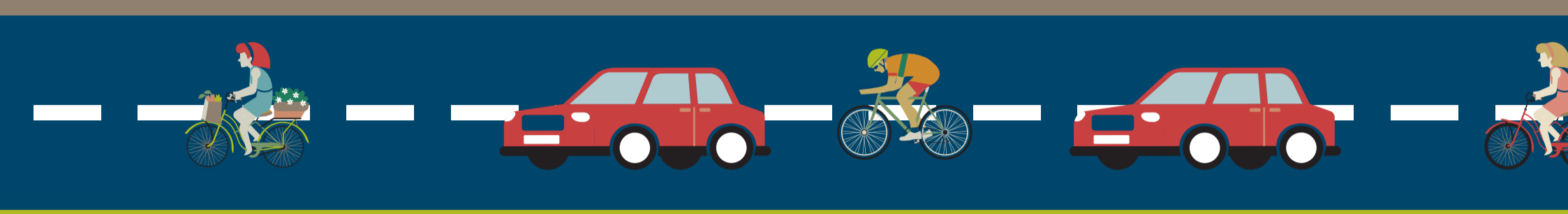


Share the road

Creating positive cyclist perceptions and behaviour among NZ motorists



NZ motorists are seeing more cyclists and cycling infrastructure on the road.

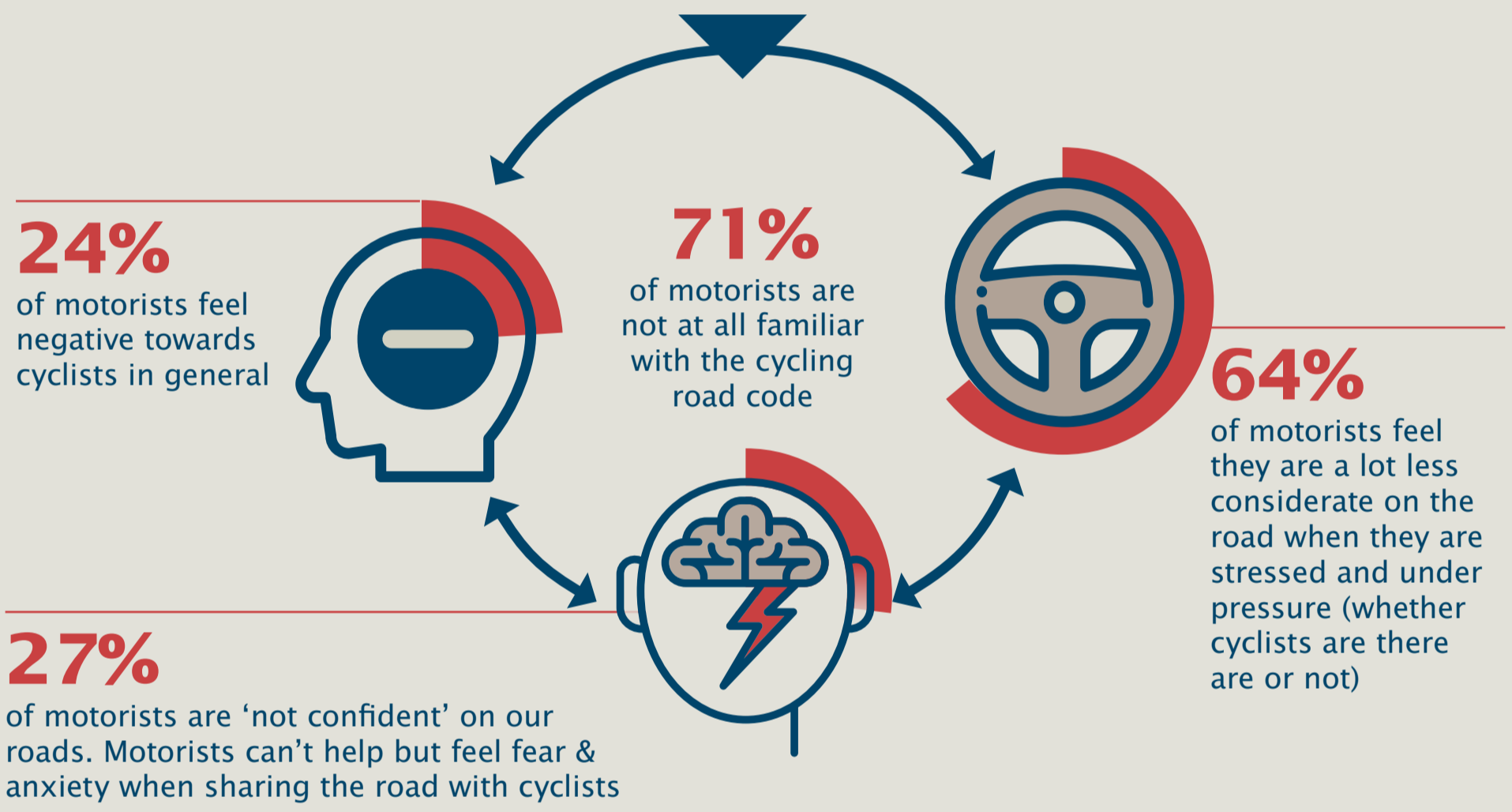
Overall, motorists perceive cycling as **positive and beneficial**



