

# CYCLING ACROSS THE WORLD & IN NEW ZEALAND

Ipsos Global Advisor

August 2022



# BACKGROUND & METHODOLOGY – NEW ZEALAND



## Data Collection

Interviews were conducted online, with respondents recruited from Ipsos internal panel & partner panels

## NZ Data

NZ figures have been added to accompany existing global data. They are not part of the 'global market averages'

## Demographics

Nett income levels (per annum):  
Low: \$0-\$50k  
Medium: \$50-\$100k  
High: \$100k +  
Nett education levels:  
Low: >Level 3  
Medium: Levels 4-7  
High: Levels 8-10



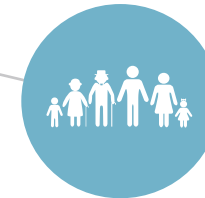
## Sample Size

n=1,003 New Zealanders



## Fieldwork Dates

NZ fieldwork took place 23-29 May, 2022. Global fieldwork dates were 25 March-8 April, 2022



## Weighting

The NZ data is weighted by age, gender, region & ethnicity to ensure the results represent NZ population



**NB:** Some slides compare 2022 data with that of 2021. Significantly **higher** / **lower** figures are reported at 95% confidence.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more / less than the actual, this may be due to rounding, multiple responses or the exclusion of 'don't know' or 'not stated' responses.

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# KEY FINDINGS



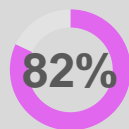
- The majority of New Zealanders (82%) know how to ride a bike, more than the 63% global average.
- However, only 18% of New Zealanders ride a bike regularly (at least once a week), compared to a global average of 35%.
  - **Even fewer New Zealanders (7%) ride a bike more than any other mode of transportation for short trips (about 2 km), with 42% favouring their own car (compared to 25% globally).**
- **The majority (84%) of New Zealanders believe that cycling plays an important role in the reduction of carbon emissions (on par with the global average of 86%) and 73% agree that it plays an important role in reducing traffic (80% global average).**
- However, **only 48% of New Zealanders are of the view that cycling infrastructure projects should be prioritised** over other road or traffic infrastructures in their area (this is significantly lower than the global average of 64%).
- Around 60% of New Zealanders also believe that **cyclists represent a danger to drivers and pose as much danger to pedestrians as cars or motorbikes.**
- Just over half of New Zealanders think **cycling in their area is dangerous (56%),** while a similar proportion think **cycling infrastructure in their area is excellent (53%).**
- New Zealanders think **less favourably about bikes and more favourably about other modes of transport (including cars, motorbikes, and trucks)** compared to the rest of the world.

# SUMMARY

In New Zealand:

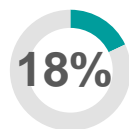
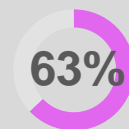
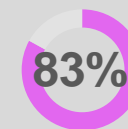
Highest in:

28-country average:



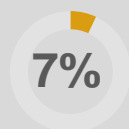
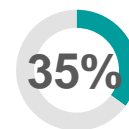
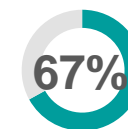
know how to ride a bicycle

Poland



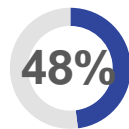
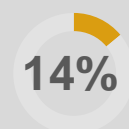
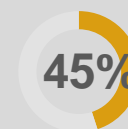
ride a bicycle at least once a week

India



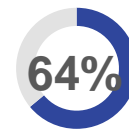
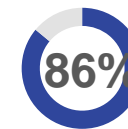
ride a bicycle more than any other mode of transportation for a 2-km / 1-mile distance

Netherlands



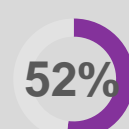
state new road & infrastructure in their area should prioritise bicycles over automobiles

Peru



state cycling from one place to another in their area is too dangerous

Chile / Colombia

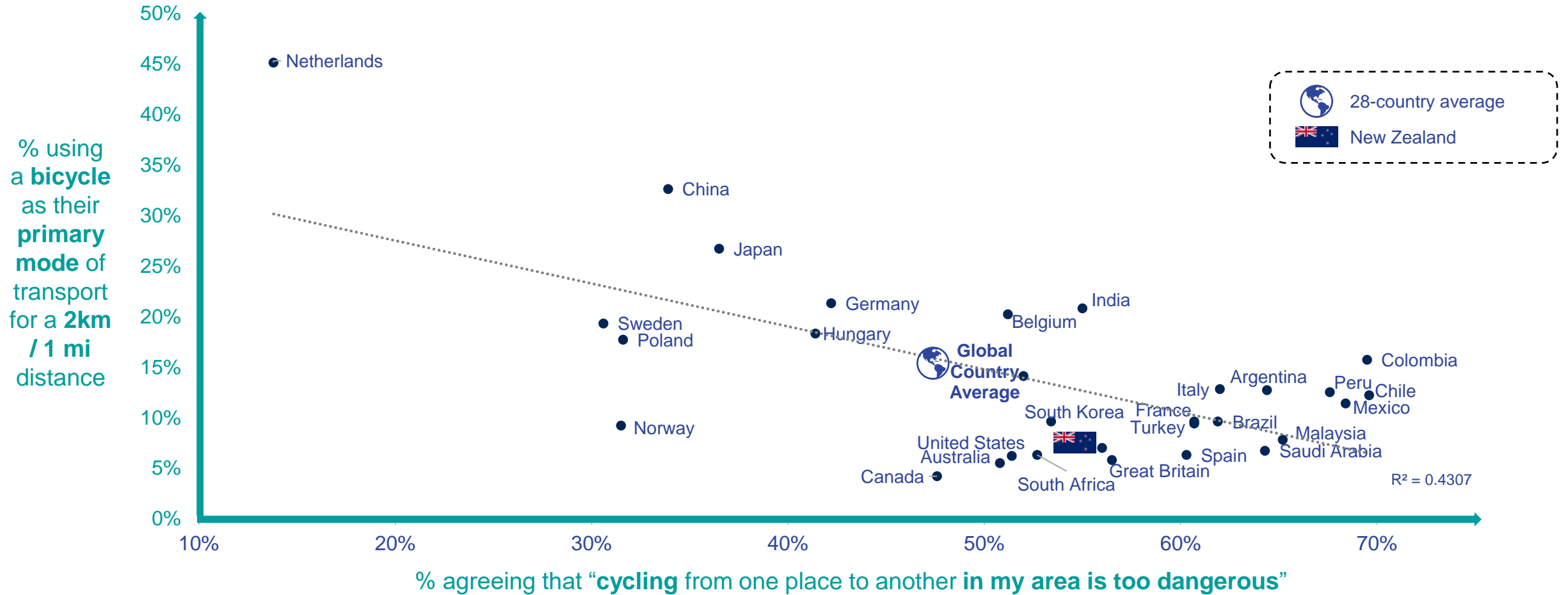


**Q\_C2.** How often do you ride a bicycle? / **Q\_C3.** Which mode of transportation do you use most often for short distances of about 2 kilometres in your neighbourhood? / **Q\_C4.** Please indicate how much you agree or disagree with the following statements.

**Base:** New Zealand (n=1,003), Global (n=20,507 online adults across 28 countries).

# THE SAFER PEOPLE FEEL, THE MORE THEY CYCLE

Frequency of cycling and feelings that it is safe are lower in New Zealand than the global average

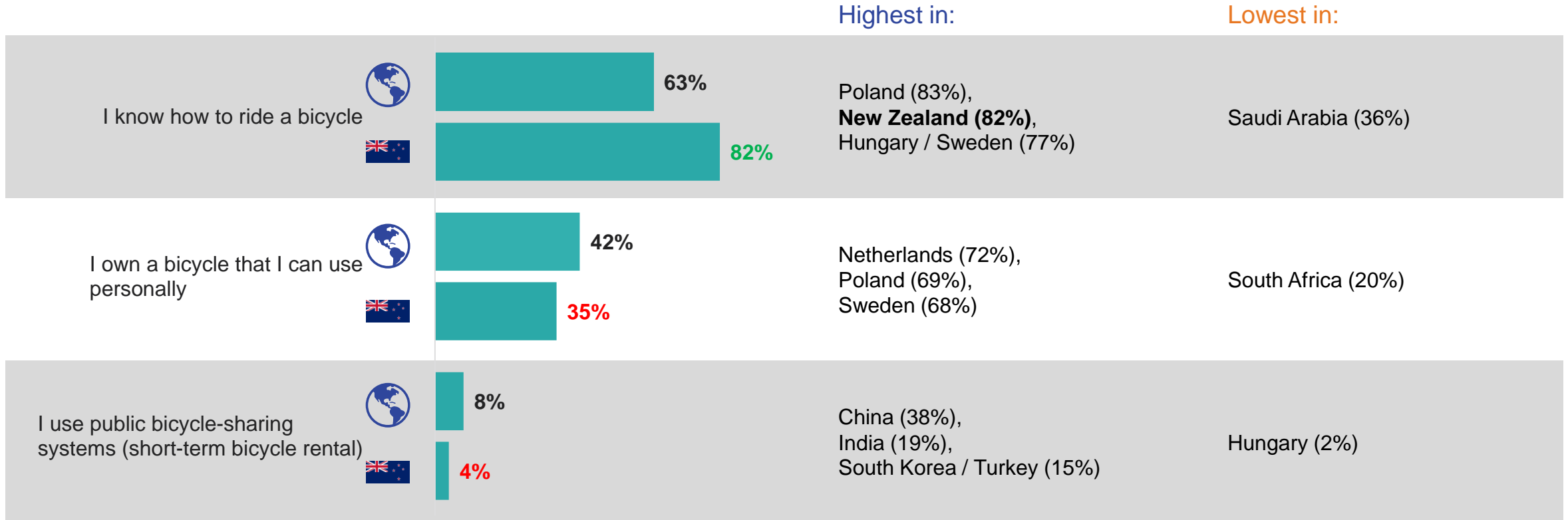


# BICYCLE USAGE

Most New Zealanders are able to ride a bicycle, but ownership is lower than many other countries. Very few New Zealanders use short-term bicycle rentals

 28-country average  
 New Zealand

Green / red indicates significantly higher / lower than global average figures

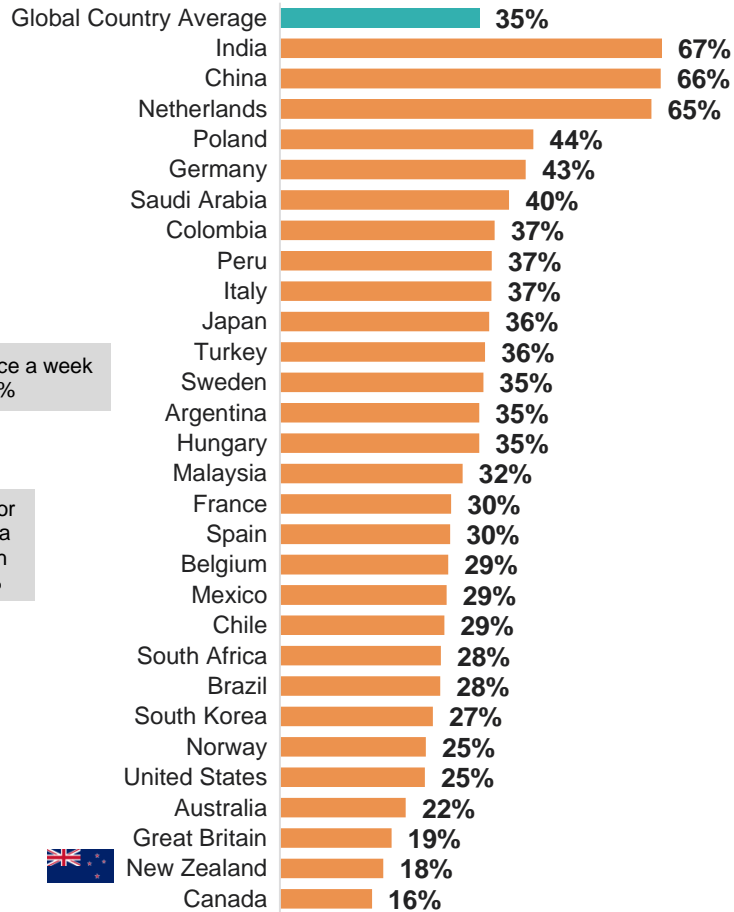
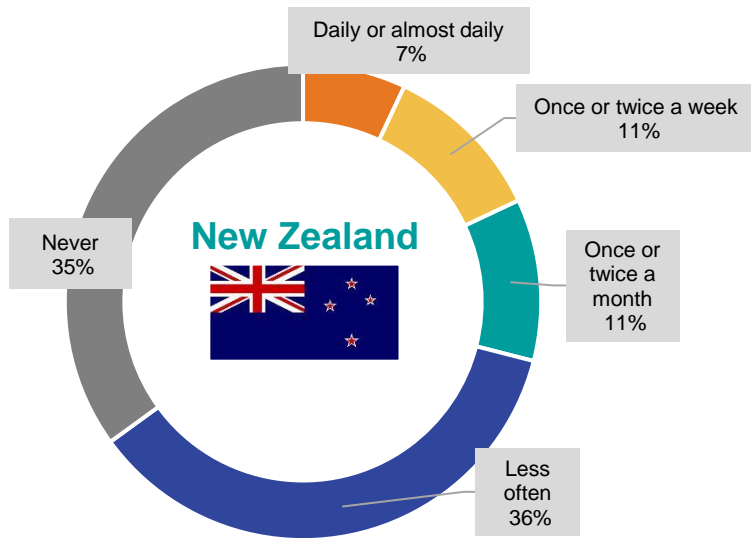


