycling on Auckland’s roads because of how people drive</td>
<td>32%</td>
</tr>
<tr>
<td>There are not enough secure places to leave bicycles when out and about</td>
<td>24%</td>
</tr>
<tr>
<td>Cycling is not as enjoyable for me because of narrow roads</td>
<td>20%</td>
</tr>
<tr>
<td>Having to shower / change after cycling is inconvenient</td>
<td>19%</td>
</tr>
<tr>
<td>I do not feel safe cycling in the dark</td>
<td>19%</td>
</tr>
<tr>
<td>I am not able to get to safe cycling areas</td>
<td>18%</td>
</tr>
<tr>
<td>Cycling is not enjoyable for me because of Auckland’s hills or weather</td>
<td>18%</td>
</tr>
<tr>
<td>I live too far from work / school for more cycling to be practical</td>
<td>12%</td>
</tr>
<tr>
<td>Cycling is not enjoyable because of traffic noise / fumes</td>
<td>11%</td>
</tr>
<tr>
<td>Something else limits my cycling</td>
<td>8%</td>
</tr>
<tr>
<td>I am not able to fix problems like punctures</td>
<td>6%</td>
</tr>
<tr>
<td>Cycling is not as enjoyable for me because I don’t have anybody to cycle with</td>
<td>5%</td>
</tr>
<tr>
<td>Someone else doesn’t want me to cycle more often</td>
<td>3%</td>
</tr>
<tr>
<td>Cycling is a not a quick way for me to get where I need to go</td>
<td>2%</td>
</tr>
<tr>
<td>I am concerned at what I would look like on a bike / in cycling gear</td>
<td>1%</td>
</tr>
<tr>
<td>Cycling is not as enjoyable for me because of my fitness / confidence on a bike</td>
<td>1%</td>
</tr>
<tr>
<td>Cycling more often would cost too much money for me</td>
<td>1%</td>
</tr>
<tr>
<td>None of these apply to me</td>
<td>26%</td>
</tr>
</tbody>
</table>

**Q3.8b** Sometimes people tell us there are things that stop them cycling as much as they otherwise would. When it comes to cycling in Auckland, which of these statements applies to you, if any?

*Normalised segment & Change segment (n=58)*
Most Normalised / Change cyclists feel confident riding in Auckland, but some still feel nervous sharing the road with drivers / traffic. Most feel that more should be done to promote safe cycling & safe driving near cyclists.

Confidence riding a bicycle in Auckland (n=58)

<table>
<thead>
<tr>
<th>Normalised &amp; Change segments</th>
<th>Don't know</th>
<th>Not confident (0-4)</th>
<th>Neutral (5)</th>
<th>Somewhat confident (6-7)</th>
<th>Very confident (8-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>18%</td>
<td>10%</td>
<td>32%</td>
<td>41%</td>
<td></td>
</tr>
</tbody>
</table>

**Mean 6.7**

Issues with facilities / infrastructure (n=37)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>More should be done to promote safe cycling</td>
<td>89%</td>
</tr>
<tr>
<td>Investment in cycling facilities is good value for money</td>
<td>89%</td>
</tr>
<tr>
<td>More should be done to promote safe driving around cyclists</td>
<td>87%</td>
</tr>
<tr>
<td>There are enough cycle lanes and cycle paths in Auckland</td>
<td>74% disagree</td>
</tr>
<tr>
<td>Cyclists are sufficiently separated from traffic</td>
<td>72% disagree</td>
</tr>
<tr>
<td>Auckland has a well-connected cycle network</td>
<td>58% disagree</td>
</tr>
<tr>
<td>Cycle lanes in Auckland are of good quality</td>
<td>37% disagree</td>
</tr>
<tr>
<td>Motorists are considerate of cyclists</td>
<td>36% disagree</td>
</tr>
<tr>
<td>There are enough cycle storage facilities at PT stations</td>
<td>29% disagree</td>
</tr>
<tr>
<td>There is sufficient cycle storage at my place of work / study</td>
<td>12% disagree</td>
</tr>
</tbody>
</table>

Reasons for ‘not confident’ (n=11)

- Drivers are too dangerous: 77%
- There is too much traffic: 68%
- Cycle lanes not physically separated: 67%
- Poor road / cycle lane design: 62%
- It is too dangerous in general: 56%

Q2.2a In general, how confident are you / would you be in riding a bicycle in the Auckland area?
Q2.2b Please select the reasons why you would not be confident riding a bicycle in the Auckland area?
Q3.10 Asked of those who use the AT network and bike at least a few times a year: How strongly do you agree or disagree with each of the following statements about cycling in Auckland? (0-10 scale)

*Agree (6-10 rating) & disagree (0-4 rating) on a 10-point scale.
Some in the Normalised & Change segments cycle less frequently due to the barriers of: lack of time & the busy / dangerous roads

### Reasons for cycling less than before (n=13)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too busy / less time</td>
<td>43%</td>
</tr>
<tr>
<td>Roads become too busy / dangerous</td>
<td>35%</td>
</tr>
<tr>
<td>Change in circumstances</td>
<td>33%</td>
</tr>
<tr>
<td>Dangerous / unsafe / had a bad experience with traffic</td>
<td>25%</td>
</tr>
<tr>
<td>Health / age / fitness issues</td>
<td>20%</td>
</tr>
<tr>
<td>Prefer different transport option</td>
<td>16%</td>
</tr>
<tr>
<td>General laziness or lack of motivation</td>
<td>14%</td>
</tr>
</tbody>
</table>

Two respondents in the Change segment stated that they will cycle less often in the coming year. For one respondent this was because the ‘roads have become too busy / dangerous’, the other respondent is ‘moving overseas’ (n=2).

24% in the Normalised and Change segments are cycling less often than they did a year ago (n=58).

Q2.10b [Of those who expect to ‘cycle less often than I do now’] Please tell us the main reasons you expect to cycle less than you did before.

Q2.8b [Of those who are ‘cycling less often than I did a year ago’] Please tell us the main reasons you are cycling less than you did before.
Cycling: 4. How can we increase cycling as an active transport mode?

Pre-primed segment (less open)

For this segment:
- The dominant concerns are sharing the road with drivers / traffic and night safety — *provide guidance, information, and/or infrastructure to reduce these barriers.*
- The dominant consideration for cycling more is more cycle lanes (physically separated from other traffic) — *consider how this could be addressed.*
The Pre-Primed segment would be motivated to cycle if there were more physically separated cycle lanes

Q3.7 Please tell us what changes would be mostly likely to make you consider cycling more?

