Share the road
Creating positive cyclist perceptions and behaviour among NZ motorists

Overall, motorists perceive cycling as positive and beneficial

Motorists feel a sense of momentum around cycling:

VIABILITY
- Reduces traffic for everyone
- Better for the environment
- Better for your health

MAINSTREAM
- Cyclists are admirable
- Nostalgic for when they cycled as children

GROWTH
- A legitimate mode of transport
- Cycling is becoming popular
- Cycling will continue to grow

Despite the benefits and general positivity, NZ motorists also display negative attitudes and perceptions that lead to poor behaviour toward cyclists

Motorists' perceptions of cyclists

<table>
<thead>
<tr>
<th>Group</th>
<th>Positive</th>
<th>Neutral</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyclists as a group</td>
<td>42%</td>
<td></td>
<td>27%</td>
</tr>
<tr>
<td>Road Cyclist</td>
<td>26%</td>
<td>34%</td>
<td>38%</td>
</tr>
<tr>
<td>Fast Commuter</td>
<td></td>
<td>26%</td>
<td>37%</td>
</tr>
</tbody>
</table>

Motors feel a sense of freedom, control and momentum

To travel freely and independently, sharing a common goal of calm, control and momentum on the road

To achieve FLOW, we need to change attitudes, perceptions and behaviour by taking a three-pronged approach:

Flow
1. Change mindset
   - From “my road” to “our road” – for everyone, but particularly motorists
2. Shape the cyclist-motorist relationship & behaviours
   - Establish rules and fair behaviour between motorists and cyclists
   - Influence individual emotions and feelings
     - Influence how people react to their emotions when on the road (e.g. celebrate good behaviour)
3. Moving as a body of people who are equal, unified and interdependent
   - Moving in an environment of trust based on mutual anticipation and expectation
   - A feeling of freedom, control and momentum

IMPLICATION
- Ultimately, all New Zealanders want to achieve FLOW

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