Encouraging behaviour change between cyclists and motorists

SHARE THE ROAD – NZTA

STUDY ORIGINALLY CONDUCTED NOVEMBER 2017
The opportunity for New Zealand

Cycling will play a critical part in all strategic priorities for both the land transport system and NZTA specifically. But to effectively mobilise cycling, NZTA would like to develop a holistic investment plan, community engagement programme and public education to realise the significant opportunity cycling has in New Zealand.

Ultimately, a holistic ‘share the road’ programme will have significant and positive outcomes on the GPS strategy for 2018 and beyond.
To guide the development of a holistic cycling growth strategy, NZTA need to base decisions from a intricate understanding of road users’ behaviour and perceptions.

This document has been developed to form a detailed understanding of behaviour on the road, motorists’ perceptions and attitudes when it comes to cycling and sharing the road.
There were two core components to the methodology

Co-creation sessions – to understand the subtle differences in perceptions between drivers and cyclists.

24 people in total held in Auckland and Christchurch.

A nationally representative quantitative survey – developed to gain hard metrics on some key aspects of behaviour, perceptions and attitudes:

N=1,507 motorists, based on region, age and gender.
1. Sharing the road in context
2. Perceptions and behaviour on the road
3. The motorist & cyclist relationship
4. Footpath cycling
5. Bringing it all together
There are common transport beliefs that are shared by both motorists and cyclists
Firstly, there is definitely a sense of positive momentum in cycling. Both motorists and cyclists are aware of the benefits of cycling including the personal benefits (health and fitness) and the collective benefits (less traffic and less emissions). And motorists and cyclists agree that cycling will continue to grow in NZ, in particular, the amount of e-bikes. This is evidenced through recent work conducted in Auckland where the cyclist population has doubled in 2 years.

“I like the idea of my children being able to cycle around Christchurch one day.”
However, with growth comes a tension around infrastructure and congestion.

**CURRENT TRANSPORT INFRASTRUCTURE**

The current system is felt to be lacking and piecemeal - for both roads and cycle lanes, however, it is improving slowly. The current system makes it difficult for drivers and cyclists to behave in the best way possible.

**THE ROADS WILL CONTINUE TO GET BUSIER**

People are noticing more road users and growing cities (particularly in Auckland). With this comes more traffic, more pressure on roads and also an increase in instances of poor driving.

“This is evidenced through recent work conducted in Auckland where the cyclist population has doubled in 2 years.”

“Our roads are really piecemeal - we haven’t got it 100% right for cars or cyclists. It doesn’t feel integrated.”
The tension is manifesting itself in a feeling of an unsafe environment and bad behaviour

“Kiwis are pretty terrible drivers. No one indicates.”

KIWIS ARE BAD DRIVERS

There is a common understanding that of all the great things kiwis are known for, our driving is not one of them.

FEELING UNSAFE ON THE ROAD

Across both motorists and cyclists, there is a level of anxiety around safety on our roads.

Motorists confidence on the road (mean out of 10)

- Not
- Confident

27% feeling a lack of confidence (0-7 out of 10)

Cyclists confidence on the road (mean out of 10)

- Not
- Confident

52% feeling a lack of confidence (0-7 out of 10)

- Auckland
- Wellington
- National

Urban & Suburban Auckland and Wellington view

Q. How confident are you as a motorist?
Q. How confident are you as a cyclist?
Base: n=1,507 (motorists), n=610 (cyclist)
When it comes to New Zealand roads, everybody wants a sense of flow

Everyone realises things can’t go on the way they are – and we all need to make a change to enable flow on our roads. Only through a shared purpose will we truly see behaviour change. This shared purpose is ultimately to help us get where we are going efficiently, safely, and enjoyably.