<table>
<thead>
<tr>
<th>Reason for cycling more</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>If there were more cycle lanes physically separated from other traffic</td>
<td>51%</td>
</tr>
<tr>
<td>Better availability of cycle parking at PT interchanges/stations</td>
<td>20%</td>
</tr>
<tr>
<td>If you were able to get a new/better bicycle</td>
<td>17%</td>
</tr>
<tr>
<td>If parking became too difficult/expensive</td>
<td>15%</td>
</tr>
<tr>
<td>If your health/fitness enabled you to</td>
<td>15%</td>
</tr>
<tr>
<td>If your job required it</td>
<td>14%</td>
</tr>
<tr>
<td>If better shower/storage facilities were installed where work/study</td>
<td>13%</td>
</tr>
<tr>
<td>If traffic congestion got too bad</td>
<td>12%</td>
</tr>
<tr>
<td>If members of your family or friends started cycling more</td>
<td>9%</td>
</tr>
<tr>
<td>Improved cyclist safety</td>
<td>3%</td>
</tr>
<tr>
<td>Change in family circumstances</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>None of these</td>
<td>13%</td>
</tr>
</tbody>
</table>
The Pre-Primed segment has little confidence riding in Auckland; their key barrier being that there is too much dangerous traffic.

Confidence riding a bicycle in Auckland (n=255)

![Confidence Bar Chart]

Reasons for ‘not confident’ (n=174)

- It is too dangerous in general: 72%
- There is too much traffic: 70%
- Drivers are too dangerous: 58%
- Poor road / cycle lane design: 46%
- Cycle lanes not physically separated: 44%

Q2.2a In general, how confident are you / would you be in riding a bicycle in the Auckland area?
Q2.2b Please select the reasons why you would not be confident riding a bicycle in the Auckland area?

Pre-primed segment (n=255)
The Pre-Primed segment is **deterred** from cycling due to needing to share the road with dangerous drivers & not feeling safe at night

**Q3.8a** Sometimes people tell us there are things that stop them cycling. When it comes to cycling in Auckland, which of these statements applies to you, if any?

*Pre-primed segment (n=255)*

- It is not safe to cycle on Auckland’s roads because of how people drive: 50%
- I would not feel safe cycling in the dark: 49%
- There are not enough cycle lanes that are physically separated from other traffic: 49%
- Cycling would not be enjoyable because of narrow roads: 45%
- Cycling would not be enjoyable for me because of Auckland’s hills or weather: 34%
- Having to shower / change after cycling would be inconvenient: 30%
- There are not enough secure places to leave bicycles when out and about: 27%
- Cycling would not be enjoyable for me because of traffic noise / fumes: 26%
- Cycling is a not a quick way for me to get where I need to go: 23%
- Cycling would not be enjoyable for me because of my fitness / confidence on a bike: 18%
- I would not be able to get to safe cycling areas: 17%
- I would not be able to fix problems like punctures: 17%
- I wouldn’t have anybody to cycle with: 13%
- I am concerned at what I would look like on a bike / in cycling gear: 11%
- I live too far from work / school for cycling to be practical: 11%
- Someone else doesn’t want me to cycle: 5%
- Something else limits my cycling: 4%
- Cycling would cost too much money for me: 2%
- None of these apply to me: 12%
The Pre-Primed segment has **decreased** their cycling frequency due to not having the time & also the busy / dangerous roads / traffic

21% in the Pre-primed segment state they cycle less than they did a year ago (n=255).

**Main reasons for cycling less than before (n=49)**

- Too busy / less time: 44%
- Roads become too busy / dangerous: 38%
- Dangerous / unsafe / had a bad experience with traffic: 35%
- Prefer different transport option: 33%
- Change in circumstances: 15%
- Health / age / fitness issues: 12%
- General laziness or lack of motivation: 12%
- Family changes: 7%
- My cycling friends / family stopped cycling as much: 3%
- Other: 4%

Q2.8b [Of those ‘cycling less often than I did a year ago’] Please tell us the main reasons you are cycling less than you did before.
*Pre-primed segment (n=255)*
Cycling:
4. How can we increase cycling as an active transport mode?

Public sentiment
3 in 10 Aucklanders feel negative towards cyclists. Those less involved in cycling are more negative towards cyclists

Feelings towards Auckland cyclists

<table>
<thead>
<tr>
<th></th>
<th>Don't know</th>
<th>Not positive (0-4)</th>
<th>Neutral (5)</th>
<th>Somewhat positive (6-7)</th>
<th>Very positive (8-10)</th>
<th>Total positive</th>
<th>Means (ex DK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General public (n=1,250)</td>
<td>3%</td>
<td>31%</td>
<td>21%</td>
<td>26%</td>
<td>19%</td>
<td>46%</td>
<td>5.4</td>
</tr>
<tr>
<td>Pre-primed (n=255)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>37%</td>
<td>4.9</td>
</tr>
<tr>
<td>Primed &amp; preparation (n=107)</td>
<td>2%</td>
<td>11%</td>
<td>11%</td>
<td>50%</td>
<td>26%</td>
<td>76%</td>
<td>6.5</td>
</tr>
<tr>
<td>Change &amp; normalised (n=58)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>77%</td>
<td>7.1</td>
</tr>
<tr>
<td>Cycling enthusiasts (n=448)</td>
<td>5%</td>
<td>5%</td>
<td>16%</td>
<td></td>
<td>72%</td>
<td>88%</td>
<td>8.3</td>
</tr>
</tbody>
</table>

Significantly higher than general public sample in green circles
Significantly lower than general public sample in red circles

Q11.2a What are your feelings when you think about the cyclists you see riding around Auckland?
Those who feel negative about cyclists believe cyclists are inconsiderate, slow traffic down & are a danger to themselves & other road users

<table>
<thead>
<tr>
<th>General public (n=1,250)</th>
<th>Don't know</th>
<th>Not positive (0-4)</th>
<th>Neutral (5)</th>
<th>Somewhat positive (6-7)</th>
<th>Very positive (8-10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>3%</td>
<td>31%</td>
<td>21%</td>
<td>26%</td>
<td>19%</td>
<td></td>
</tr>
</tbody>
</table>