# BICYCLE-RIDING FREQUENCY

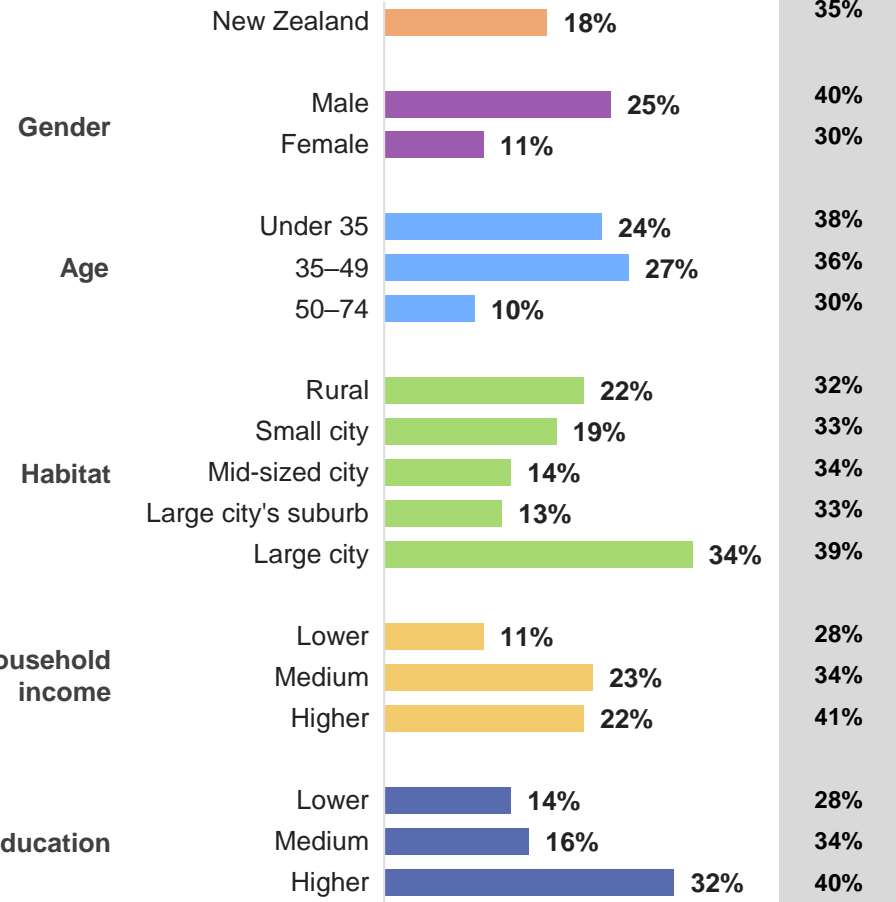
New Zealand has one of the lowest rates of frequent bicycle riding

## At least once a week

Q. How often do you ride a bicycle?



Global average:



Q\_C2. How often do you ride a bicycle?

Base: New Zealand (n=1,003), Global (n=20,507 online adults across 28 countries).

# PRIMARY MODE FOR 2KM DISTANCE

Along with the USA and Canada, New Zealand has one of the highest rates of car usage for short distance trips

 28-country average  
 New Zealand

Q. Which mode of transportation do you use most often for short distances of about 2 kilometers / 1 mile in your neighborhood?

Highest in:

Lowest in:

Green / red indicates significantly higher / lower than global average figures

Mode	Global Average	New Zealand	Highest in	Lowest in
Walk	37%	40%	Great Britain (65%), Spain (55%), Turkey (49%)	Malaysia (13%)
Own automobile	25%	42%	USA (47%), Canada (43%), <b>New Zealand (42%)</b>	Peru (9%)
Bicycle	14%	7%	Netherlands (45%), China (33%), Japan (27%)	Canada (4%)
Public transport	12%	5%	Peru (32%), Argentina (27%), Chile (24%)	USA (3%)
Motorcycle / moped	4%	1%	Malaysia (24%), India (19%), Colombia (9%)	Canada / South Korea (0%)
Taxi / ride-share vehicle	3%	1%	South Africa (11%), Saudi Arabia (8%), Peru (7%)	Belgium / Poland (0%)
Combined public transport + bike / scooter rental	3%	2%	China (9%), India / South Korea (6%)	Multiple (1%)
Electric stand-up scooters	1%	1%		
Other	2%	2%		

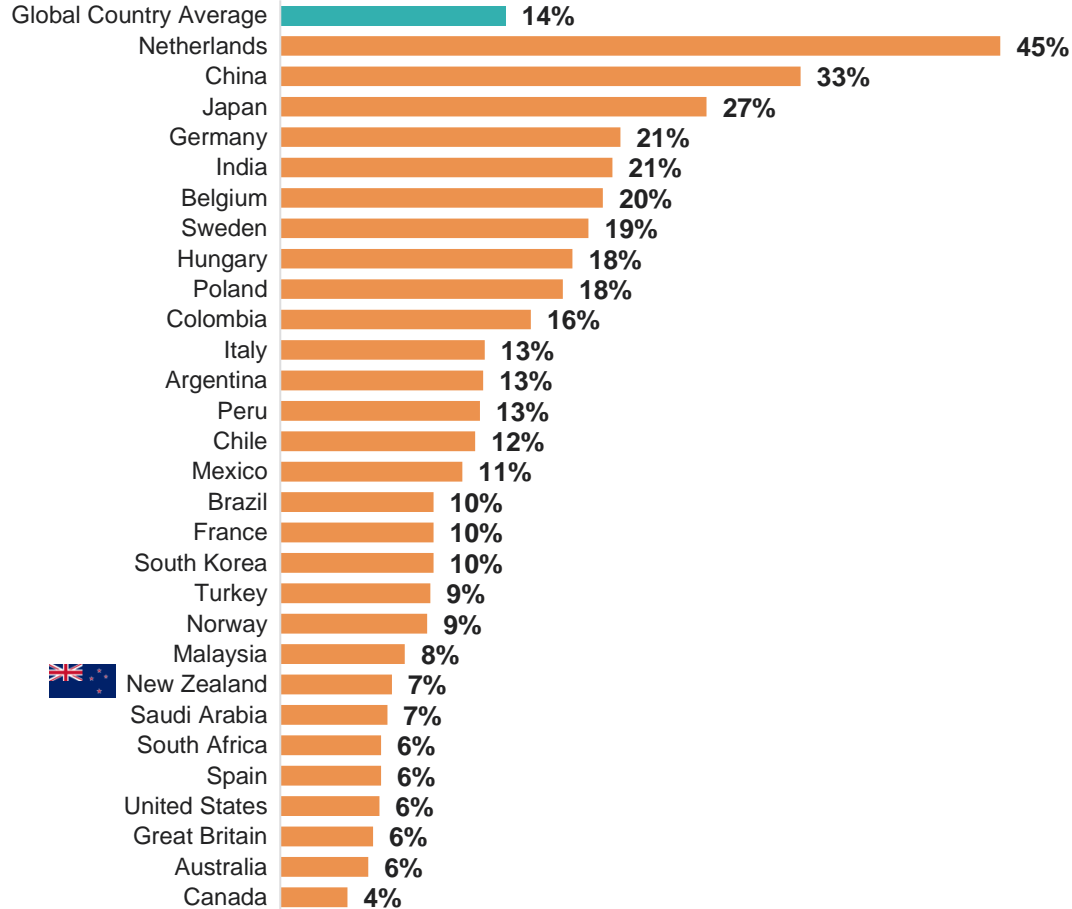


# BICYCLE AS PRIMARY MODE FOR 2KM DISTANCE

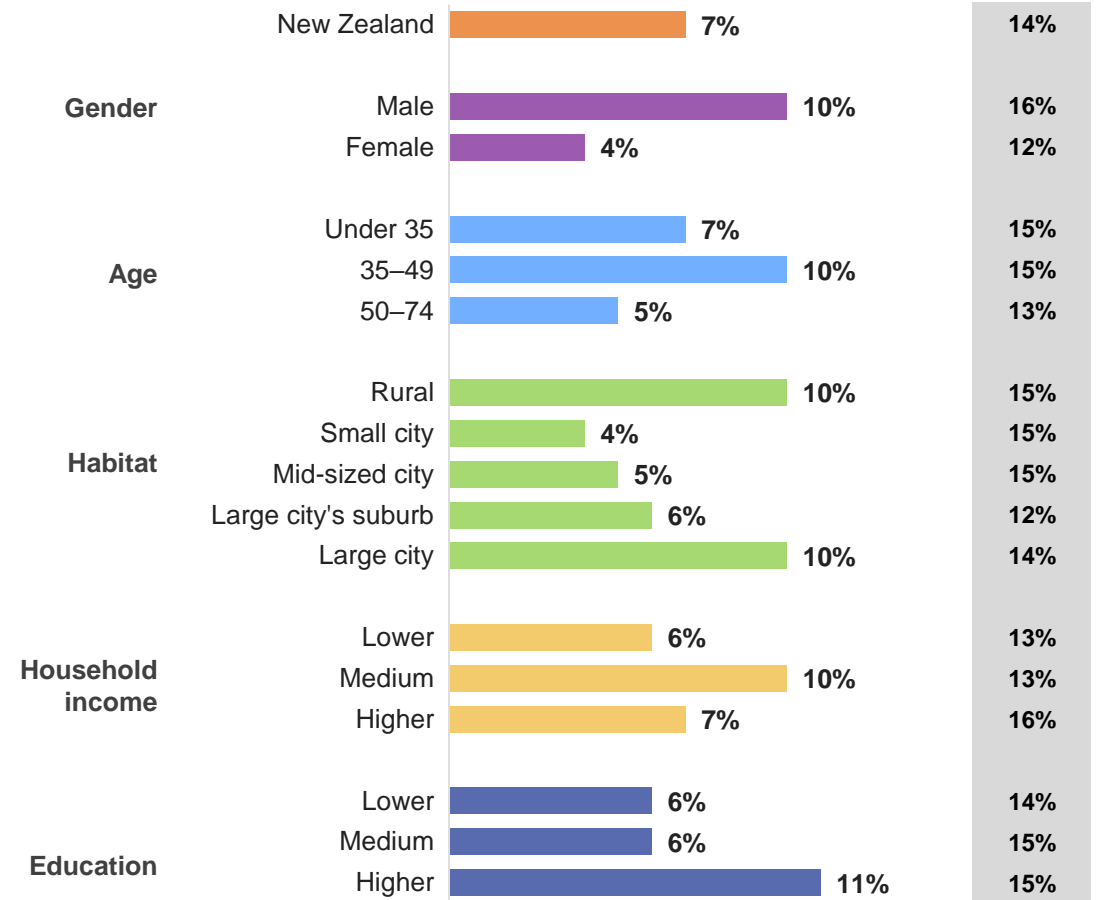
New Zealanders are significantly less likely to use a bicycle as a primary mode of transport for short distances

Q. Which mode of transportation do you use most often for short distances of about 2 kilometers / 1 mile in your neighborhood?

## Bicycle




 Global average:



# PRIMARY MODE FOR 2KM / 1MI DISTANCE

Q. Which mode of transportation do you use most often for short distances of about 2 kilometers / 1 mile in your neighborhood?

	Walk	Own automobile	Bicycle	Public transport	Motorcycle / moped	Taxi / ride-share vehicle	Comb. public transport + bike / scooter rental	Electric stand-up scooter	Other
<b>Global Country Average</b>	37%	25%	14%	12%	4%	3%	3%	1%	2%
Argentina	28%	18%	13%	27%	8%	2%	2%	0%	2%
Australia	36%	40%	6%	7%	2%	3%	2%	1%	4%
Belgium	38%	27%	20%	11%	1%	0%	1%	1%	2%
Brazil	39%	20%	10%	14%	6%	5%	2%	1%	2%
Canada	38%	43%	4%	7%	0%	1%	1%	1%	5%
Chile	28%	23%	12%	24%	2%	5%	2%	1%	2%
China	24%	13%	33%	12%	4%	4%	9%	1%	1%
Colombia	38%	11%	16%	17%	9%	4%	4%	0%	1%
France	47%	27%	10%	8%	2%	1%	2%	2%	3%
Germany	33%	31%	21%	7%	2%	1%	2%	2%	1%
Great Britain	65%	16%	6%	5%	1%	2%	2%	2%	2%
Hungary	38%	23%	18%	11%	1%	1%	5%	1%	1%
India	22%	11%	21%	11%	19%	5%	6%	3%	2%
Italy	42%	29%	13%	6%	3%	1%	2%	2%	2%
Japan	29%	33%	27%	6%	2%	1%	1%	1%	1%
Malaysia	13%	41%	8%	6%	24%	4%	1%	2%	2%
Mexico	36%	16%	11%	22%	5%	6%	2%	0%	1%
Netherlands	26%	20%	45%	3%	2%	1%	1%	0%	2%
 New Zealand	40%	42%	7%	5%	1%	1%	2%	1%	2%
Norway	44%	32%	9%	6%	1%	1%	4%	2%	1%
Peru	29%	9%	13%	32%	5%	7%	3%	1%	2%
Poland	35%	23%	18%	16%	1%	0%	3%	2%	2%
Saudi Arabia	30%	31%	7%	6%	3%	8%	6%	3%	7%
South Africa	38%	30%	6%	10%	1%	11%	1%	1%	3%
South Korea	47%	13%	10%	21%	0%	1%	6%	1%	1%
Spain	55%	18%	6%	12%	2%	1%	2%	2%	1%
Sweden	43%	26%	19%	7%	1%	1%	1%	1%	2%
Turkey	49%	18%	9%	13%	1%	2%	5%	1%	1%
United States	34%	47%	6%	3%	1%	1%	1%	1%	6%

Q\_C3. Which mode of transportation do you use most often for short distances of about 2 kilometres in your neighbourhood?

Base: New Zealand (n=1,003), Global (n=20,507 online adults across 28 countries).