So who is on the road and what are they doing?
Cycling has made a comeback, it is no longer a nice activity, it is now a viable mode of transport

Cycling Penetration (New Zealand Population)

<table>
<thead>
<tr>
<th></th>
<th>Monthly or less often</th>
<th>Once per week or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total population</td>
<td>40%</td>
<td>25%</td>
</tr>
<tr>
<td>Non-cyclists</td>
<td>60%</td>
<td>15%</td>
</tr>
<tr>
<td>Cyclists</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Auckland
- Total population: 61%
- Non-cyclists: 61%
- Cyclists: 39%
- Non-regular: 23%
- Regular: 15%

Wellington
- Total population: 63%
- Non-cyclists: 63%
- Cyclists: 37%
- Non-regular: 26%
- Regular: 11%

Christchurch
- Total population: 49%
- Non-cyclists: 49%
- Cyclists: 51%
- Non-regular: 30%
- Regular: 20%

Urban
- Total population: 52%
- Non-cyclists: 52%
- Cyclists: 48%
- Non-regular: 31%
- Regular: 18%

Suburban
- Total population: 65%
- Non-cyclists: 65%
- Cyclists: 35%
- Non-regular: 21%
- Regular: 13%

Rural
- Total population: 65%
- Non-cyclists: 65%
- Cyclists: 35%
- Non-regular: 23%
- Regular: 12%

Base (N=) 904 603 381 222

Urban & Suburban Auckland, Wellington and Christchurch view

Q. On average, how often do you do the following?

Q. (Which part of the country do you currently live in? Please select the region that is closest to you.)

Q. (Which of the following best describes where you live?)

Base: n=1,507 (motorists), n=610 (cyclist)
Roads are being used by the majority of cyclists and for many, these are without dedicated cycling infrastructure.

Recreational cycling is the largest occasion in New Zealand (74%) which provides context for the off-road/parks cycling. However, still much of cycling is on the road (75%) where there is no infrastructure. Auckland has the highest proportion of footpath cycling (39%).

Footpath cycling increases to 41% of families with children under 12 years old.

<table>
<thead>
<tr>
<th>MAIN CYCLING OCCASIONS (ALL CYCLISTS, NATIONAL VIEW)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>75%</strong> of people are riding on roads</td>
</tr>
<tr>
<td>On quiet local roads 44%</td>
</tr>
<tr>
<td>On public roads, with no cycle lanes 41%</td>
</tr>
<tr>
<td>On public roads, with painted cycle lanes 38%</td>
</tr>
<tr>
<td>At a park / domain 35%</td>
</tr>
<tr>
<td>On a shared path or cycle path separate to the road 34%</td>
</tr>
<tr>
<td>On the footpath 32%</td>
</tr>
<tr>
<td>On public roads, with physically separate cycle lanes 20%</td>
</tr>
<tr>
<td>Mountain bike park or trail 19%</td>
</tr>
</tbody>
</table>

Auckland Wellington Christchurch

<table>
<thead>
<tr>
<th></th>
<th>Auckland</th>
<th>Wellington</th>
<th>Christchurch</th>
</tr>
</thead>
<tbody>
<tr>
<td>On quiet local roads</td>
<td>40%</td>
<td>45%</td>
<td>46%</td>
</tr>
<tr>
<td>On public roads, with no cycle lanes</td>
<td>28%</td>
<td>41%</td>
<td>52%</td>
</tr>
<tr>
<td>On public roads, with painted cycle lanes</td>
<td>30%</td>
<td>38%</td>
<td>52%</td>
</tr>
<tr>
<td>At a park / domain</td>
<td>47%</td>
<td>37%</td>
<td>34%</td>
</tr>
<tr>
<td>On a shared path or cycle path separate to the road</td>
<td>28%</td>
<td>29%</td>
<td>42%</td>
</tr>
<tr>
<td>On the footpath</td>
<td>39%</td>
<td>35%</td>
<td>29%</td>
</tr>
<tr>
<td>On public roads, with physically separate cycle lanes</td>
<td>17%</td>
<td>19%</td>
<td>30%</td>
</tr>
<tr>
<td>Mountain bike park or trail</td>
<td>13%</td>
<td>18%</td>
<td>25%</td>
</tr>
</tbody>
</table>

Base 193 72 86
And the majority of cyclists identify as leisure or casual cyclists, not lycra clad racers

SELF DEFINED CYCLIST TYPE (ALL CYCLISTS)

Auckland has less leisure cyclists than the rest of New Zealand and more group road cyclists and family group cyclists

66% of the cyclist population in New Zealand associate themselves most closely with a leisure or casual cyclist

Q. Below are some images of cyclists, which of the following would best relate to the type of cyclist you are?
Q. What occasions do you cycle?
Base: n=610 (cyclist)
Despite very few cyclists associating themselves as group, road or fast cyclists – their frequency and visibility dominates the motorist perceptions

This makes sense when you consider that road and commuter cyclists cycle most frequently.