Feelings towards Auckland cyclists

Main reasons feel this way

- They are usually inconsiderate and a danger: 72%
- They slow down traffic b/c of inconsiderate riding: 64%
- Slow down traffic because roads are unsuitable: 53%
- They are brave for riding in Auckland traffic: 32%
- They are helping reduce pollution: 15%
- Just another group of people trying to get around: 13%
- They do not obey road rules: 6%
- Cycling is very fashionable and popular these days: 6%
- Appreciate for helping reduce traffic congestion: 6%
- They are usually considerate road users: 3%
- Concerned for their safety: 3%
- They are / should be admired: 2%
- They are out to impress: 1%
- Healthy, good exercise, increasing fitness: 1%
- Other: 2%

Q11.2b What are the main reasons why you feel this way about the cyclists you see riding around Auckland?
More / better cycle routes are seen as the biggest priority to get more Aucklanders cycling, by the general public, regular cyclists & cycling enthusiasts

<table>
<thead>
<tr>
<th>Option</th>
<th>General public (n=1,250)</th>
<th>Regular Cyclists (n=83)</th>
<th>Cycling enthusiasts (n=448)</th>
</tr>
</thead>
<tbody>
<tr>
<td>More cycle lanes and safer, physically separated cycle routes</td>
<td>35%</td>
<td>42%</td>
<td>68%</td>
</tr>
<tr>
<td>Improving cyclists’ behaviour through education / promotion</td>
<td>26%</td>
<td>37%</td>
<td>47%</td>
</tr>
<tr>
<td>Enforce the laws to make cyclists behave more safely</td>
<td>2%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Provide more facilities, e.g. storage, bike racks, etc</td>
<td>34%</td>
<td>39%</td>
<td>45%</td>
</tr>
<tr>
<td>Improving motorists’ behaviour through education / promotion</td>
<td>38%</td>
<td>40%</td>
<td>42%</td>
</tr>
<tr>
<td>Enforce the laws to make motorists behave more safely</td>
<td>36%</td>
<td>42%</td>
<td>56%</td>
</tr>
<tr>
<td>Promote the health benefits of cycling</td>
<td>28%</td>
<td>37%</td>
<td>57%</td>
</tr>
<tr>
<td>Promote cycling in general</td>
<td>24%</td>
<td>32%</td>
<td>67%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>DK / NR</td>
<td>1%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Q3.11 What should be the biggest priorities in getting more Auckland residents cycling either for commuting or recreation?
Cycling:
4. How can we increase cycling as an active transport mode?

AT training awareness and need

• Of the ‘able market’ who are aware of AT courses, 74% believe AT should fund cycling courses.
• 85% would attend / recommend ‘Novice on the Road Training for Adults’. But very few are aware of this course (e.g. only 6% in the Primed segment and 3% in the Change segment)

— increase awareness of training courses as there is strong need and support, but low awareness.

* ‘Able market’ defined as those who could cycle somewhere regularly (whether they do at present or not).
Normalised cyclists are significantly more likely to be aware of at least one training course, especially the Normalised cycling enthusiasts. Only 14% of Primed cyclists are aware of an Auckland Transport cycling course.

### Awareness of training courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Pre-primed (n=255)</th>
<th>Preparation (n=16)</th>
<th>Change (n=26)</th>
<th>Normalised (general public) (n=32)</th>
<th>Normalised (cycling enthusiasts) (n=257)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginner Bike Training for Adults</td>
<td>35%</td>
<td>16%</td>
<td>7%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Novice On Road Training for Adults</td>
<td>13%</td>
<td>1%</td>
<td>6%</td>
<td>1%</td>
<td>2%</td>
</tr>
<tr>
<td>Intermediate on Road Training for Adults</td>
<td>27%</td>
<td>4%</td>
<td>3%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>The Basics of Bike Maintenance</td>
<td>18%</td>
<td>4%</td>
<td>5%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Guided Bike Rides</td>
<td>45%</td>
<td>15%</td>
<td>2%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>Workplace Cycle Training</td>
<td></td>
<td></td>
<td></td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>None of these</td>
<td></td>
<td></td>
<td></td>
<td>12%</td>
<td>12%</td>
</tr>
</tbody>
</table>

**Q5.5** Auckland Transport offers a number of cycling-related training courses. Which, if any, of the following have you heard of?

*(Asked only of those who could cycle somewhere regularly)*
The majority of ‘able cyclists’ would attend, or suggest, AT cycling training courses. The high interest in Workplace Training suggests that location is an issue.

**Likelihood of attending training courses (of those aware of each course)**

<table>
<thead>
<tr>
<th>Course</th>
<th>Attended, or likely to suggest</th>
<th>Unlikely to attend / suggest to someone else</th>
<th>Likely to attend</th>
<th>Attended, or likely to attend or suggest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Novice On Road Training for Adults (n=16)</td>
<td>10%</td>
<td>5%</td>
<td>51%</td>
<td>34%</td>
</tr>
<tr>
<td>Beginner Bike Training for Adults (n=29)</td>
<td>10%</td>
<td>26%</td>
<td>33%</td>
<td>26%</td>
</tr>
<tr>
<td>Intermediate on Road Training for Adults (n=20)</td>
<td>21%</td>
<td>18%</td>
<td>44%</td>
<td>17%</td>
</tr>
<tr>
<td>Workplace Cycle Training (n=9)</td>
<td>33%</td>
<td>6%</td>
<td>7%</td>
<td>54%</td>
</tr>
<tr>
<td>The Basics of Bike Maintenance (n=29)</td>
<td>14%</td>
<td>27%</td>
<td>34%</td>
<td>25%</td>
</tr>
<tr>
<td>Guided Bike Rides (n=13)</td>
<td>31%</td>
<td>11%</td>
<td>42%</td>
<td>16%</td>
</tr>
</tbody>
</table>

- Don’t know
- Likely to suggest a friend / family member
- Attended / planning to attend
- Unlikely to attend / suggest to someone else
- Likely to attend

Q5.6 How likely are you to attend these cycling training courses? *(Asked only of those who could cycle somewhere regularly and were aware of each course)*

No significant differences compared to ‘able cyclists’ (note: small sample sizes)
Strong support for Auckland Transport to fund cycling training courses

Support for training funding

<table>
<thead>
<tr>
<th></th>
<th>Don't know</th>
<th>Not support (0-4)</th>
<th>Absolutely support (8-10)</th>
<th>Neutral (5)</th>
<th>Total support (6-10)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Those who could</td>
<td>8%</td>
<td>16%</td>
<td>36%</td>
<td>38%</td>
<td>74%</td>
<td>6.9</td>
</tr>
<tr>
<td>cycle somewhere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>regularly (n=77)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cycling enthusiasts</td>
<td>4%</td>
<td>4%</td>
<td>13%</td>
<td>78%</td>
<td>92%</td>
<td>8.9</td>
</tr>
<tr>
<td>(n=179)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Significantly higher in green
Significantly lower in red

Q5.6b Do you support Auckland Transport funding these sorts of training courses? (Asked only of those who were aware of at least one Auckland Transport course at Q5.5)
Cycling: 4. How can we increase e-cycling as an active transport mode?