Motorists feel a sense of momentum around cycling:

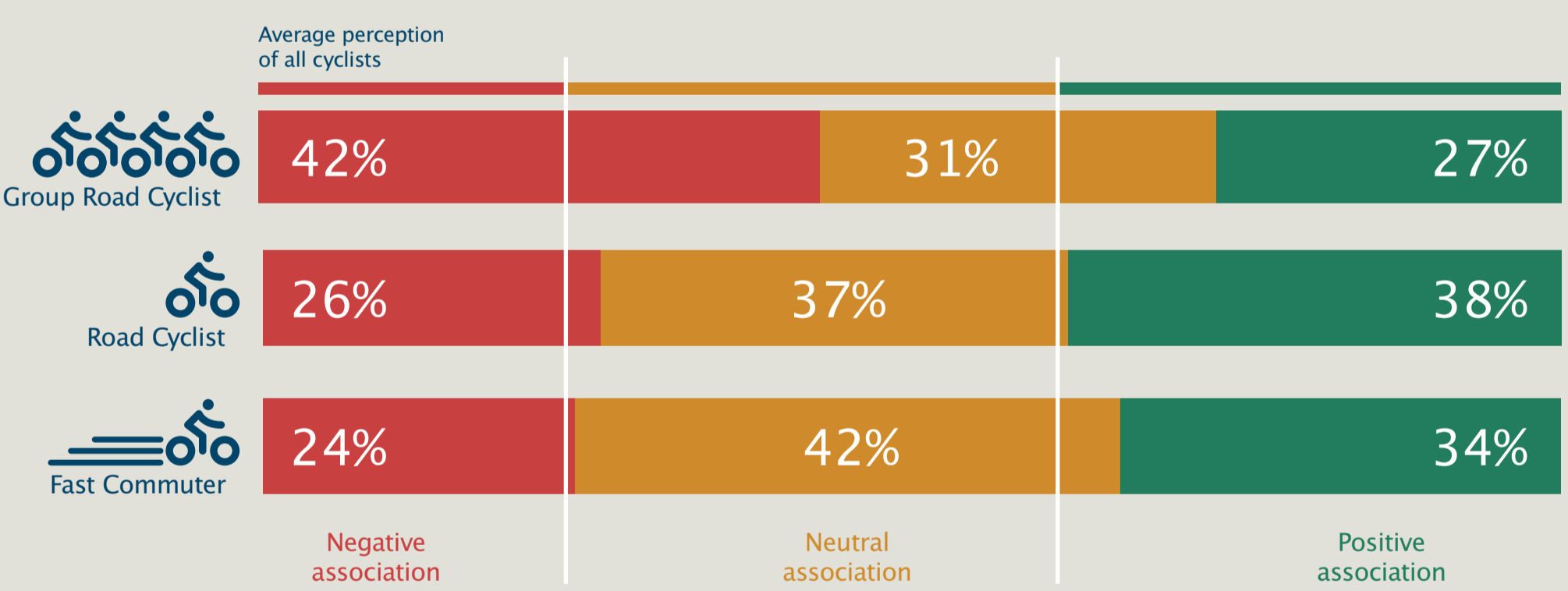


Despite the benefits and general positivity, NZ motorists also display negative attitudes and perceptions that lead to poor behaviour toward cyclists



Lycra-clad road cyclists and fast commuters are the group most negatively perceived by motorists.

Motorists' perceptions of cyclists



Lycra-clad cyclists dominate motorist perceptions of 'all cyclists', even though most cyclists self-identify as leisure or casual cyclists.



IMPLICATION

Ultimately, all New Zealanders want

Flow

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:

Moving as a body of people who are equal, unified and interdependent

1 **Change mindset**
From "my road" to "our road" - for everyone, but particularly motorists

Moving in an environment of trust based on mutual anticipation and expectation

2 **Shape the cyclist-motorist relationship & behaviours**
Establish rules and fair behaviour between motorists and cyclists

A feeling of freedom, control and momentum

3 **Influence individual emotions and feelings**
Influence how people react to their emotions when on the road (e.g. celebrate good behaviour). Changing mindset and establishing behavioural guides are key to this.