However, while road and regular commuter cyclists are on the road more often than other cyclists, road cyclists disproportionately dominate motorist perceptions of who is on the road.

(Cyclists self reported association) (Cyclists self reported frequency) (Who motorists are seeing on the road)

<table>
<thead>
<tr>
<th>Group</th>
<th>Self association</th>
<th>On the road once per week or more</th>
<th>Who motorists are seeing on the road</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group road cyclist</td>
<td>1%</td>
<td>47%</td>
<td>38%</td>
</tr>
<tr>
<td>Road cyclist</td>
<td>5%</td>
<td>62%</td>
<td>55%</td>
</tr>
<tr>
<td>Fast commuter</td>
<td>5%</td>
<td>54%</td>
<td>29%</td>
</tr>
<tr>
<td>Regular commuter</td>
<td>9%</td>
<td>69%</td>
<td>38%</td>
</tr>
<tr>
<td>Casual cyclist</td>
<td>22%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Leisure cyclist</td>
<td>44%</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>Family group cyclist</td>
<td>13%</td>
<td>41%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Despite there being more regular commuters (9%) than road cyclists (5%), and the fact that regular commuters also ride more than road cyclists (69% vs. 62%), more than half of motorists (55%) say they see road cyclists a lot or all the time on the road, compared to only 38% for regular commuters.
Cycling is becoming mainstream, however the presence of road and commuter cyclists dominates.

Despite a shift away from the road and commuter cyclist in recent years – this behaviour has not been normalised yet. Strong perceptions of the typical cyclist still exists and conjures up specific perceptions and imagery of a cyclist.
Perceptions and behaviour on the road
We know that for both motorists and cyclists, cycling on the road often causes fear and frustration.

With the resurgence of cycling being relatively recent and not yet a normalised occurrence on the road, many drivers enter a state of heightened emotion as soon as they see a cyclist.

**FEAR**

- Causing injury or damage to person or vehicle
- Death

**FRUSTRATION & IMPATIENCE**

- Being late – Going slow to accommodate cyclists
- Going slow – Simply not moving forward
- Cars generally
- Cars leaving enough room when passing

**Safety**

- Being hit/run over

Q. As a cyclist, what are your main concerns when being on the road?
Base: n=610 (cyclist)
Motorists generally feel neutral to positive towards cyclists

Motorists know of cycling’s benefits and find many cyclists relatable and admirable. They are also nostalgic for the good old days when they could cycle freely and safely as children.

Total New Zealand perceptions towards cyclists (all motorists)

- 38% positive towards cyclists
- 24% feel negative towards cyclists
- 39%
- 27%
- 11%
- 4%

Regional Positivity

- Auckland: 44%
- Wellington: 40%
- Christchurch: 39%
- Urban: 37%
- Suburban: 36%
- Rural: 30%

Regional Negativity

- Auckland: 29%
- Wellington: 28%
- Christchurch: 22%
- Urban: 22%
- Suburban: 26%
- Rural: 22%

Q. Please select which best represents how you feel about cyclists?
Base: n=1,507 (all motorists), n=897 (motorists only)
There are also some very positive behaviours being observed towards cyclists

Motorists are observing positive behaviour on our roads, especially when it comes to allowing for space between driver and cyclists. And importantly, cyclists are generally seeing the same positive behaviour.

POSITIVE DRIVER BEHAVIOURS OBSERVED

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>Cyclists ONLY group (Total see it happen)</th>
<th>Base: n=1,507 (motorists), n=610 (cyclists)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giving way to cyclists at intersections</td>
<td>72%</td>
<td>76%</td>
</tr>
<tr>
<td>Making special allowances and right of way at</td>
<td>71%</td>
<td>61%</td>
</tr>
<tr>
<td>intersections</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Catching cyclist’s eye or wave to make it clear they</td>
<td>49%</td>
<td>10%</td>
</tr>
<tr>
<td>are accommodating them</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Giving cyclist a safe amount of space when</td>
<td>86%</td>
<td></td>
</tr>
<tr>
<td>overtaking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slowing down and following cyclist until it is safe</td>
<td>75%</td>
<td></td>
</tr>
<tr>
<td>to pass</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>40%</td>
<td>40%</td>
</tr>
<tr>
<td></td>
<td>41%</td>
<td>41%</td>
</tr>
<tr>
<td></td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td></td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>38%</td>
<td>38%</td>
</tr>
</tbody>
</table>