Reactions to e-bikes

• Penetration of e-bikes is low – but awareness and interest is high
• Of ‘able market’:
  • 48% have heard of e-bikes.
  • 50% state they would cycle more if they had an e-bike.
• The key perceived benefits are: ease of hills and speed — consider opportunities to increase penetration of e-bikes.
  — promote key benefits.
Of those who could / do cycle regularly, half would consider cycling or cycling more if they had an e-bike

26 respondents* regularly use an e-bike, because:

- It’s easier when riding up hills: 93%
- It’s quicker than a push bike: 70%
- I don’t get as sweaty using an e-bike: 65%
- I feel safer on an e-bike: 40%
- I have health issues that make it too hard on a push bike: 7%
- Other: 4%

* 4 respondents were from the general public sample (0%) and 22 respondents from the enthusiasts sample.
• Based on unweighted numbers, 11 of the respondents were male and 15 were female; 22 of the 26 respondents were 35-64 years old.

Of those who don’t regularly use an e-bike and would be able to use a bicycle for a regular journey (n=446):

- 48% have heard of an e-bike;
- 50% would consider cycling or cycling more often if they had an e-bike instead of a push bike, because:

- It’s easier when riding up hills: 90%
- It’s quicker than a push bike: 48%
- I don’t get as sweaty using an e-bike: 33%
- I feel safer on an e-bike: 16%
- I have health issues that make it too hard on a push bike: 5%
- Other: 2%
- DK / NR: 1%

Q6.6 You said that you use an e-bike. What are the reasons you use an e-bike over a push bike?
Q6.1 [Description of e-bike provided] Had you heard of an e-bike before reading the description above?
Q6.7 Would you consider cycling, or cycling more often, on an e-bike instead of a push bike? Q6.8 And why do you say that...? (Asked only of those who could cycle somewhere regularly)
Cycling enthusiasts are more likely to have heard of e-bikes, but less likely to consider using them. E-bikes’ potential is in attracting non-cyclists to a non-car option.

Of those who don’t use e-bike regularly...

<table>
<thead>
<tr>
<th>Segment</th>
<th>Heard of an e-bike</th>
<th>Would consider cycling or cycling more often if had an e-bike</th>
</tr>
</thead>
<tbody>
<tr>
<td>Could / do cycle regular journey (n=446)</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>Pre-primed (n=254)</td>
<td>46%</td>
<td>49%</td>
</tr>
<tr>
<td>Primed &amp; preparation (n=107)</td>
<td>52%</td>
<td>60%</td>
</tr>
<tr>
<td>Change (n=26)</td>
<td>59%</td>
<td>54%</td>
</tr>
<tr>
<td>Normalised (n=30)</td>
<td>70%</td>
<td>40%</td>
</tr>
<tr>
<td>Cycling enthusiasts (all segments) (n=354)</td>
<td>94%</td>
<td>29%</td>
</tr>
</tbody>
</table>

More likely to be: Māori (83%) Indian (70%) Unemployed (74%)
Less likely to be: NZ European / Pakeha (41%)

Q6.1 [Description of e-bike provided] Had you heard of an e-bike before reading the description above?
Q6.7 Would you consider cycling, or cycling more often, on an e-bike instead of a push bike? Q6.8 And why do you say that...? (Asked only of those who could cycle somewhere regularly)
Walking:
1. Current behaviour

- 32% are walking more often than a year ago and 35% expect to walk more.
- Main reason for walking is health / fitness.
- 53% of walkers walk to / from shops, 37% to public transport and 22% to / from work.
- Most walks to specific destinations take under 20 minutes.
Most walks to specific destinations take under 20 mins to complete. People take longer walks for recreation / fitness

<table>
<thead>
<tr>
<th>Purpose</th>
<th>10-19 min</th>
<th>20-29 min</th>
<th>30-39 min</th>
<th>40-49 min</th>
<th>50-59 min</th>
<th>1-2 hours</th>
<th>2 hours or more</th>
<th>Walk for 30 mins or more</th>
<th>Walk for 60 mins or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>For recreation, exercise or fitness (n=397)</td>
<td>8%</td>
<td>16%</td>
<td>26%</td>
<td>19%</td>
<td>12%</td>
<td>17%</td>
<td>26%</td>
<td>76%</td>
<td>19%</td>
</tr>
<tr>
<td>Other reason (n=31)</td>
<td>8%</td>
<td>17%</td>
<td>25%</td>
<td>5%</td>
<td>19%</td>
<td>11%</td>
<td>16%</td>
<td>76%</td>
<td>27%</td>
</tr>
<tr>
<td>Socializing (e.g. walking with friends) (n=160)</td>
<td>14%</td>
<td>17%</td>
<td>20%</td>
<td>9%</td>
<td>19%</td>
<td>18%</td>
<td>3%</td>
<td>69%</td>
<td>21%</td>
</tr>
<tr>
<td>As part of your job (n=59)</td>
<td>37%</td>
<td>20%</td>
<td>6%</td>
<td>7%</td>
<td>6%</td>
<td>10%</td>
<td>14%</td>
<td>43%</td>
<td>24%</td>
</tr>
<tr>
<td>To / from other destinations (n=219)</td>
<td>40%</td>
<td>31%</td>
<td>18%</td>
<td>4%</td>
<td>4%</td>
<td>29%</td>
<td>3%</td>
<td>29%</td>
<td>3%</td>
</tr>
<tr>
<td>To see friends or family (n=138)</td>
<td>46%</td>
<td>28%</td>
<td>16%</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td>27%</td>
<td>4%</td>
</tr>
<tr>
<td>To walk children to / from school (n=70)</td>
<td>56%</td>
<td>29%</td>
<td>12%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15%</td>
<td>0%</td>
</tr>
<tr>
<td>To get to / from study (n=57)</td>
<td>58%</td>
<td>17%</td>
<td>10%</td>
<td>4%</td>
<td>6%</td>
<td>5%</td>
<td></td>
<td>25%</td>
<td>5%</td>
</tr>
<tr>
<td>To get to / from shops (n=354)</td>
<td>58%</td>
<td>28%</td>
<td>10%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>15%</td>
<td>2%</td>
</tr>
<tr>
<td>To get to / from work (n=143)</td>
<td>59%</td>
<td>21%</td>
<td>10%</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
<td>20%</td>
<td>4%</td>
</tr>
<tr>
<td>To get to / from public transport (n=245)</td>
<td>79%</td>
<td>15%</td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>To get to / from car park (n=116)</td>
<td>97%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Asked of current walkers only who undertake the type of walk indicated in Q7.2