# OPINIONS ABOUT CYCLING

## The say-do gap

- While most New Zealanders agree that cycling plays an important role in the reduction of carbon emissions, less than half believe that new road and traffic infrastructure should prioritise cyclists (lower than most over countries)
  - However, compared to the general New Zealand population, those living in large cities were more likely to say new infrastructure should prioritise cyclists
- Just over half of New Zealanders believe the cycling infrastructure (e.g. dedicated cycling lanes) in their area are excellent, however, more than half of New Zealanders (56%) believe that cycling in their area is too dangerous
  - Those living in large New Zealand cities are more likely to say that cycling in their area is too dangerous



# OPINIONS ABOUT CYCLING



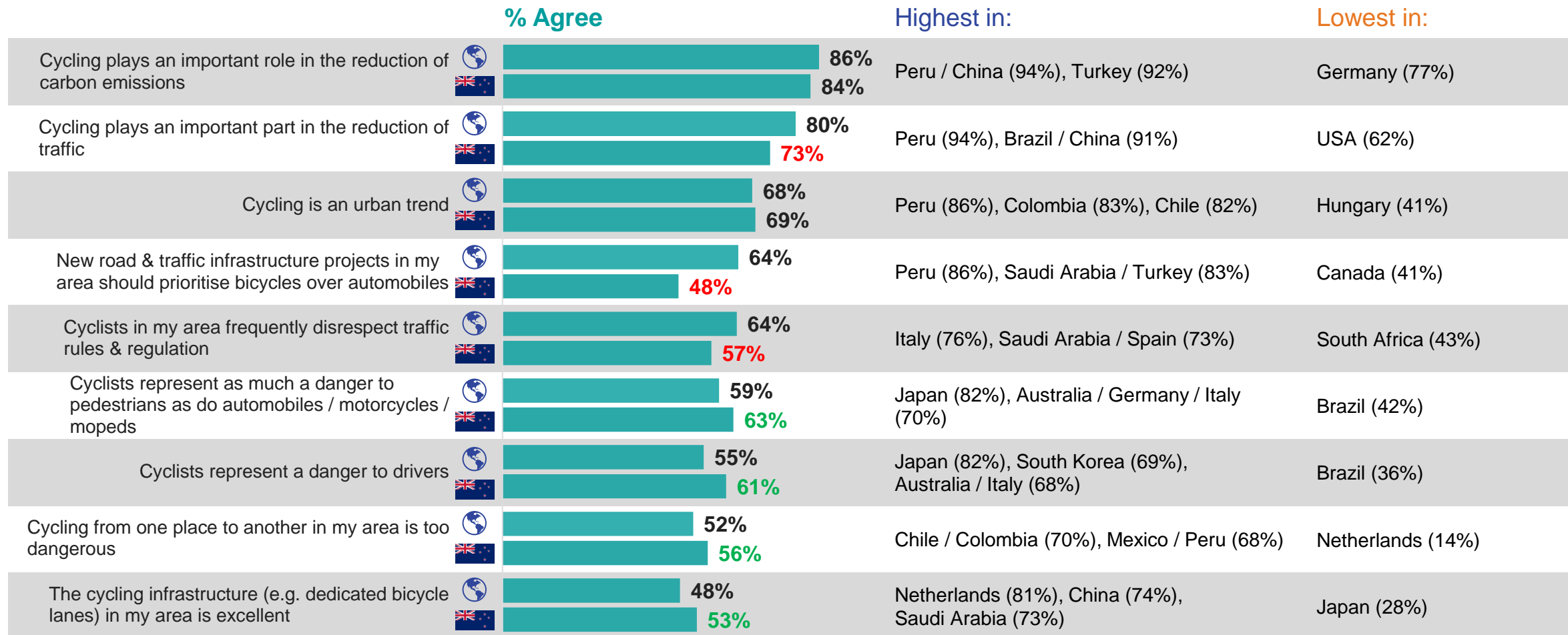
28-country average



New Zealand

Q. Please indicate how much you agree or disagree with the following statements

Green / red indicates significantly higher / lower than global average figures



# FAVOURABILITY TOWARDS TRANSPORTATION MODES

Q. Generally speaking, do you have a favourable or unfavourable opinion of the way the following methods of transportation are used in your community?



28-country average



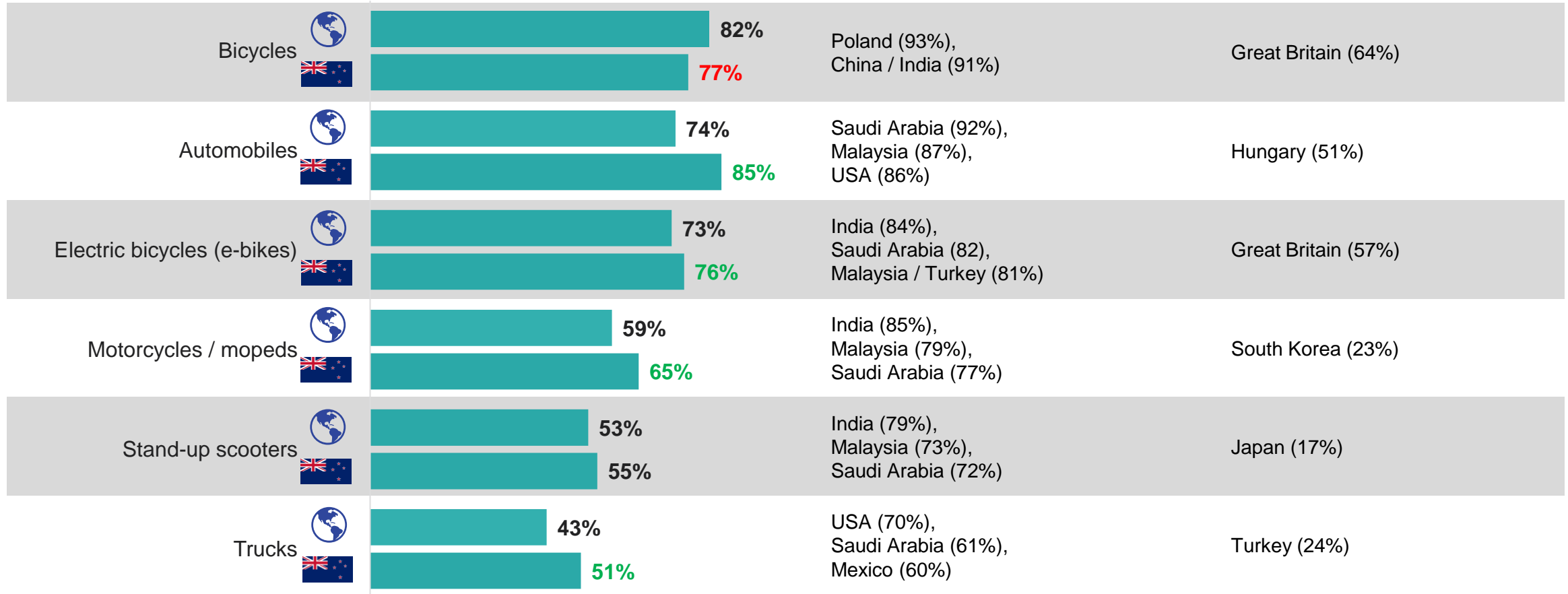
New Zealand

% Favourable

Highest in:

Lowest in:

Green / red indicates significantly higher / lower than global average figures



# THE TEAM

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# Methodology

These are the findings of a 28-country Ipsos survey conducted March 25–April 8, 2022, among 20,507 adults aged 16–99 in Norway; 18–74 in the United States, Canada, Malaysia, South Africa and Turkey; and 16–74 in 22 other countries, via Ipsos' Global Advisor online survey platform.

Each country's sample consists of ca. 1,000 individuals in Argentina, Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the United States, and ca. 500 individuals in Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, Norway, the Netherlands, Peru, Poland, Saudi Arabia, South Africa, South Korea, Sweden and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Norway, Poland, South Korea, Spain, Sweden and the United States can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Saudi Arabia, South Africa and Turkey are more urban, more educated and / or more affluent than the general population. The survey results for these markets should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result. The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Saudi Arabia, South Africa and Turkey are more urban, more educated, and / or more affluent than the general population.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

The precision of Ipsos online polls is calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on Ipsos's use of credibility intervals, please visit the Ipsos website.

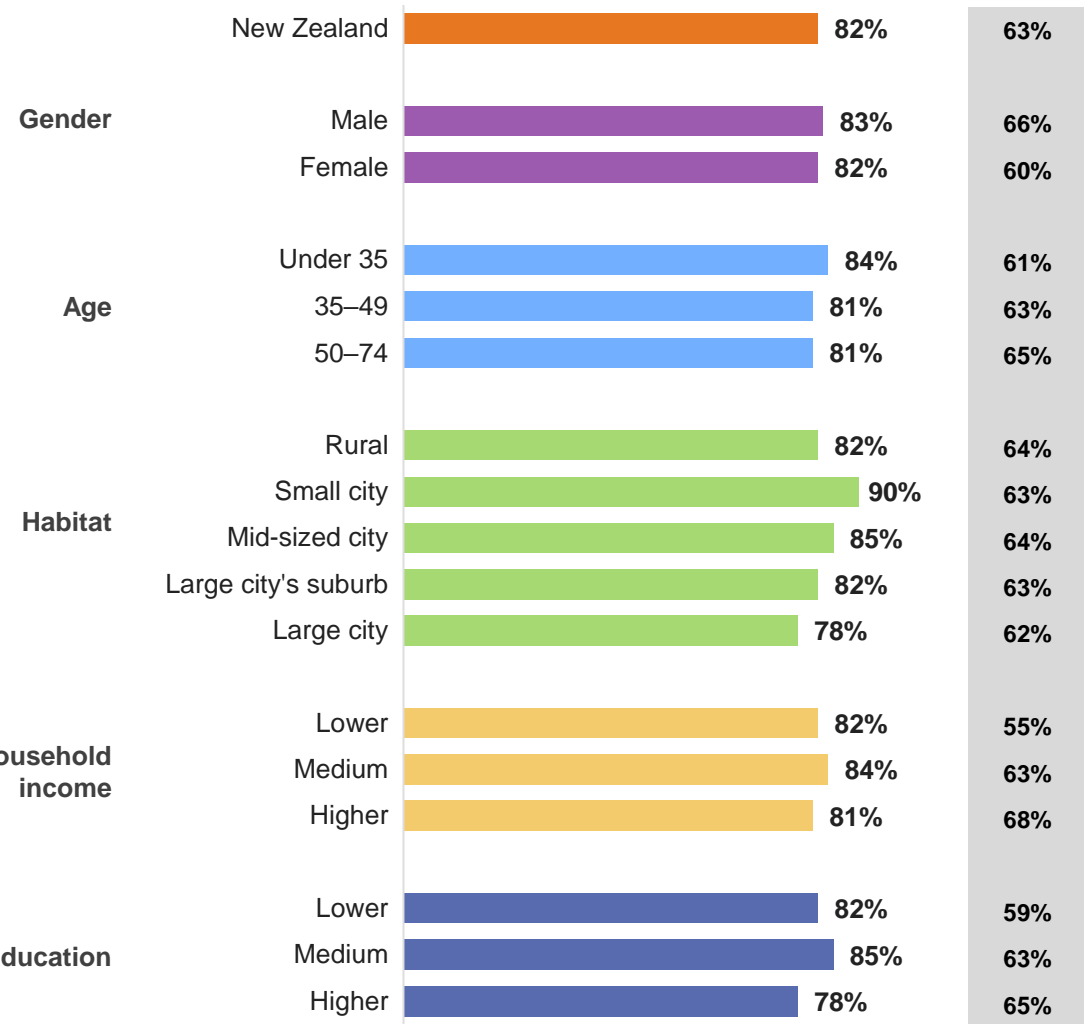
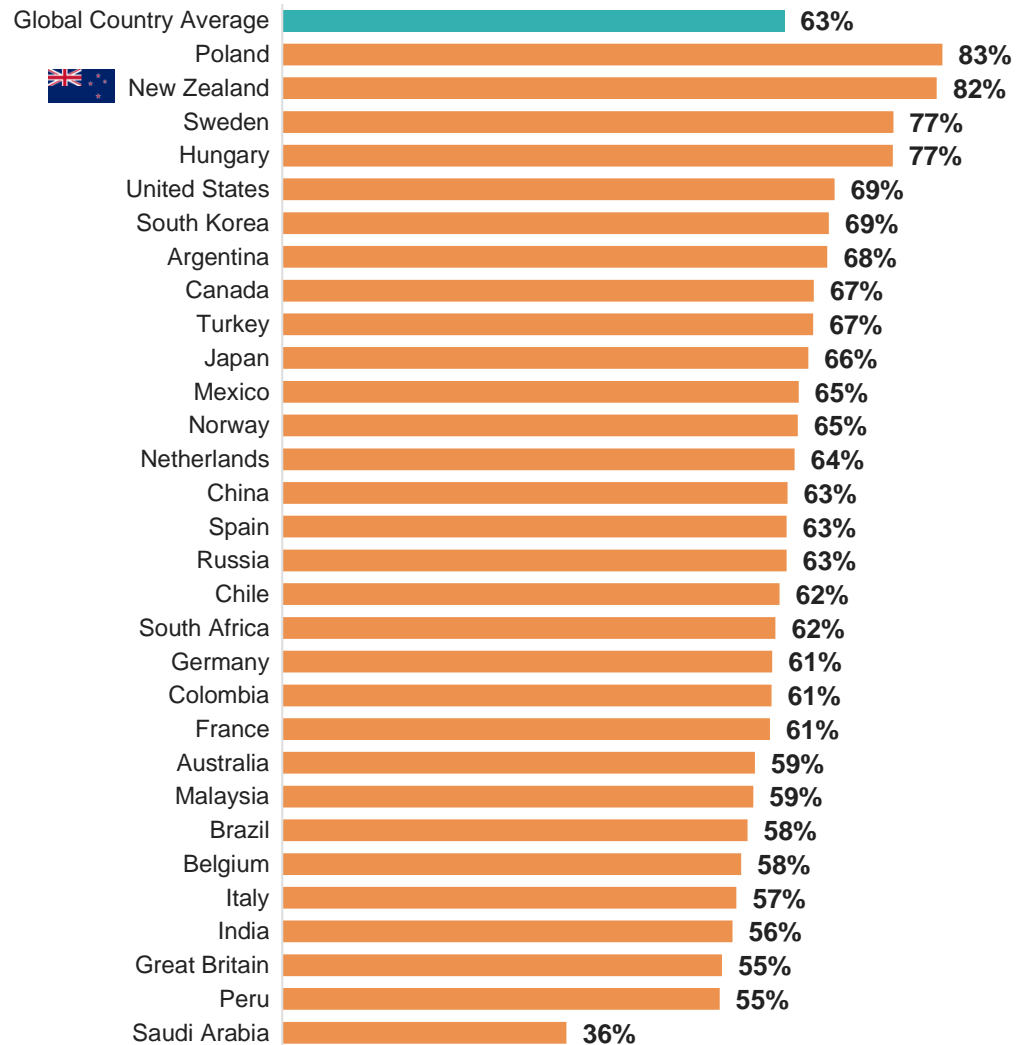
The publication of these findings abides by local rules and regulations.