Q. How often do you see the following behaviour on the road from motorists?

I see this happen all the time
I see this happen a lot
I see this happen a little
And cyclists are also demonstrating positive behaviour although inconsistency exists

We are seeing some positive cyclist behaviour, however more inconsistency exists with cyclists, especially around considerate behaviour, rules and communication.

POSITIVE CYCLIST BEHAVIOURS OBSERVED (ALL MOTORISTS)

Q. How often do you see the following behaviour on the road from cyclists?
Base: n=1,507 (motorists), n=610 (cyclists)

- **Using the road as a motorist would at intersections for better clarity and safety**
  - 4% do not see this happen
  - 23% see this happen all the time
  - 49% see this happen a lot
  - 24% see this happen a little

- **Taking the lane as specified in the cyclist code**
  - 3% do not see this happen
  - 18% see this happen all the time
  - 41% see this happen a lot
  - 37% see this happen a little

- **Groups/pairs moving into single file to let vehicles pass**
  - 17% do not see this happen
  - 37% see this happen all the time
  - 58% see this happen a lot
  - 3% see this happen a little

- **Indicating with hand signals when turning**
  - 5% do not see this happen
  - 27% see this happen all the time
  - 35% see this happen a lot
  - 3% see this happen a little

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This inconsistency is leading to some resentment towards cyclists

Almost a quarter of our motorist population feel negative towards cyclists in general.

Q. Please select which best represents how you feel about cyclists?
Base: n=1,507 (motorists), n=897 (motorists only)

- Significantly higher non-cyclists: 24%
  - Somewhat negative: 20%
  - Very negative: 4%

- 6%

“It should be the same rules for the same people. You can’t get demerit points on a bike.”

“Cyclists can be really unpredictable, they’re all over the show.”
This resentment can compound the fear and frustration motorists feel when sharing the road with cyclists

Almost a quarter of our motorist population feel negative towards cyclists in general.

- Cyclists are getting special treatment “Precious cyclists”
- Cycle infrastructure making roads narrower for cars
- Cyclists being an inconvenience
- Drivers feel like they are making all the sacrifice
- “It’s not fair.”

“The duty of care lies with the car driver. We’re bigger and can cause more harm. Just like the duty of care on a shared path is with the cyclist.”
Negativity towards cyclists is driven by the specialist lycra clad cyclist, particularly when they move in “packs”

There are very different perceptions towards different types of cyclists, and it is clear the negative perceptions are driven by only a small group of the cyclist population.

“They’re not considerate, they’ll smack your bonnet.”
“King of the road.”

Q. On the scale below, please select which best represents how you feel about each of the following cyclists?
Base: n=1,507 (motorists)
There is a dynamic interplay between behaviour observed and perceptions towards cyclists

Lycra-clad figures are most strongly associated with cycling that is competitive, fast, and arrogant. Caught in the wrong moment, a lycra-clad cyclist can be a red flag to drivers with little emotional restraint, leading to anti-social behaviour.

A PERPETUAL CYCLE THAT IS FORMING NEGATIVITY

<table>
<thead>
<tr>
<th>Behaviour</th>
<th>24% feel negativity towards cyclists</th>
<th>Behaviour feeds perceptions</th>
<th>Those negative are more likely to be seeing bad cyclists behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cycling in large groups</td>
<td>7%</td>
<td>28%</td>
<td>41%</td>
</tr>
<tr>
<td>Cycling on the road when there is a cycle lane</td>
<td>7%</td>
<td>28%</td>
<td>33%</td>
</tr>
<tr>
<td>Weaving in and out of cars in a lane</td>
<td>7%</td>
<td>24%</td>
<td>35%</td>
</tr>
<tr>
<td>Cycling three abreast at any time</td>
<td>5%</td>
<td>20%</td>
<td>36%</td>
</tr>
</tbody>
</table>

Note 1, grouped ‘see this cycling behaviour some of the time and all of the time’

Q. How often do you see the following behaviour on the road from cyclists?
Base: n=1,507 (motorists)
And this negative emotion towards cyclists is causing mixed driving behaviours observed on our roads

Negative behaviours by motorists towards cyclists are observed regularly on our roads. These observations fuel anxiety and safety concerns, and ultimately contribute to the barrier of people getting out of their cars and cycling on the road.