Q7.3 Next, can you please indicate, on average, how long the walks you do for each purpose take?
People walk more frequently if it is part of their job, to get to / from work, or for ‘other’ reasons (mostly walking the dog)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Walk at least weekly</th>
<th>At least 3 days a week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other reason (n=31)</td>
<td>9% 8% 23% 19% 39%</td>
<td>89% 80%</td>
</tr>
<tr>
<td>As part of your job (n=59)</td>
<td>14% 14% 31% 23% 17%</td>
<td>85% 71%</td>
</tr>
<tr>
<td>To get to / from work (n=143)</td>
<td>10% 18% 19% 39% 12%</td>
<td>88% 70%</td>
</tr>
<tr>
<td>For recreation, exercise or fitness (n=397)</td>
<td>11% 36% 29% 10% 11%</td>
<td>86% 50%</td>
</tr>
<tr>
<td>To get to / from study (n=57)</td>
<td>5% 24% 22% 36% 11%</td>
<td>92% 68%</td>
</tr>
<tr>
<td>To / from other destinations (n=219)</td>
<td>7% 24% 38% 17% 6%  8%</td>
<td>69% 31%</td>
</tr>
<tr>
<td>To get to / from public transport (n=245)</td>
<td>12% 23% 22% 16% 21%</td>
<td>65% 43%</td>
</tr>
<tr>
<td>To get to / from car park (n=116)</td>
<td>4% 14% 30% 21% 24%  6%</td>
<td>82% 51%</td>
</tr>
<tr>
<td>Socializing (e.g. walking with friends) (n=160)</td>
<td>9% 31% 38% 11% 7% 4%</td>
<td>60% 22%</td>
</tr>
<tr>
<td>To get to / from shops (n=354)</td>
<td>4% 21% 49% 19% 4%</td>
<td>75% 27%</td>
</tr>
<tr>
<td>To see friends or family (n=138)</td>
<td>7% 24% 48% 14% 5%</td>
<td>69% 21%</td>
</tr>
<tr>
<td>To walk children to / from school (n=70)</td>
<td>6% 11% 23% 33% 27%</td>
<td>83% 60%</td>
</tr>
</tbody>
</table>
Motivators for walking are health & exercise & to get to / from shops, but also clearly connected to lifestage & occupation

<table>
<thead>
<tr>
<th>Reasons for walks</th>
<th>60%</th>
<th>53%</th>
<th>37%</th>
<th>35%</th>
<th>25%</th>
<th>22%</th>
<th>21%</th>
<th>19%</th>
<th>11%</th>
<th>9%</th>
<th>9%</th>
<th>3%</th>
<th>1%</th>
</tr>
</thead>
<tbody>
<tr>
<td>For recreation, exercise or fitness</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>To get to / from shops</td>
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<tr>
<td>To get to / from public transport</td>
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<td></td>
</tr>
<tr>
<td>To get to / from other destinations</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>For socializing</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>To get to / from work</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>To see friends or family</td>
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</tr>
<tr>
<td>To get to / from a car park</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>To walk children to / from school</td>
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<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>To get to / from study</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>As part of my job</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other: Walk the dog</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Other</td>
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<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

More likely to be a reason for:
- 65+ year olds (78%)
- North Aucklanders (70%)

More likely to be a reason for:
- Unemployed (85%)

More likely to be a reason for:
- 15-34 year olds (45%)
- Unemployed (67%)
- Students (58%)

More likely to be a reason for:
- Samoan (47%)
- North Aucklanders (35%)

More likely to be a reason for:
- Indian (39%) & other Asian (40%)
- Central Aucklanders (37%)

More likely to be a reason for:
- Professionals (26%)

More likely to be a reason for:
- 15-34 year olds (19%)
- Other Asian (21%)

More likely to be a reason for:
- Managers (23%)
- Labourers (30%)

More likely to be a reason for:
- Self-employed (11%) & Professionals (6%)
- Living alone (9%)
Roughly one-third of the general public are walking more often compared to a year ago

Walking compared to one year ago

<table>
<thead>
<tr>
<th>Less often</th>
<th>The same</th>
<th>More often</th>
</tr>
</thead>
<tbody>
<tr>
<td>General public (who are able) (n=1,148)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>26%</td>
<td>42%</td>
<td>32%</td>
</tr>
</tbody>
</table>

More likely to be:
- Female (30% of females are walking less often)
- Clerical and administrative workers (37%)
- Single parents (37%)
- Pre-primed segment (33%)
- Primed segment (40%)

More likely to be:
- Samoan (52% of Samoan people are walking more often) and other Pacific ethnicities (61%)
- Students (47%)
- Change segment (43%)
- Those who use the bus regularly (43%)

Q7.5a On average, are you walking more or less than you were a year ago?
Health & exercise are the key **motivators** for those who are walking more. Time & motivation are the key **barriers**.