# APPENDIX



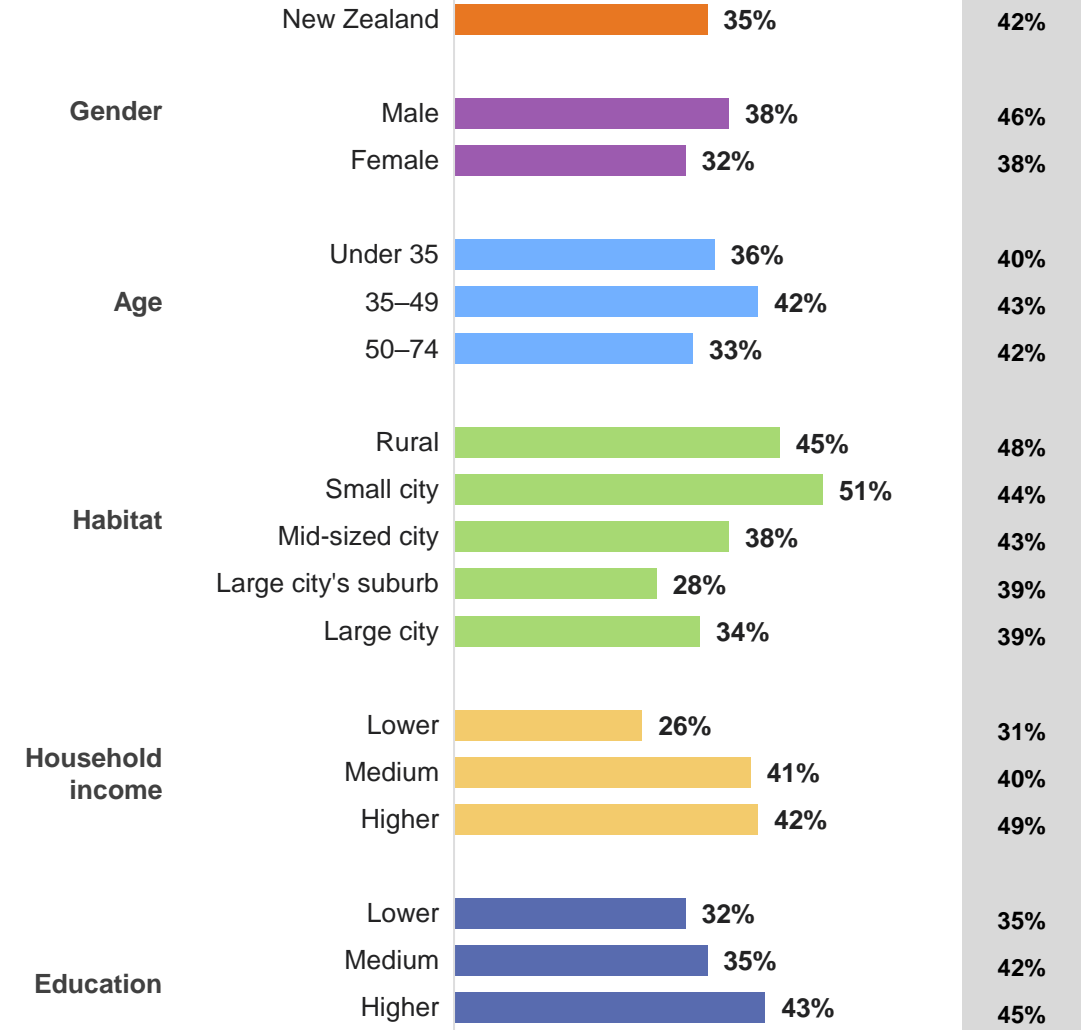
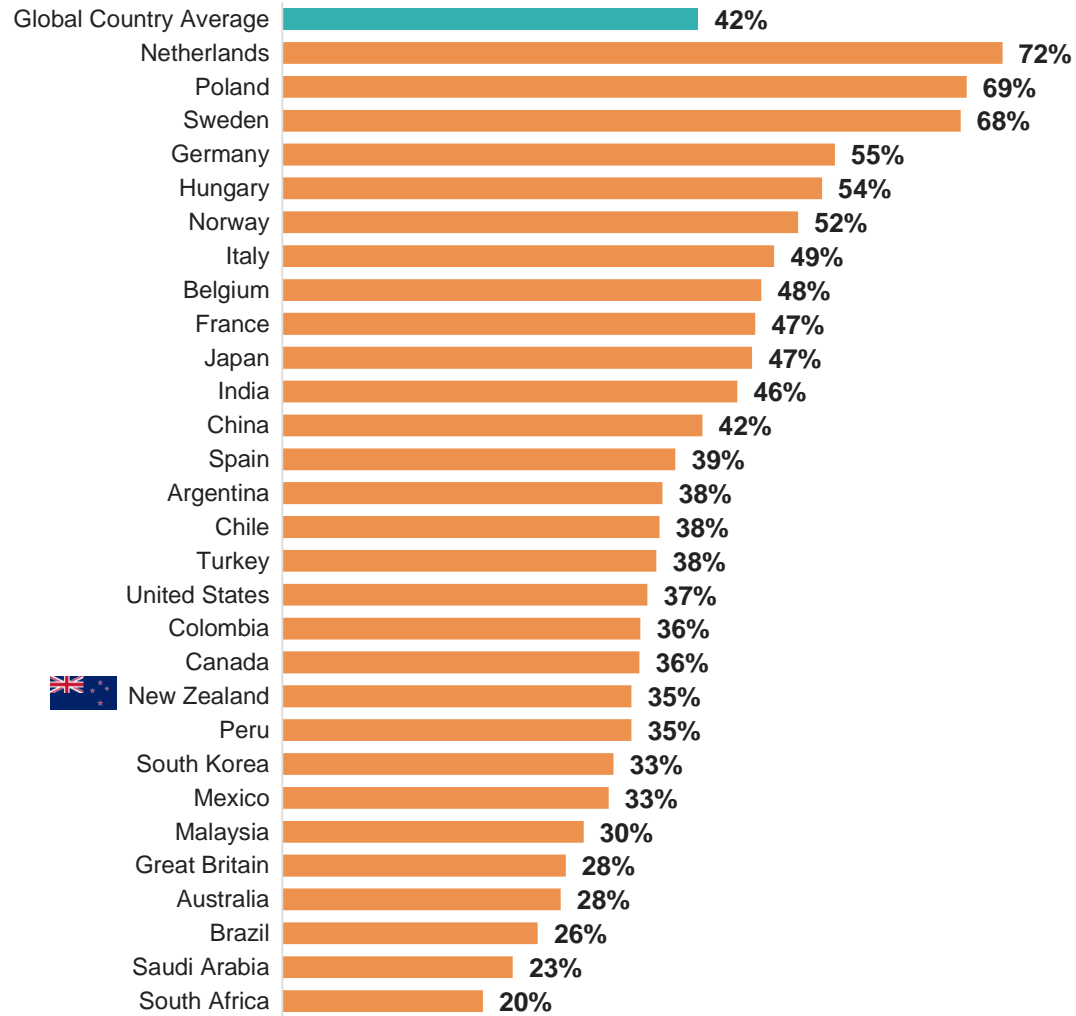
# “I KNOW HOW TO RIDE A BICYCLE”