NEGATIVE DRIVER BEHAVIOURS OBSERVED

Q: How often do you see the following behaviour on the road from motorists?
Base: n=1,507 (motorists)

- Driving too close to a cyclist(s):
  - I see this happen all the time: 43%
  - I see this happen a lot: 24%
  - I see this happen a little: 24%
  - I don’t see this happen: 4%

- Dangerous overtaking of cyclist(s):
  - I see this happen all the time: 40%
  - I see this happen a lot: 21%
  - I see this happen a little: 21%
  - I don’t see this happen: 6%

- Opening car doors without looking for cyclists:
  - I see this happen all the time: 36%
  - I see this happen a lot: 20%
  - I see this happen a little: 20%
  - I don’t see this happen: 2%

- Using the horn at cyclist/jeering/yelling at cyclist:
  - I see this happen all the time: 8%
  - I see this happen a lot: 36%
  - I see this happen a little: 36%
  - I don’t see this happen: 25%

Those who are negative towards cyclists are seeing more (71%) overtaking than the average motorist.
Not all cyclists are an outgroup but subset of lycra clad cyclists are driving anti-social behaviour

Generally, feelings towards cyclists are positive. However, there is a very specific sub-group which provokes negative feelings. And despite this group only representing 11% of cyclists, they elicit strong emotional responses and therefore overwhelmingly influence perceptions of cycling and cyclists in general.

The resulting anti-social behaviour being observed on our roads reinforces the feelings of anxiety and concern by many motorists and cyclists.
Humanising road cyclists will be important

The majority of cyclists are on the road currently, and this is unlikely to change dramatically in the coming years. So how do we make this a safe sharing environment?

How do we change perceptions and ultimately influence positive behaviour?
Changing behaviour
Motorist and cyclist anxiety on the roads is exacerbated by three key tensions

We are seeing some positive cyclist behaviour already, however more inconsistency exists, especially around considerate behaviour, rules and communication.

NZ road culture is dominated by a driver mindset.

My Road vs. Our Road

Clarity vs. Confusion

Duty of Care

What are the rules?
What am I supposed to do?
What is the other supposed to do?
Can I trust them to do that?

One party always has more power and duty of care, whether they want it or not.
Addressing these tensions is key to creating positive behaviour change and improving on the road relationships.

The keys to unlocking change

**MINDSET**
Change driver mindset

**RULES**
Establish social norms

**EMOTION**
Lighten the weight of responsibility

We can’t tell people how to feel. But social and cultural norms can influence how they choose to react to their emotions.

Improving cycling infrastructure

**ENVIRONMENTAL**
Make us feel better about ourselves

New Zealand drivers describe the country’s driver culture as “bad” and “competitive.” They admit they themselves are “impatient” and “selfabsorbed.” They note that traffic growth leads to more stress and time pressure while driving.

Driving can very easily become emotional

64% of motorists feel they are a lot less considerate when they are stressed and under pressure.

Core to driving emotion into the decision making process on the road is reinforcing good behaviour.

Being seen as a good driver is powerful in engraining desired behaviours.

Share the road

= Share the responsibility
Turn confusion into clarity

Currently both motorists and cyclists are unaware of the code in general, and for most, there is limited familiarity with the specific rules. This is creating uncertainty and a lack of comfort with common scenarios.

The key to unlocking clarity is enabling expectation. Being able to predict or anticipate behaviour on the road will create mutual trust and respect regardless of situation.

Familiarity with the situations (All motorists):

- Cyclists taking the lane as specific in the cyclist code: 71% familiar
- Pass a cyclist with a gap of 1 m: 53% familiar
- On high speed roads, pass a cyclist with a gap of 1.5 m: 51% familiar
- On high speed roads, pass a cyclist at 60 km with a gap of 1 m: 38% familiar

Those who are negative towards cyclists (24%) have significantly less comfort in these situations.
There is a desire to share the road, but we will need to unify drivers and cyclists to do so effectively.