### Walking compared to one year ago

<table>
<thead>
<tr>
<th>General public (who are able) (n=1,148)</th>
<th>Less often</th>
<th>The same</th>
<th>More often</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>26%</strong></td>
<td><strong>42%</strong></td>
<td><strong>32%</strong></td>
<td></td>
</tr>
</tbody>
</table>

### Reasons for walking less often (n=96)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time, too busy, takes too long</td>
<td>20%</td>
</tr>
<tr>
<td>Lazy, not motivated</td>
<td>13%</td>
</tr>
<tr>
<td>Inconvenient, not practical, too far</td>
<td>9%</td>
</tr>
<tr>
<td>House/job/uni location change</td>
<td>8%</td>
</tr>
<tr>
<td>Work/uni, now working, work/study...</td>
<td>8%</td>
</tr>
<tr>
<td>Have a car/access to car, driving more</td>
<td>8%</td>
</tr>
<tr>
<td>Alternative recreation/mode of transport</td>
<td>7%</td>
</tr>
<tr>
<td>Health, sickness, injury</td>
<td>7%</td>
</tr>
<tr>
<td>Not fit, tired</td>
<td>5%</td>
</tr>
<tr>
<td>Family reasons</td>
<td>5%</td>
</tr>
<tr>
<td>Not working, working less</td>
<td>4%</td>
</tr>
<tr>
<td>Use public transport</td>
<td>4%</td>
</tr>
<tr>
<td>None</td>
<td>2%</td>
</tr>
<tr>
<td><strong>DK/NR</strong></td>
<td><strong>5%</strong></td>
</tr>
</tbody>
</table>

### Reasons for walking more often (n=167)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health, exercise, fitness</td>
<td><strong>62%</strong></td>
</tr>
<tr>
<td>More motivated, I want/need to do more</td>
<td>8%</td>
</tr>
<tr>
<td>Enjoyment, fun, socializing, tramps/hikes/events</td>
<td>7%</td>
</tr>
<tr>
<td>Cost saving</td>
<td>4%</td>
</tr>
<tr>
<td>House/job/uni location change</td>
<td>4%</td>
</tr>
<tr>
<td>Work/uni, now working, work/study more</td>
<td>4%</td>
</tr>
<tr>
<td>Convenience, easier access to...</td>
<td>3%</td>
</tr>
<tr>
<td>Family reasons, walking children/activities</td>
<td>3%</td>
</tr>
<tr>
<td><strong>DK/NR</strong></td>
<td><strong>2%</strong></td>
</tr>
</tbody>
</table>

**Q7.6b** What are the reasons why you are walking more often than you were a year ago?

**Q7.6c** What are the reasons why you are walking less often than you were a year ago?
Roughly one-third of the general public expect to walk more often in the coming year

Expected walking in the coming year

<table>
<thead>
<tr>
<th>General public (who are able) (n=1,148)</th>
<th>Less often</th>
<th>The same</th>
<th>More often</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>8%</td>
<td>57%</td>
<td>35%</td>
</tr>
</tbody>
</table>

More likely to be:
- Male (11% of males expect to walk less often)
- 15-34 year olds (13%), students (14%) and those who currently catch the bus regularly (13%)

More likely to be:
- Māori (49% of Māori expect to walk more often) and Cook Island Māori (83%)
- Those whose occupation is ‘home duties’ (50%)
- Primed segment (52%)
- Those who use taxis regularly (54%)

Q7.6a On average, do you think you will be walking more or less in the coming year?
Health & exercise are the key motivators for those who expect to walk more. Car use, inconvenience & time are the key barriers.

Expected walking in the coming year

- Less often: 8%
- The same: 57%
- More often: 35%

Reasons for walking less often (n=70)

- Have a car, use car more: 12%
- Inconvenient, not practical, too far away: 10%
- Time, too busy: 9%
- Health, sickness, injury: 7%
- Work / uni, now working, work / study...: 6%
- Lazy, not motivated: 6%
- Alternative recreation / mode of transport: 5%
- Personal safety: 5%
- Family reasons: 4%
- Tired, not fit: 3%
- House / job / uni location change: 3%
- None: 3%
- DK / NR: 4%

Reasons for walking more often (n=408)

- Health, exercise, fitness: 60%
- Enjoyment, fun, socializing, tramps / hikes / events: 8%
- More motivated, I want / need to do more: 8%
- House / job / uni location change: 7%
- Family reasons, walking children / activities: 5%
- Time: 4%
- Cost saving: 3%
- Work / uni, now working, work / study more: 3%
- DK / NR: 1%

Q7.6b What are the reasons why you are walking more often than you were a year ago?
Q7.6c What are the reasons why you are walking less often than you were a year ago?
Walking:
2. How does the market segment based on propensity?

- 56% are ‘normalised’ or ‘change’ – need to maintain these.
- 20% are in ‘preparation’ or ‘primed’ to walk regularly – need to encourage these (i.e. motivate and remove barriers).
- 24% are ‘pre-primed’ – harder to convert, but encouragement provides opportunity for conversion or at least advocacy.
S8 Do you have any disability or impairment that affects your ability to move?

Q7.1 For these next questions, please think about walking for ten minutes of more, as part of a specific journey to a chosen destination. This could include walking to or from a bus-stop, train station, car-park, shops, to work, to study or elsewhere. Thinking about these walks of ten minutes or more, which of these statements best applies to you?
Q7.1 For these next questions, please think about walking for ten minutes or more, as part of a specific journey to a chosen destination. This could include walking to or from a bus-stop, train station, car-park, shops, to work, to study or elsewhere. Thinking about these walks of ten minutes or more, which of these statements best applies to you?

**Base: General public who are able (n=1,148)**

### Pre-primed (n=274)
- More likely to live in East Auckland (32% of East Auckland in pre-primed segment)
- More likely to be Managers (36%) or Sales workers (37%)
- More likely to be couple with one or more children (29%)
- Less likely to regularly cycle (10%) or catch the bus (12%) or train (11%)

### Primed (n=206)
- More likely to be Indian (31% of Indian people are in the primed segment)

### Preparation (n=12)
- No significant differences

### Change (n=142)
- More likely to be Samoan (29%), live in an extended family household (24%), and / or have a personal income between $30-50k (17%)
- Less likely to be 45-54 years (7% of 45-54 year olds are in the change segment)
- Less likely to live in West Auckland (7%)

### Normalised (n=514)
- More likely to be 15-24 (54%) and 55-64 years (53%), and / or to be retired (57%)
- Less likely to be 25-34 years (38%)
- More likely to be NZ European or Pakeha (49%)
- Less likely to be Indian (29%), live in East Auckland (34%) and / or be in full-time employment (39%)
- More likely to regularly cycle (66%), or catch the bus (59%) or train (62%)

The Primed segment has a higher proportion of Indians compared to the other segments

Segmentation based on definitions sourced from Transport for London survey
Walking:

3. What is the opportunity in the Primed / Preparation segment?

- 60% would be prepared to walk for at least 30 mins for ‘health / exercise’.
- 95% would be prepared to walk for at least 10 mins for ‘health / exercise’.
52% of those in Primed or Preparation mode would not walk more than 9 minutes to/from public transport – emphasising the need for accessible bus / train / ferry points

Q7.10 What would be the maximum length of walk you would be prepared to start regularly doing for each of the purposes shown below?

*Base: Primed segment & Preparation segment (n=218)*
Walking:
4. How can we increase walking as an active transport mode?

We have already seen that health / fitness is a strong motivator, are there other motivators / barriers to walking regularly?

- Having other people to walk with would motivate 29% of the Primed segment.
- Proximity to work / school / study is a barrier for 54% of the able population.
- Other barriers are time (45%), traffic fumes (35%) and safety (25% of able population).
- 49% of women do not feel safe walking at night time.
For Primed walkers, having other people to walk with is a key motivator

### Walking motivators

<table>
<thead>
<tr>
<th>Motivator</th>
<th>Pre-primed (n=274)</th>
<th>Primed (n=206)</th>
<th>Change (n=142)</th>
<th>Normalised (n=514)</th>
<th>Enthusiasts – all segments (n=153)</th>
</tr>
</thead>
<tbody>
<tr>
<td>If the places I visit (e.g. shops) were within walking distance</td>
<td>23%</td>
<td>19%</td>
<td>19%</td>
<td>21%</td>
<td>41%</td>
</tr>
<tr>
<td>If I had friends / family to walk with</td>
<td>21%</td>
<td>19%</td>
<td>19%</td>
<td>21%</td>
<td>40%</td>
</tr>
<tr>
<td>If walking routes had better personal security</td>
<td></td>
<td>20%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If routes were more attractive and interesting</td>
<td>15%</td>
<td>18%</td>
<td>14%</td>
<td>14%</td>
<td>12%</td>
</tr>
<tr>
<td>If walking routes had better personal safety</td>
<td></td>
<td></td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>If there were more other people out walking</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>If the footpaths were in better condition</td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>If the footpaths and streets were cleaner</td>
<td>8%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>If I knew how long it would take to walk to my destination</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>If there were more seating available to rest</td>
<td></td>
<td>5%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If there was better info / signage on finding my way around</td>
<td>2%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If there was more advertising / press on benefits of walking</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>None (of these)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other: personal safety / security 1%
Other: Better health 1%
Other: More time 1%
Other 1%
Nothing 1%

Q7.9 Which, if any, of the following would encourage you to walk more often or for greater distances?

Base: General public who are able (n=1,148)
All segments agree that ‘walking would be a good way to get / stay fit’. Only 30% agree that they could easily walk to work / school / study.

### Positive statements about walking

<table>
<thead>
<tr>
<th>Statement</th>
<th>Don’t know</th>
<th>Somewhat agree (6-7)</th>
<th>Strongly agree (8-10)</th>
<th>Total agree (6-10)</th>
<th>Mean</th>
<th>Pre-primed (n=274)</th>
<th>Primed (n=206)</th>
<th>Change (n=142)</th>
<th>Normalised (n=514)</th>
<th>Enthusiasts – all segments (n=153)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking would be a good way for me to get / stay fit</td>
<td>49%</td>
<td>22%</td>
<td>64%</td>
<td>86%</td>
<td>8.0</td>
<td>82%</td>
<td>82%</td>
<td>88%</td>
<td>89%</td>
<td>87%</td>
</tr>
<tr>
<td>Walking is usually enjoyable for me</td>
<td>9%</td>
<td>11%</td>
<td>70%</td>
<td>78%</td>
<td>7.3</td>
<td>65%</td>
<td>73%</td>
<td>78%</td>
<td>87%</td>
<td>86%</td>
</tr>
<tr>
<td>Walking for 10 minutes or longer is something I would happily consider</td>
<td>9%</td>
<td>9%</td>
<td>82%</td>
<td>78%</td>
<td>7.5</td>
<td>61%</td>
<td>73%</td>
<td>81%</td>
<td>88%</td>
<td>90%</td>
</tr>
<tr>
<td>Walking is a method of transport that I would happily use if circumstances allowed</td>
<td>11%</td>
<td>12%</td>
<td>77%</td>
<td>75%</td>
<td>7.2</td>
<td>61%</td>
<td>71%</td>
<td>72%</td>
<td>86%</td>
<td>86%</td>
</tr>
<tr>
<td>Walking is a method of transport that I would be happy to be seen using</td>
<td>11%</td>
<td>12%</td>
<td>77%</td>
<td>74%</td>
<td>7.2</td>
<td>56%</td>
<td>71%</td>
<td>75%</td>
<td>85%</td>
<td>88%</td>
</tr>
<tr>
<td>Walking makes a difference to improving the environment</td>
<td>9%</td>
<td>15%</td>
<td>66%</td>
<td>74%</td>
<td>7.2</td>
<td>67%</td>
<td>69%</td>
<td>81%</td>
<td>77%</td>
<td>82%</td>
</tr>
<tr>
<td>Walking is a method of transport that I would happily recommend</td>
<td>12%</td>
<td>16%</td>
<td>62%</td>
<td>70%</td>
<td>7.0</td>
<td>57%</td>
<td>61%</td>
<td>74%</td>
<td>81%</td>
<td>84%</td>
</tr>
<tr>
<td>Walking in the area where I live is a pleasurable experience</td>
<td>14%</td>
<td>13%</td>
<td>64%</td>
<td>70%</td>
<td>6.8</td>
<td>58%</td>
<td>67%</td>
<td>71%</td>
<td>78%</td>
<td>80%</td>
</tr>
<tr>
<td>The pavements / footpaths in my area are in good condition for walking</td>
<td>18%</td>
<td>11%</td>
<td>61%</td>
<td>69%</td>
<td>6.6</td>
<td>65%</td>
<td>65%</td>
<td>67%</td>
<td>73%</td>
<td>56%</td>
</tr>
<tr>
<td>I could easily walk to work / school / study if I wished to</td>
<td>54%</td>
<td>10%</td>
<td>36%</td>
<td>30%</td>
<td>3.6</td>
<td>23%</td>
<td>24%</td>
<td>31%</td>
<td>37%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Q7.7 How strongly do you agree or disagree with each of the following statements about walking in Auckland?