PERCEPTIONS TOWARDS RIGHTS ON THE ROAD (ALL MOTORISTS)

Over a quarter of road users think motorists should have more rights, this may be coming from the responsibility and duty of care motorists feel they have on the road.

<table>
<thead>
<tr>
<th></th>
<th>Motorists should have more rights</th>
<th>Motorists and cyclists should have equal rights to the road</th>
<th>Cyclists should have more rights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Those negative towards cyclists (24%)</td>
<td>58%</td>
<td>40%</td>
<td>2%</td>
</tr>
<tr>
<td>Wellington motorists</td>
<td>32%</td>
<td>63%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Q. From a road user point of view, who do you feel should have more rights when it comes to sharing the road? Base: 1507 all motorists
The keys to unlocking change

Change driver mindset and foster a collective, friendlier driver and cyclist mindset.

Creating clarity around rules helps to anticipate behaviour, reducing anxiety, and to establish social norms and expectations. Increasing empathy contributes to clarity.

Make us feel better about ourselves. We are partners on the road, and our individual positive behaviour is having positive impact on the road and towards other road users.
Footpath cycling
Around 18% of the adult population have children who cycle

Aside from a park or domain, children cycling on a footpath is the second most frequent location for cycling. And there is confusion around the legality of cycling on the footpath.

PROPORTION OF CHILDREN 12 OR UNDER WHO CYCLE

- 54% of children cycle on a footpath
- 18% cycle on a shared path

75% of the general population believe children should be allowed to cycle on footpaths.
Cyclist who ride on the footpath are more likely to be households with children and ride as a family

55% of those who cycle on the footpath are families, but a further 45% do not have kids at home.

The footpath cyclist are more likely to be households that have children and be non regular cyclists. They also over index in urban areas.
Despite a belief children should be allowed to cycle on the footpath, fear still exists

For pedestrians the biggest concerns centre around speed and fear of injury. For cyclists, it also comes down to the unpredictable nature of pedestrians.

### CONCERNS AS PEDESTRIANS (TOP 5)

- **Cyclist going fast**: 67% (59%)
- **Cyclists passing too close for comfort**: 59% (49%)
- **Getting hit by a cyclist**: 58% (49%)
- **Child pedestrian getting hit by a cyclist**: 54% (54%)
- **Having to move aside for cyclists**: 44% (35%)

### CONCERNS AS CYCLISTS (TOP 5)

- **Pedestrians not hearing because they wear headphones**: 56% (49%)
- **Unpredictable movement of pedestrians when they see cyclists**: 56% (47%)
- **Pedestrians not hearing because they are talking, texting or other activity**: 51% (49%)
- **Getting yelled at by pedestrians**: 29% (28%)
- **I do not have any concerns about pedestrians**: 11% (16%)
Perceptions of good behaviour from children on the footpath include care, consideration and reduced speed.

And for most 63%, one friendly bell would be suitable to indicate passing.

Lots of dings 20%
Verbal warning 14%

Q. How often do you see the following behaviour on the road from motorists? Base: n=1,507 (motorists)
Footpath cycling for children is the norm and there is a firm belief it is acceptable.

There is a desire for improved behaviour around footpath cycling.

These centre around four main elements:

- Care
- Consideration
- Reduced speed
- And importantly – communication (one bell).
Bringing it all together
There are four main elements that must blend and inform all programmes
1. Create a shared purpose

We must promote a friendlier driving culture and a collective relationship between all road (and footpath) users.
2. Normalise cyclists

There is a small but significant out-group of cyclists that the average New Zealander finds unrelatable and that is driving negativity towards cycling in general.

Most cyclists are just one of us, they’re human and genuinely have a mutual respect for others on the road.

This means we must humanise and personalise. Social norming will then have an extrinsic effect on empathy and respect for those sharing the road.
3. Clarity and expectations

We need to bring clarity to the rules and expected behaviour for everyone on the road, both cyclist and driver.
4. Reinforce good behaviour

With any successful behaviour change programme, we must ensure positive behaviour is reinforced. This will leverage emotion as a reinforcer for the individual.

Reinforcement might be through how we communicate progress or even mean developing new ways of acknowledging good behaviour on the road.
Let’s talk