*Base: General public who are able (n=1,148)*
Time & traffic fumes are two of the stronger barriers for most segments. Also, 1 in 4 don’t feel safe walking in their area

### Negative statements about walking

<table>
<thead>
<tr>
<th>Statement</th>
<th>Don't know</th>
<th>Disagree (0-4)</th>
<th>Neutral (5)</th>
<th>Somewhat agree (6-7)</th>
<th>Strongly agree (8-10)</th>
<th>Total agree (6-10)</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking adds too much time to journey</td>
<td>34%</td>
<td>18%</td>
<td>24%</td>
<td>21%</td>
<td></td>
<td>45%</td>
<td>5.1</td>
</tr>
<tr>
<td>I worry about traffic fumes when I walk</td>
<td>47%</td>
<td>16%</td>
<td>19%</td>
<td>16%</td>
<td></td>
<td>35%</td>
<td>4.3</td>
</tr>
<tr>
<td>I can’t be bothered to walk for journeys that take more than 10 mins on foot</td>
<td>59%</td>
<td>14%</td>
<td>13%</td>
<td>12%</td>
<td></td>
<td>25%</td>
<td>3.5</td>
</tr>
<tr>
<td>Walking is awkward for me</td>
<td>60%</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
<td></td>
<td>25%</td>
<td>3.3</td>
</tr>
<tr>
<td>I don’t feel safe walking in my local area</td>
<td>62%</td>
<td>11%</td>
<td>13%</td>
<td>12%</td>
<td></td>
<td>25%</td>
<td>3.4</td>
</tr>
<tr>
<td>Walking is only for people who can’t afford other ways of getting there</td>
<td>73%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td></td>
<td>15%</td>
<td>2.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total % agree (6-10) by segments</th>
<th>Pre-primed (n=274)</th>
<th>Primed (n=206)</th>
<th>Change (n=142)</th>
<th>Normalised (n=514)</th>
<th>Enthusiasts – all segments (n=153)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walking adds too much time to journey</td>
<td>59%</td>
<td>44%</td>
<td>43%</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>I worry about traffic fumes when I walk</td>
<td>39%</td>
<td>29%</td>
<td>36%</td>
<td>35%</td>
<td>42%</td>
</tr>
<tr>
<td>I can’t be bothered to walk for journeys that take more than 10 mins on foot</td>
<td>46%</td>
<td>30%</td>
<td>23%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Walking is awkward for me</td>
<td>40%</td>
<td>31%</td>
<td>22%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>I don’t feel safe walking in my local area</td>
<td>36%</td>
<td>25%</td>
<td>19%</td>
<td>19%</td>
<td>13%</td>
</tr>
<tr>
<td>Walking is only for people who can’t afford other ways of getting there</td>
<td>22%</td>
<td>16%</td>
<td>11%</td>
<td>11%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Significantly higher than general public sample in green
Significantly lower than general public sample in red

Q7.7 How strongly do you agree or disagree with each of the following statements about walking in Auckland?

**Base: General public who are able (n=1,148)**
A very small proportion do not feel safe walking in the daytime, with the key reason being ‘undesirables / strangers’

Safety walking in daytime

More likely to claim it is not safe to walk in the daytime if:
- Live in South Auckland (7%) in the wards of Manurewa / Papakura (8%).

Reasons for not feeling safe walking in daytime (n=39)

- Undesirables, strangers: 29%
- Not safe, unsafe area: 18%
- Dogs: 14%
- Unsafe roads, bad / dangerous drivers, speed: 14%
- Poor / no footpaths, hazards: 13%
- Not a good area: 13%
- Crime / violence / attacks: 12%
- My age: 7%
- Busy area, traffic / buses / trucks, etc: 6%
- Few people / little traffic: 2%
- Visibility, cannot see / be seen: 2%
- Poor pedestrian crossings / traffic lights, etc: 2%
- Other negative: 2%
- No reason, just do: 4%
- DK / NR: 4%

Q7.8a In general, how safe do you feel / would you feel walking during the daytime? By safe, we refer to your safety in relation to traffic and vehicles, as well as crime related safety.

Q7.8b Please tell us the reasons for your score...

Base: General public who are able (n=1,148)
Almost 2 in 5 Aucklanders feel unsafe walking at night, with roughly half of women feeling unsafe

Safety walking at night time

- Don't know
- Somewhat safe (6-7)
- Neutral (5)
- Not safe (0-4)
- Very safe (8-10)

<table>
<thead>
<tr>
<th>Segment</th>
<th>Mean (ex DK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-primed</td>
<td>5.6</td>
</tr>
<tr>
<td>Primed</td>
<td></td>
</tr>
<tr>
<td>Change</td>
<td></td>
</tr>
<tr>
<td>Normalised</td>
<td></td>
</tr>
<tr>
<td>Enthusiasts – all segments</td>
<td></td>
</tr>
</tbody>
</table>

% not safe (0-4) by segments

<table>
<thead>
<tr>
<th>Segment</th>
<th>Pre-primed (n=274)</th>
<th>Primed (n=206)</th>
<th>Change (n=142)</th>
<th>Normalised (n=514)</th>
<th>Enthusiasts – all segments (n=153)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45%</td>
<td>37%</td>
<td>34%</td>
<td>30%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Reasons for not feeling safe walking at night time (n=418)

- Not safe, risky, unsafe area 30%
- Undesirables, strangers 22%
- Crime / violence / attacks 18%
- Poor lighting / street lights, not well lit 15%
- Dark, don't like the dark 11%
- Visibility, cannot see / be seen 9%
- Walking alone 8%
- I am a female 6%
- Few people / little traffic 6%
- Poor / no footpaths, hazards 5%
- DK / NR 3%

More likely to claim it is not safe to walk at night time if:
- Female (49%);
- Live in West (45%) or South Auckland (47%);
- Live in Waitakere (48%) or Manurewa / Papakura (57%).

Q7.11 In general, how safe do you feel / would you feel walking during at night time? By safe, we refer to your safety in relation to traffic and vehicles, as well as crime related safety.

Q7.12 Please tell us the reasons for your score...

Base: General public who are able (n=1,148)
Thank you!
Any enquiries, please contact us.

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jonathan.dodd@ipsos.com

Graham Jackson
Research Manager
graham.jackson@ipsos.com

Tel: (09) 538 0500