 **Global average:**

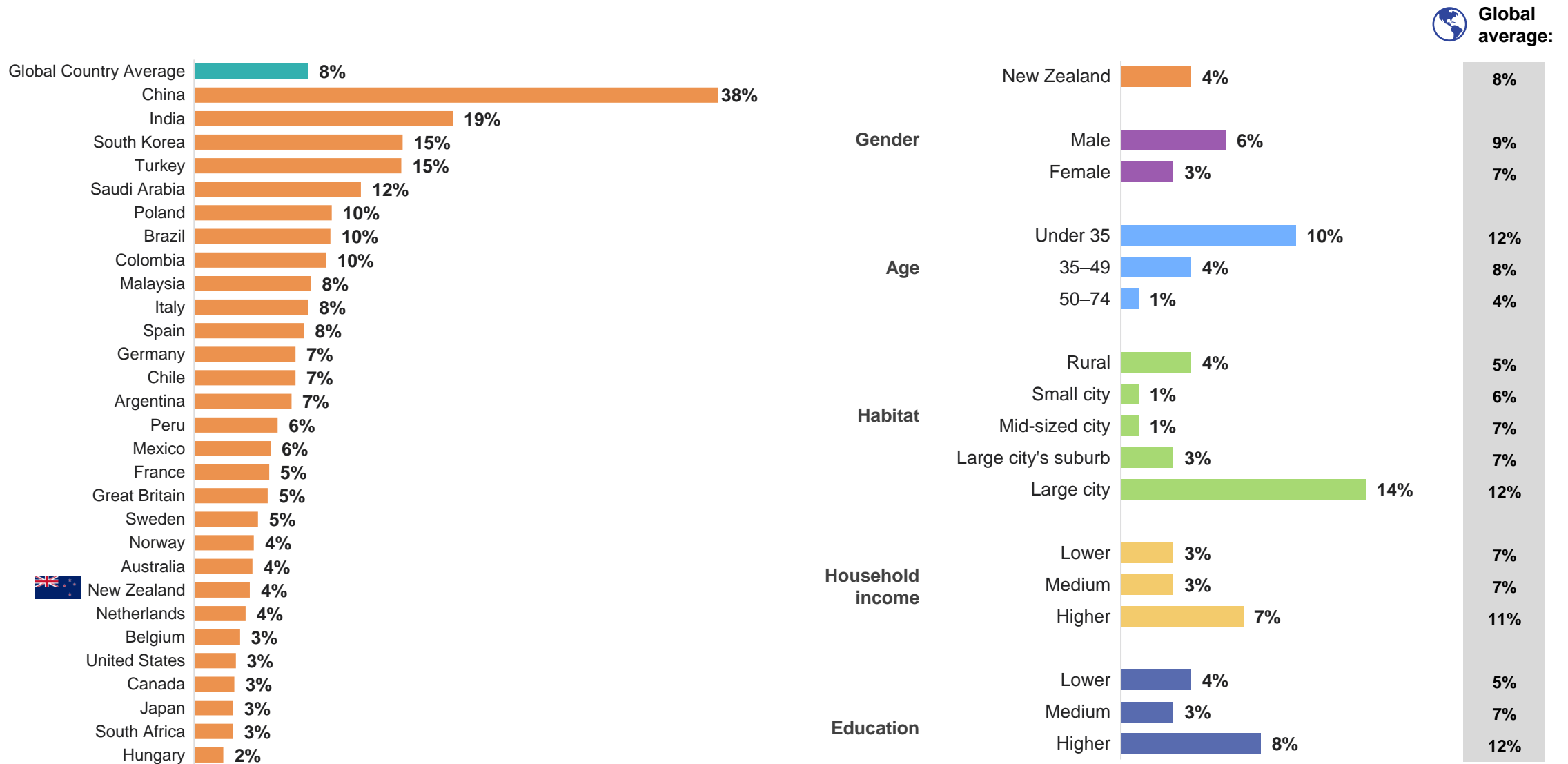


# “I OWN A BICYCLE THAT I CAN USE PERSONALLY”

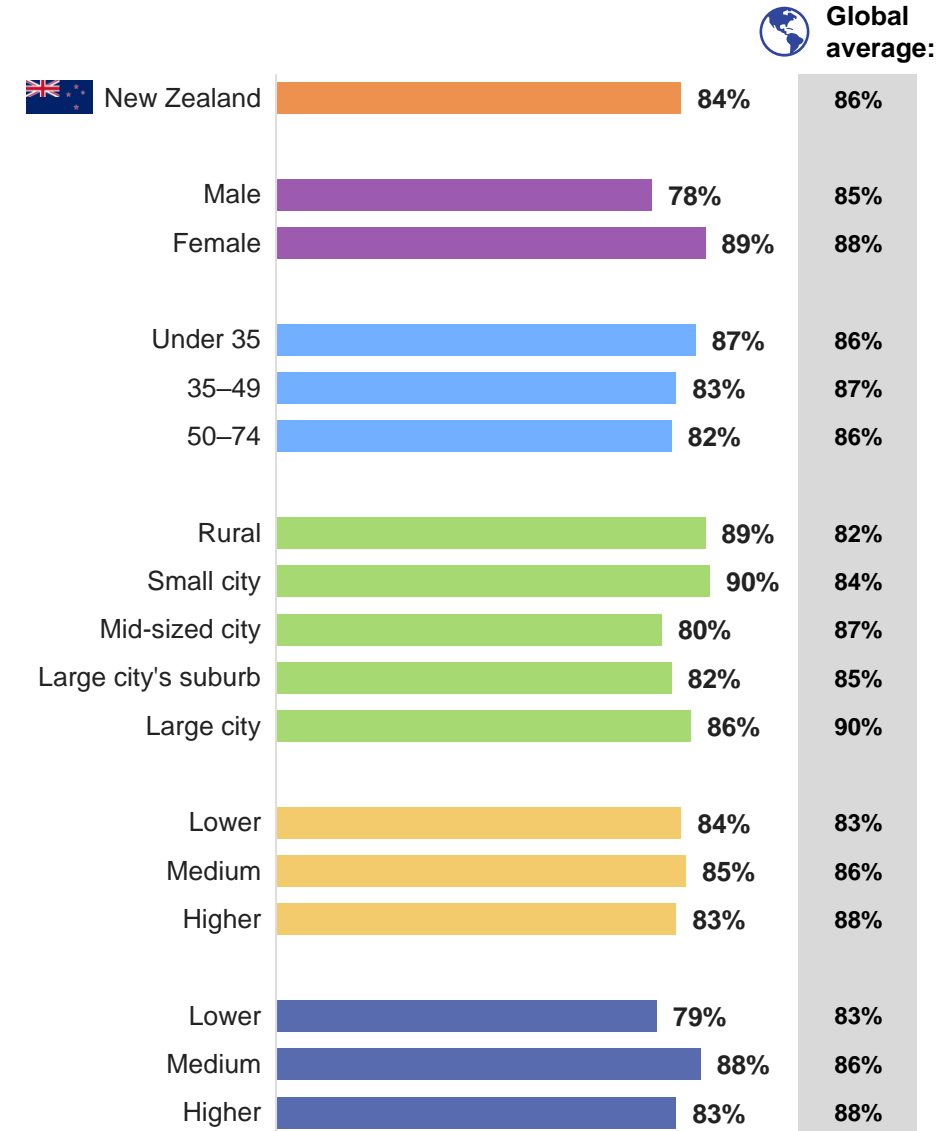
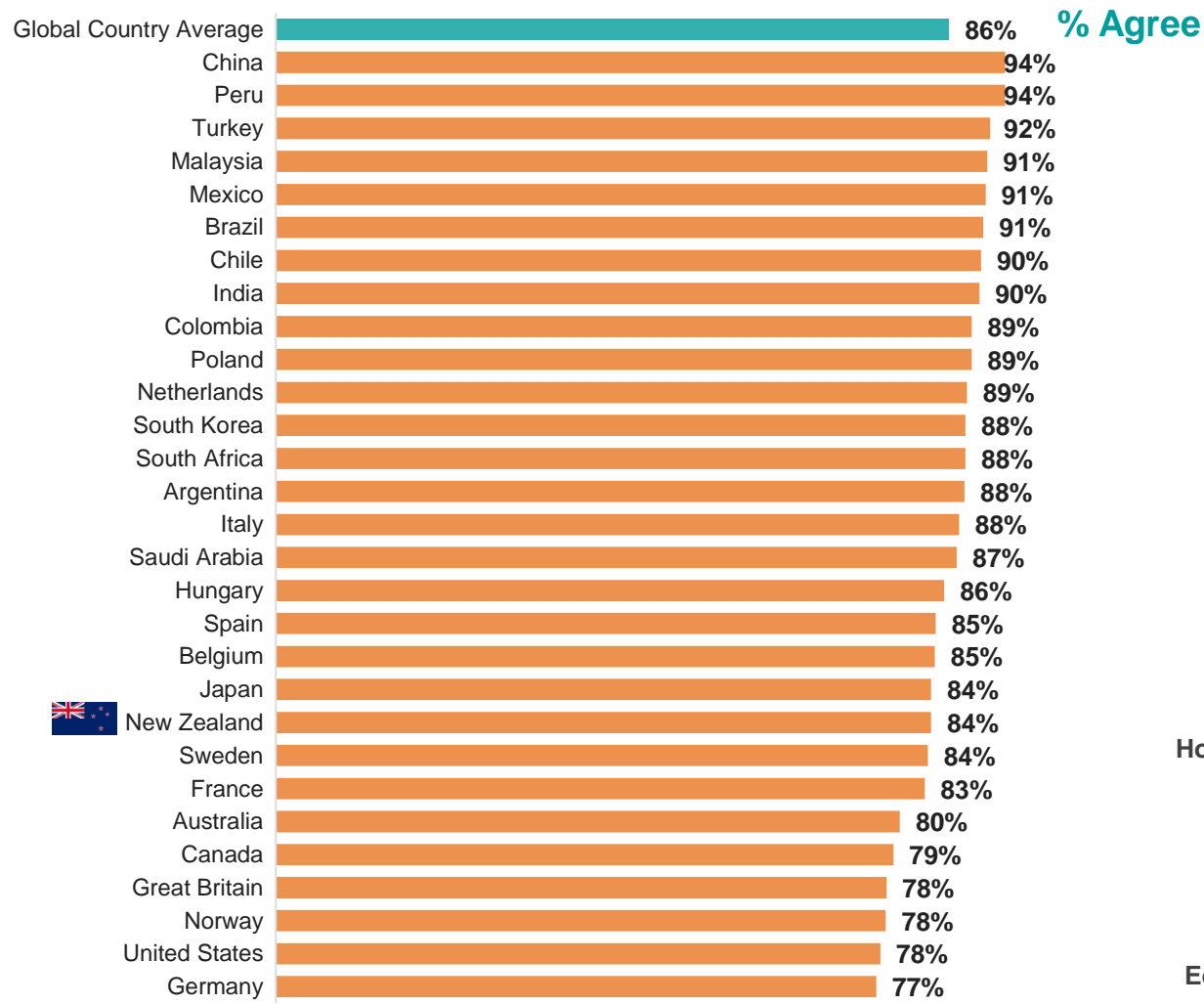
 **Global average:**



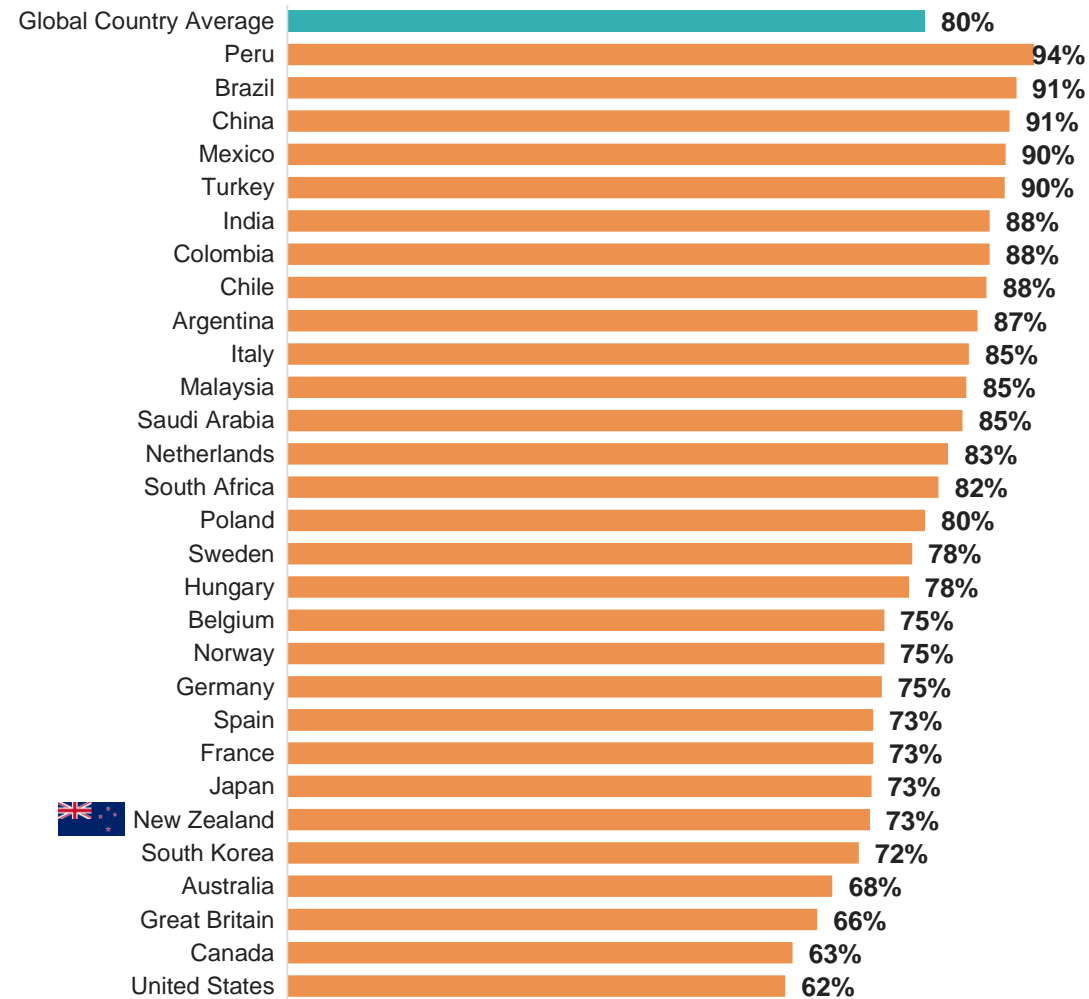
# “I USE PUBLIC BICYCLE-SHARING SYSTEMS”



# “CYCLING PLAYS AN IMPORTANT ROLE IN THE REDUCTION OF CARBON EMISSIONS”

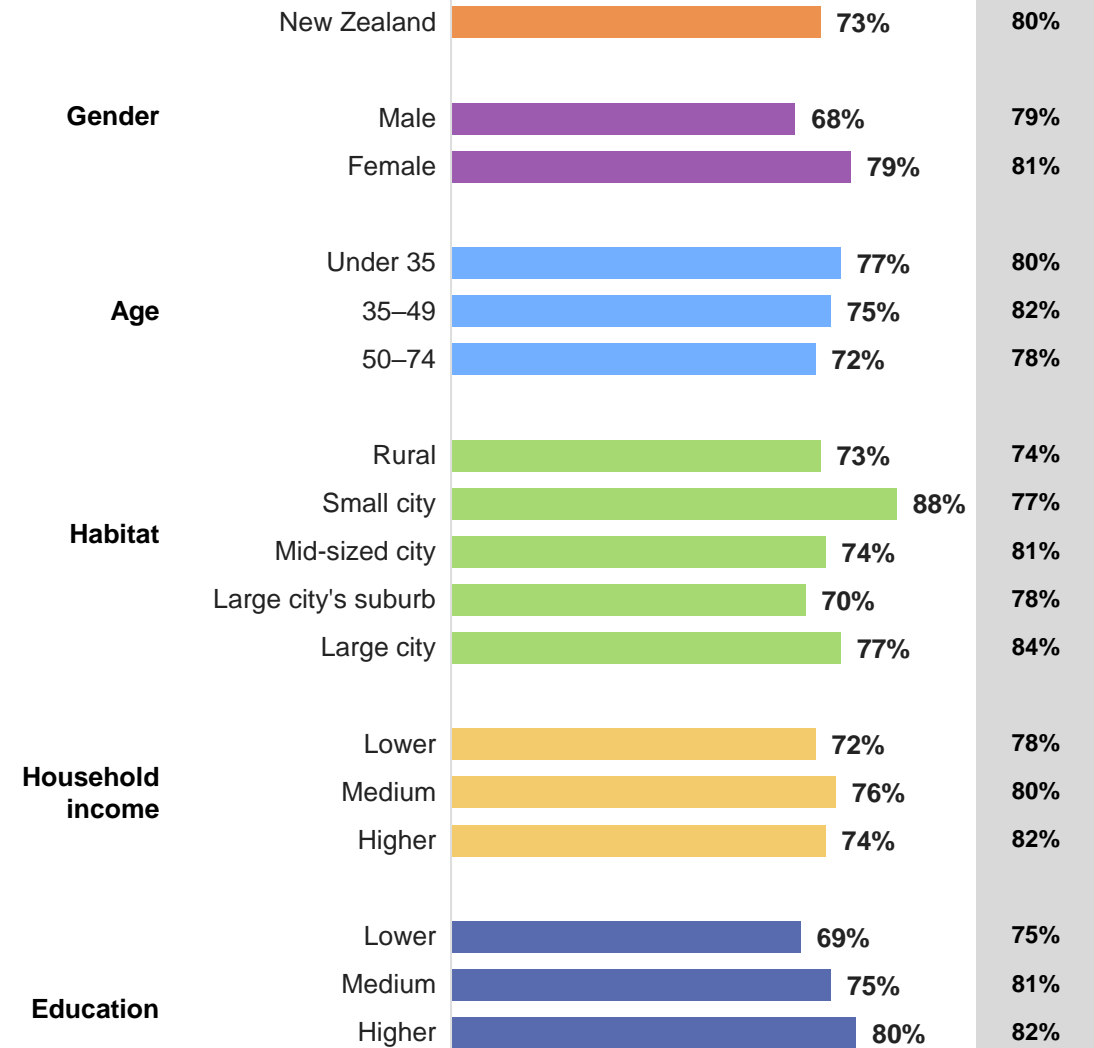


# “CYCLING PLAYS AN IMPORTANT PART IN THE REDUCTION OF TRAFFIC”



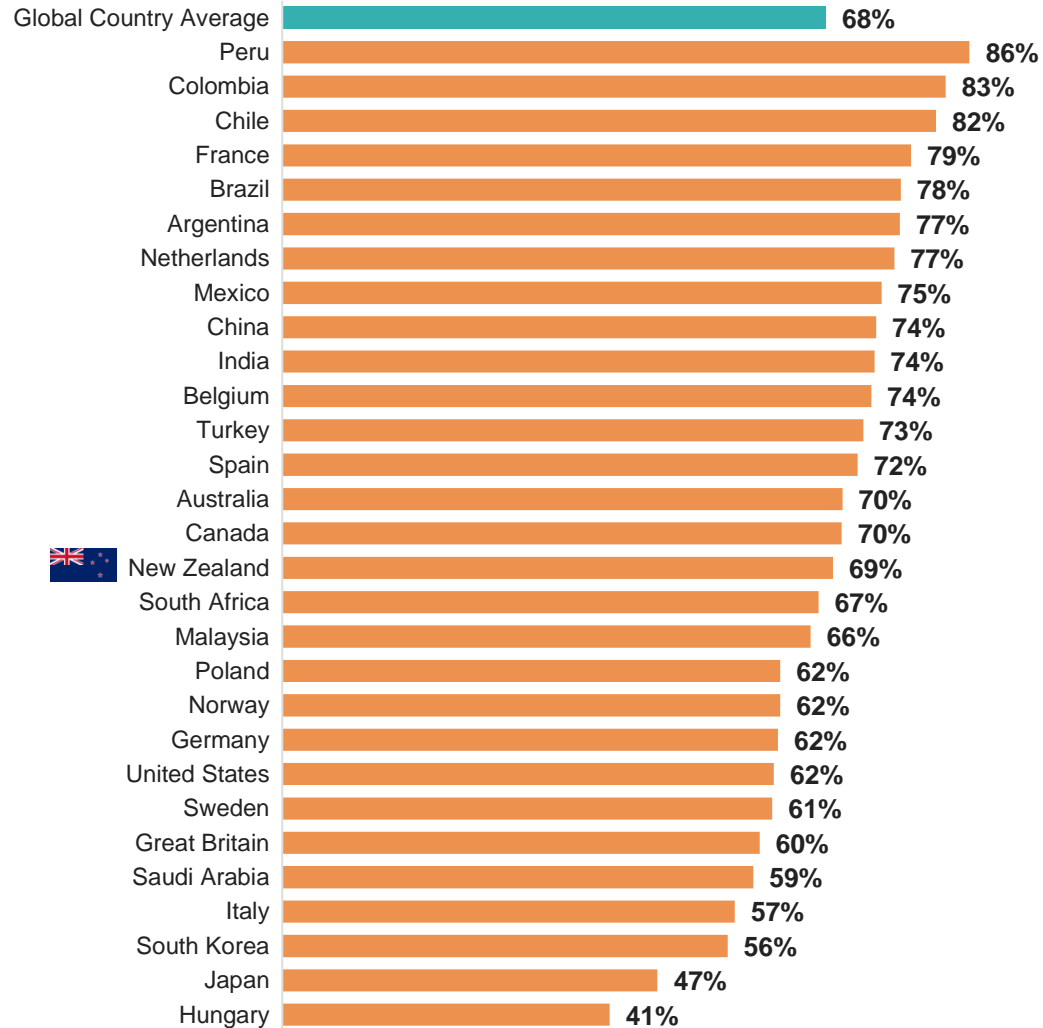
% Agree

Global average:

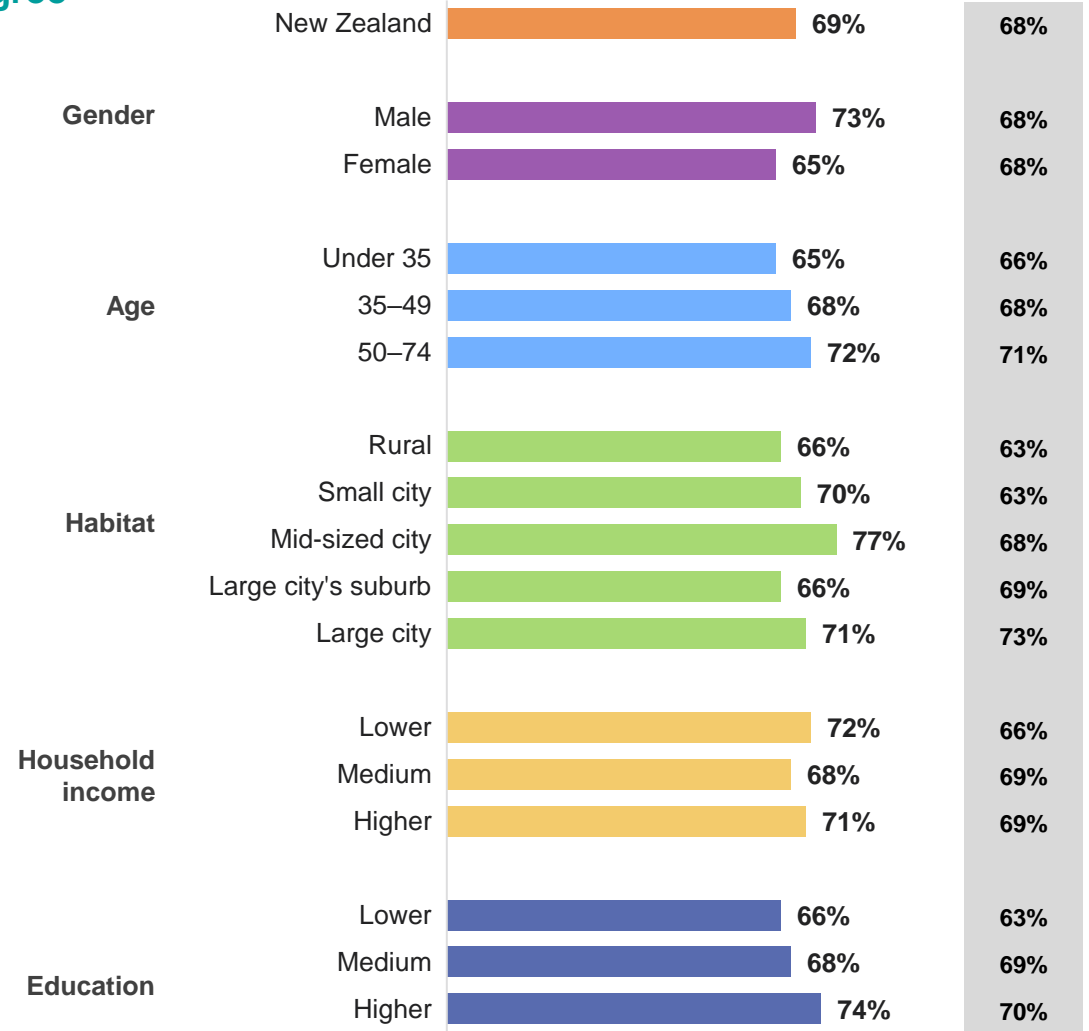


# “CYCLING IS AN URBAN TREND”

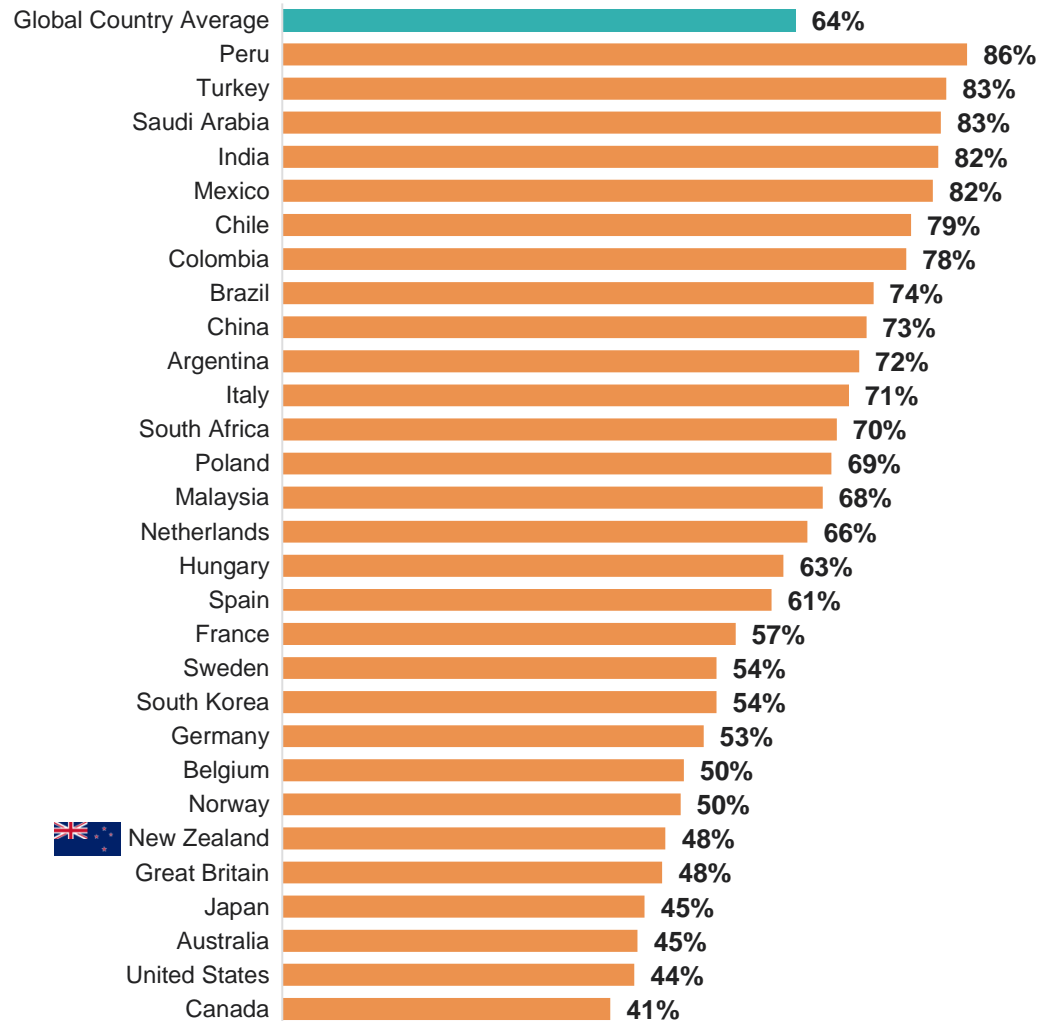
% Agree



 Global average:

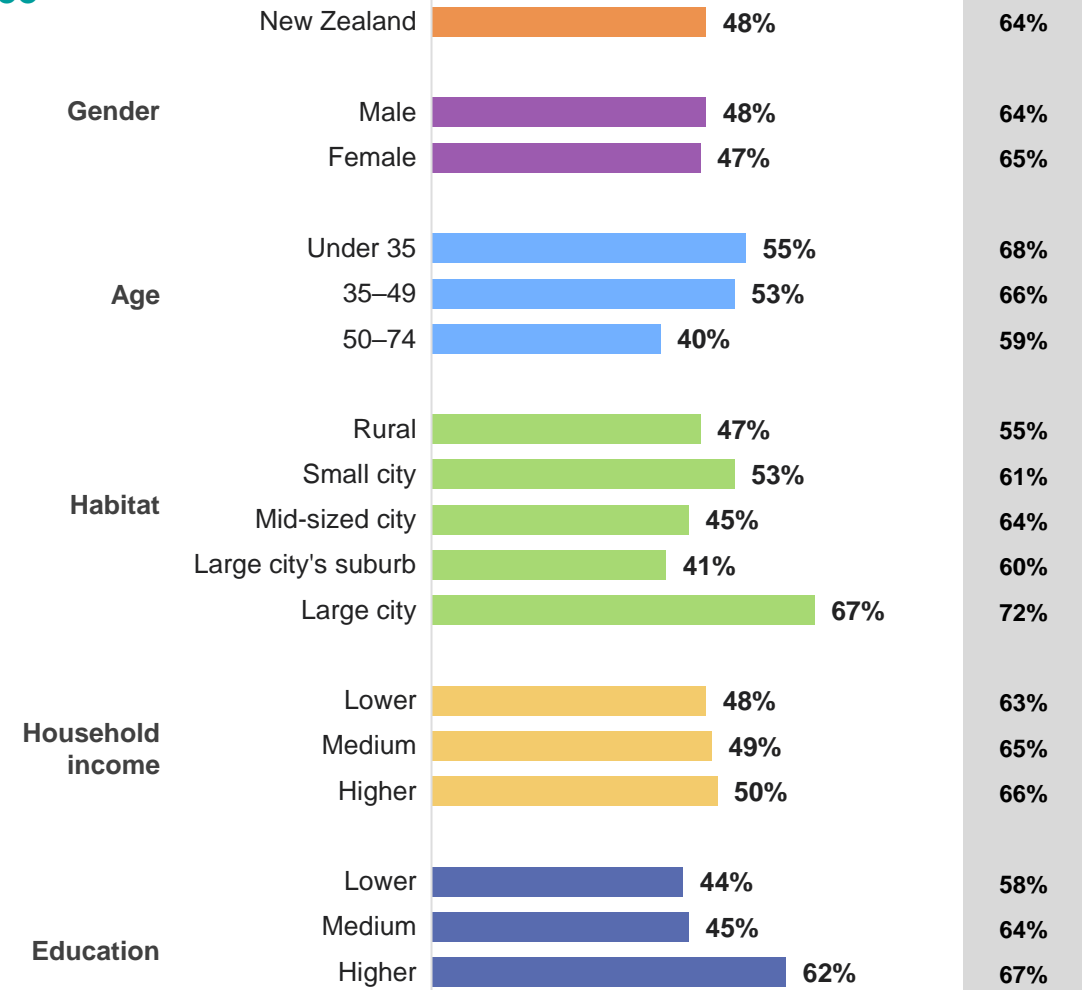


# “NEW ROAD & TRAFFIC INFRASTRUCTURE PROJECTS IN MY AREA SHOULD PRIORITISE BICYCLES OVER AUTOMOBILES”



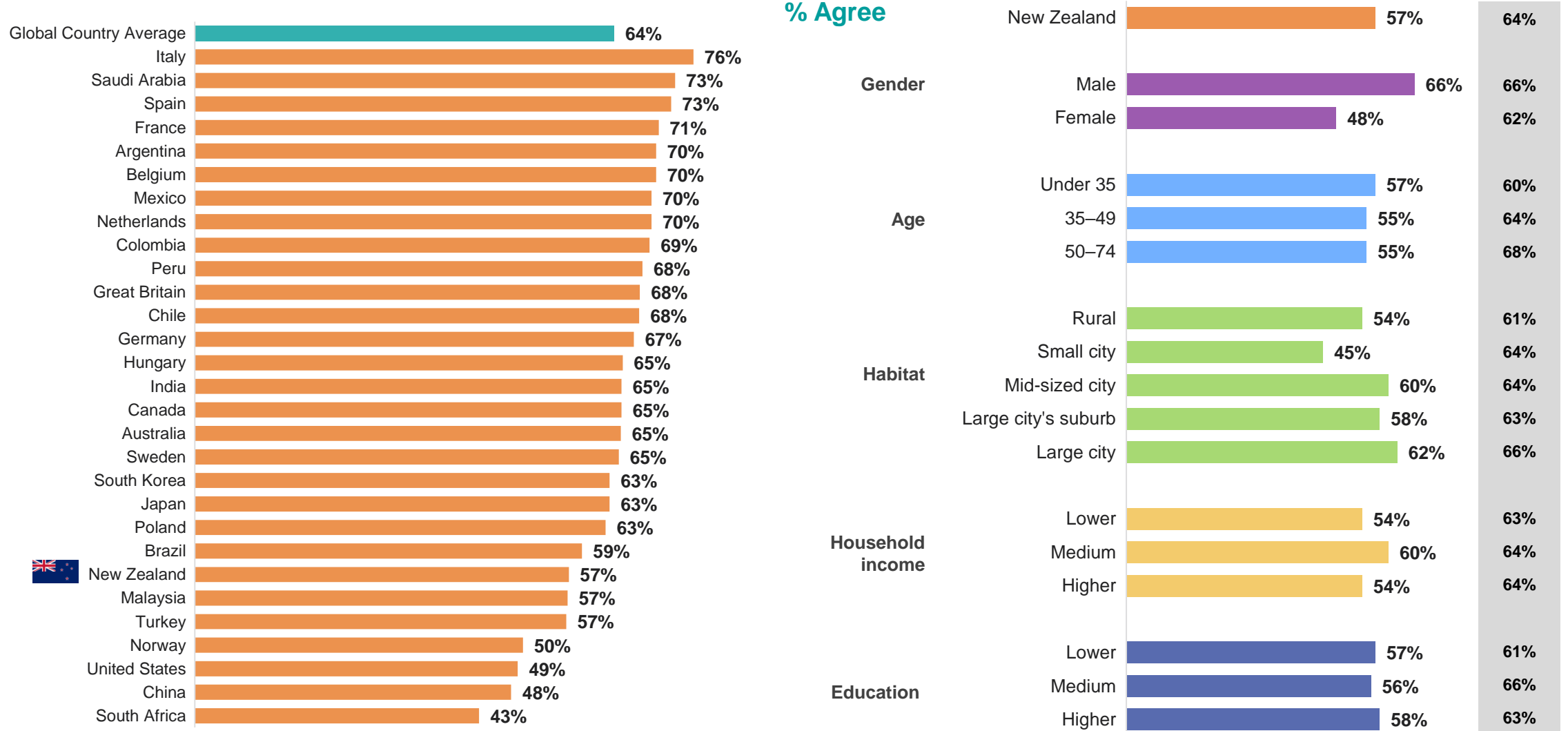
% Agree

Global average:



# “CYCLISTS IN MY AREA FREQUENTLY DISRESPECT TRAFFIC RULES & REGULATION”

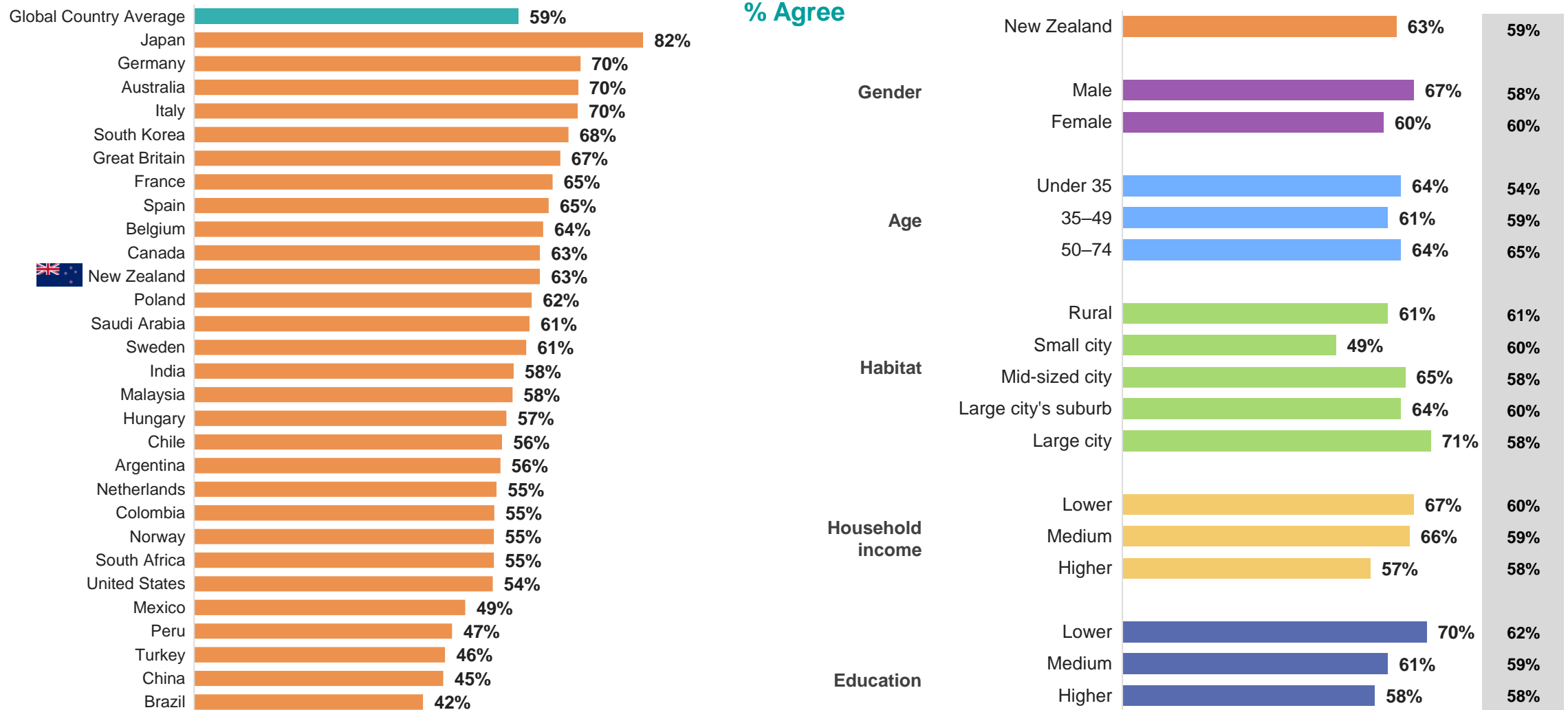
Global average:





# “CYCLISTS REPRESENT AS MUCH A DANGER TO PEDESTRIANS AS DO AUTOMOBILES / MOTORCYCLES / MOPEDS”

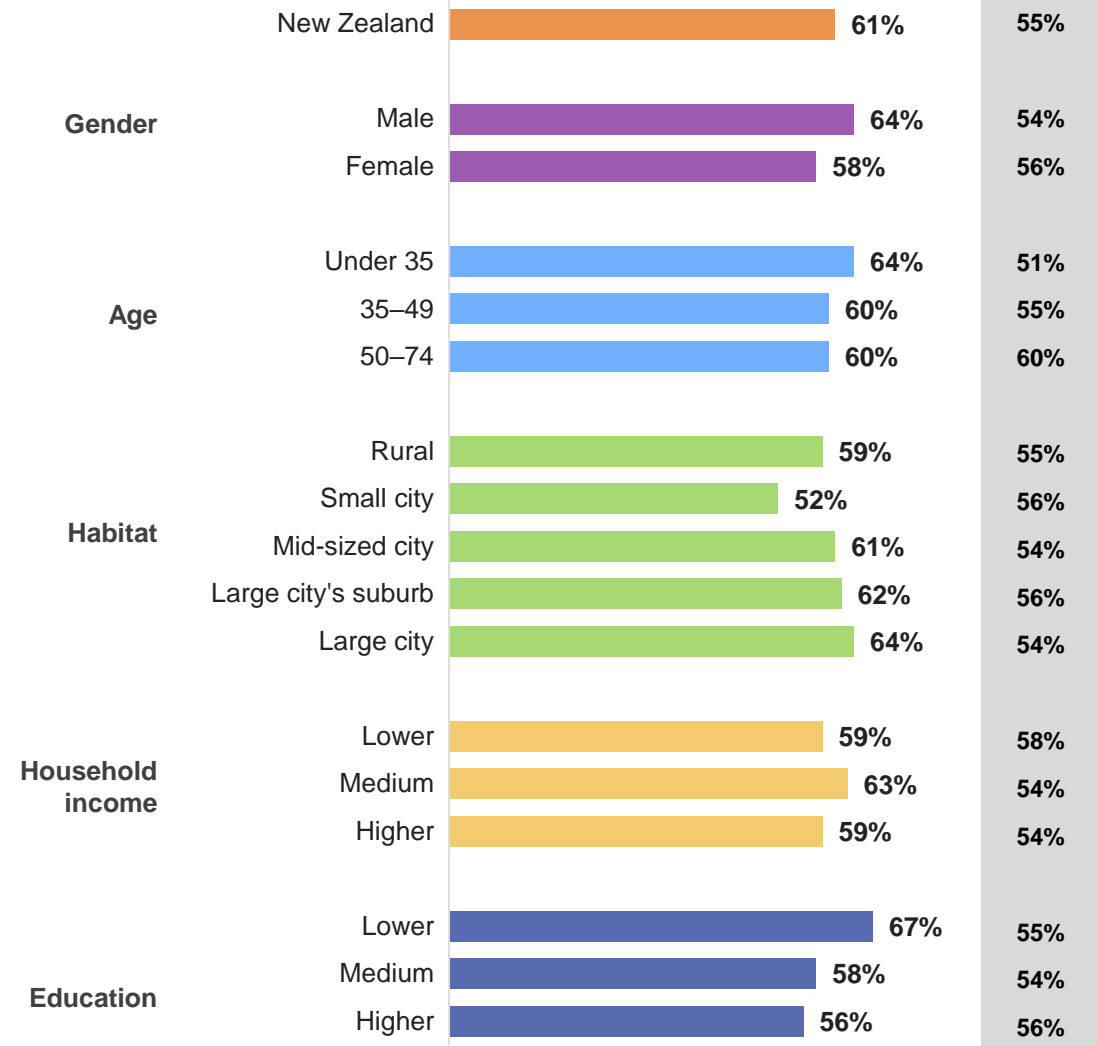
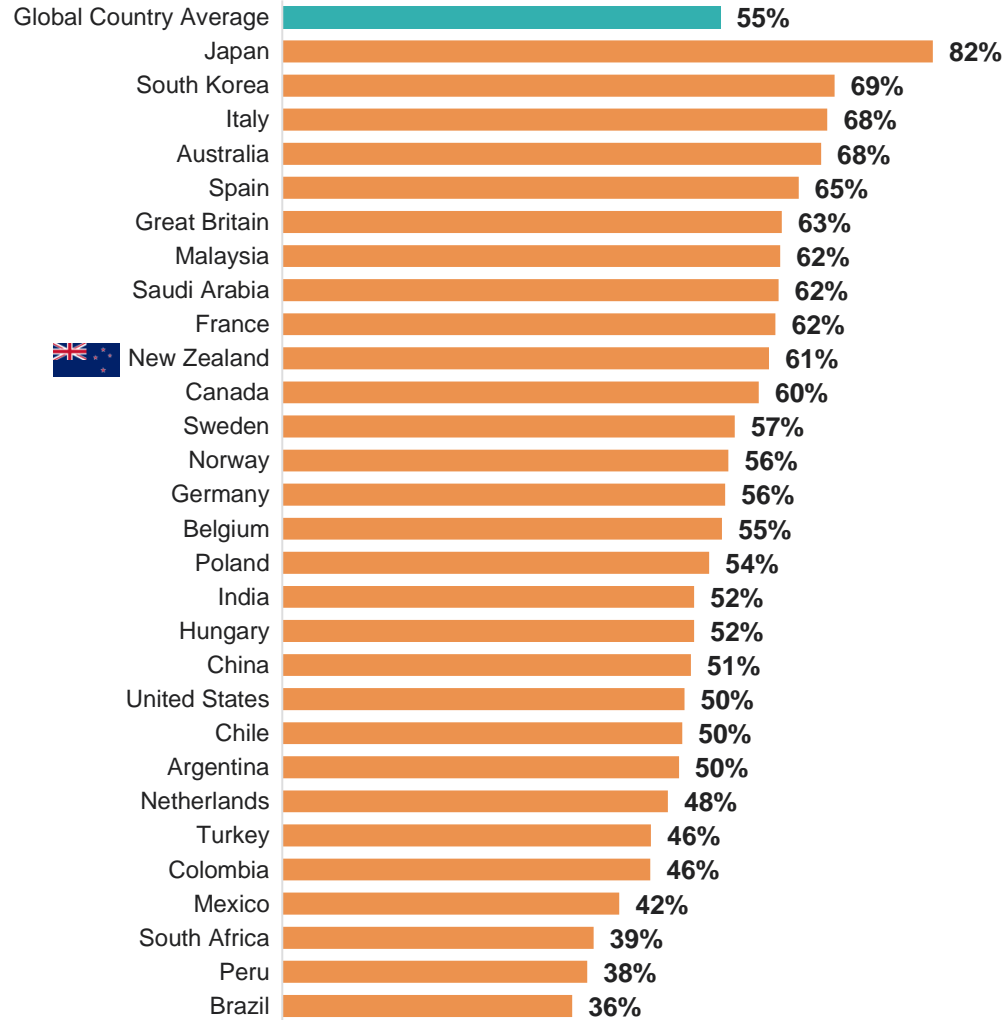
Global average:



# “CYCLISTS REPRESENT A DANGER TO DRIVERS”

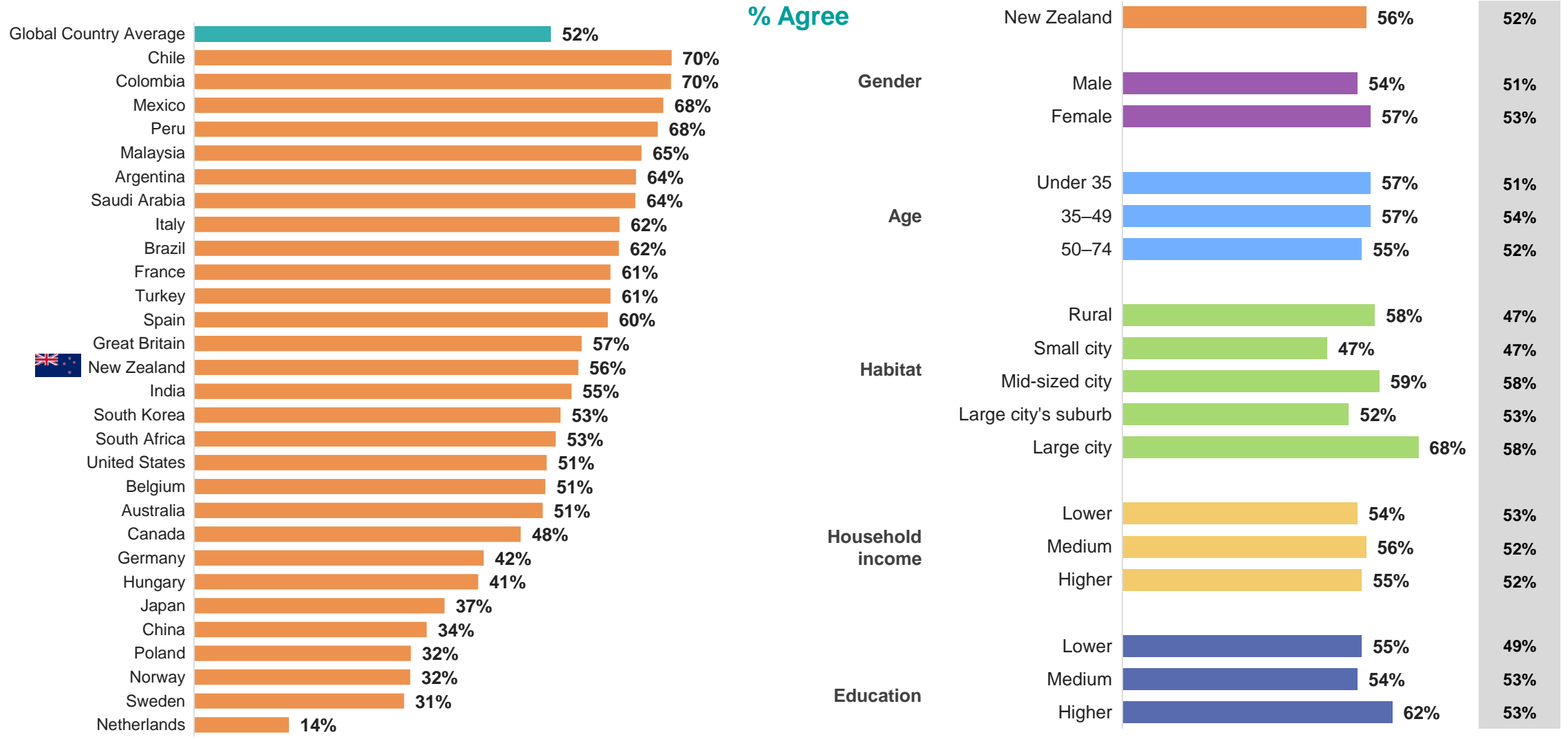
% Agree

Global average:



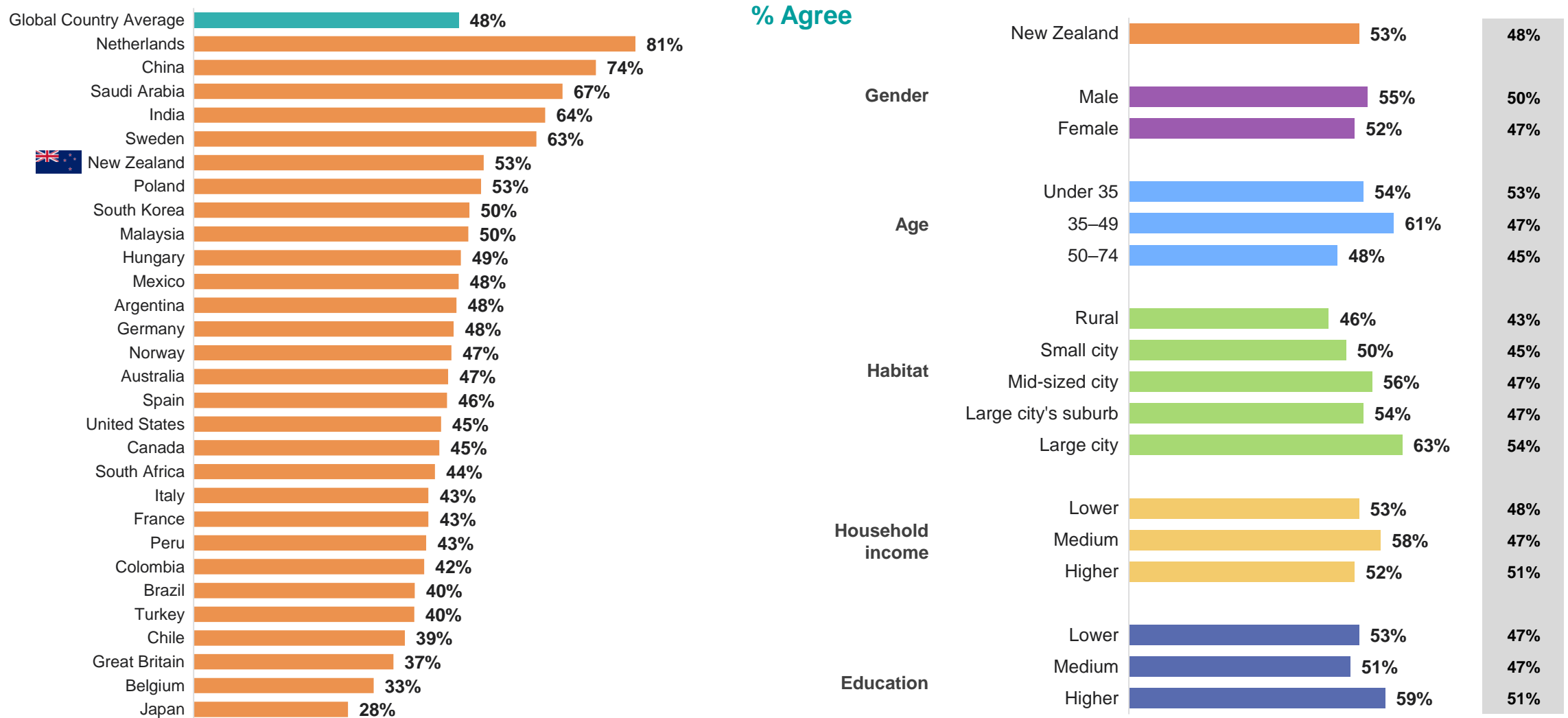
# “CYCLING FROM ONE PLACE TO ANOTHER IN MY AREA IS TOO DANGEROUS”

Global average:



# “THE CYCLING INFRASTRUCTURE (E.G. DEDICATED BICYCLE LANES) IN MY AREA IS EXCELLENT”

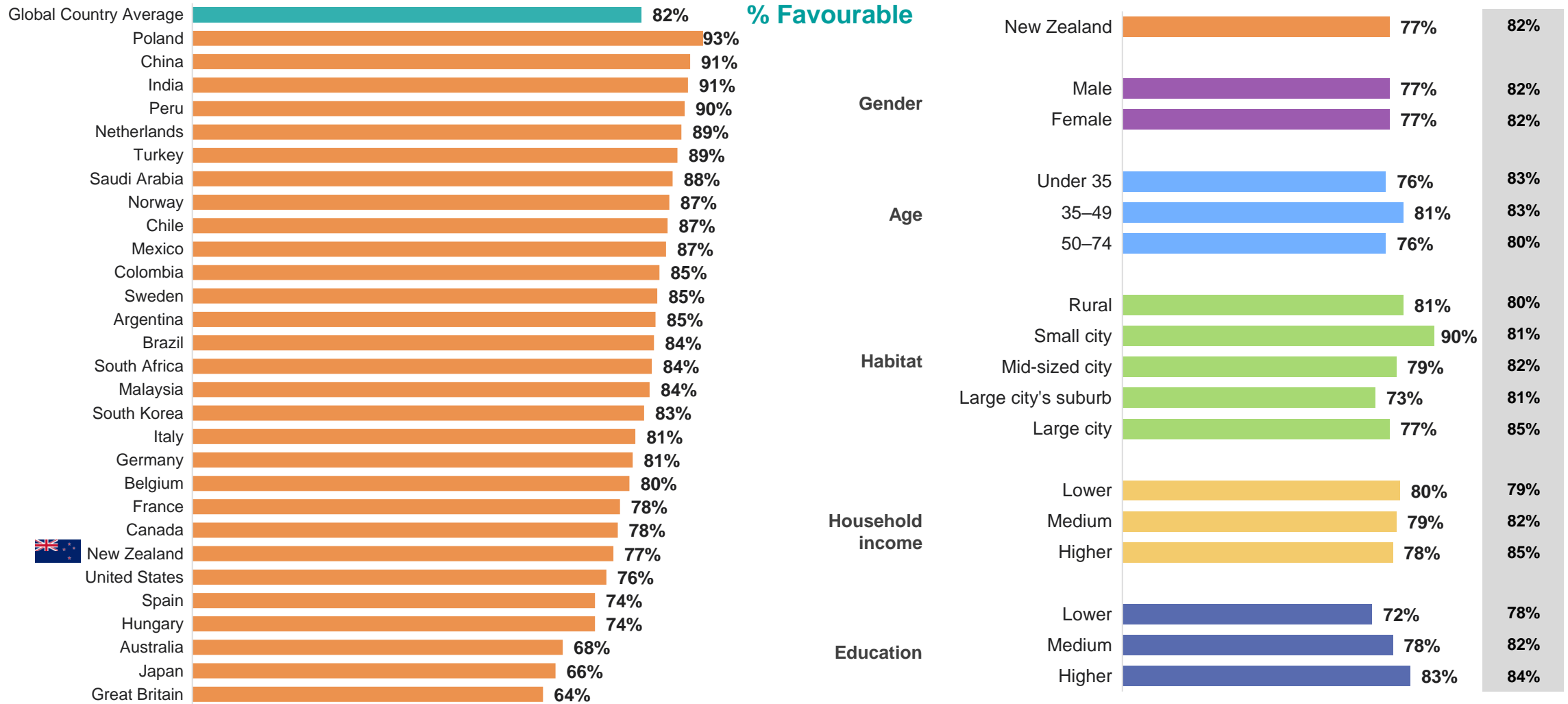
Global average:



# FAVOURABILITY TOWARDS BICYCLES

Q. Generally speaking, do you have a favourable or unfavourable opinion of the way the following methods of transportation are used in your community?

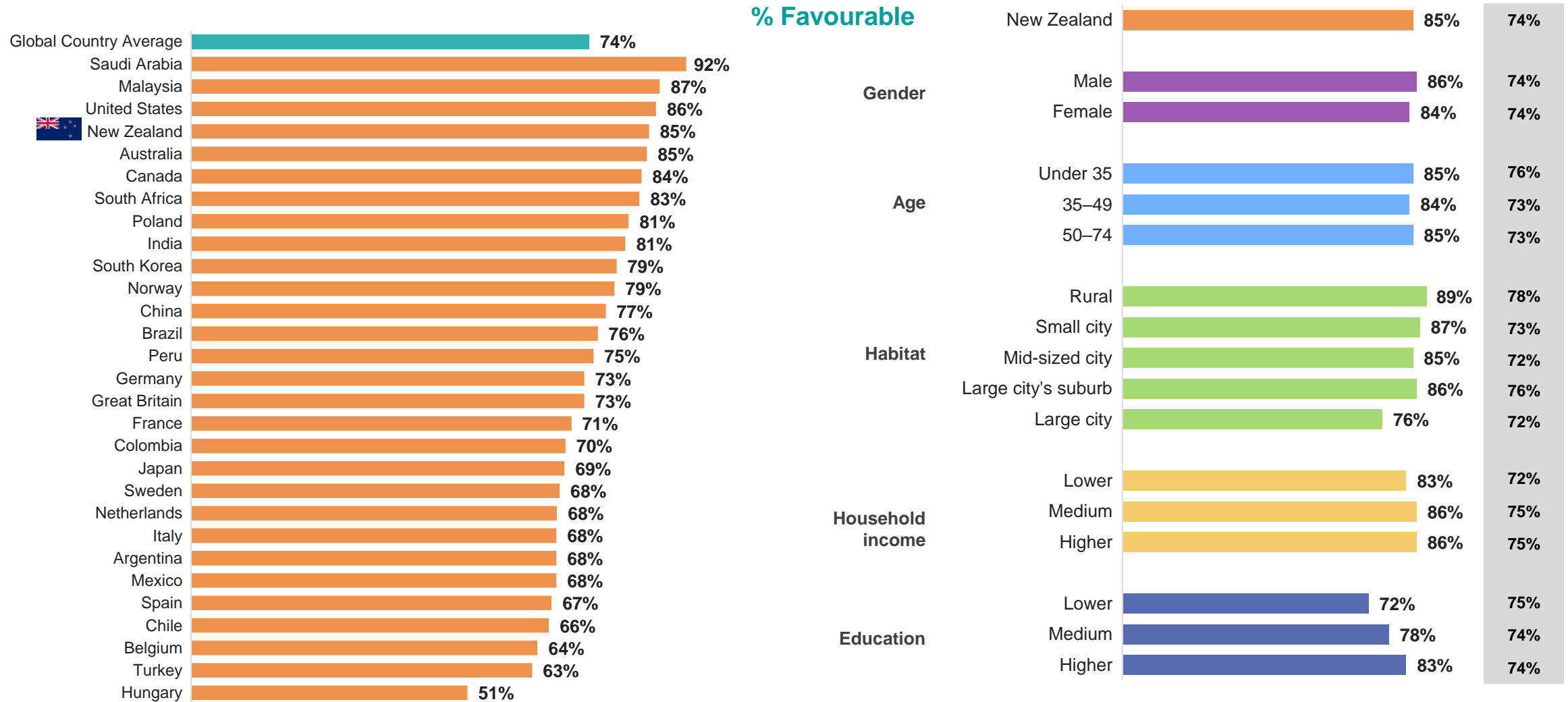
 **Global average:**



# FAVOURABILITY TOWARDS AUTOMOBILES

Q. Generally speaking, do you have a favourable or unfavourable opinion of the way the following methods of transportation are used in your community?

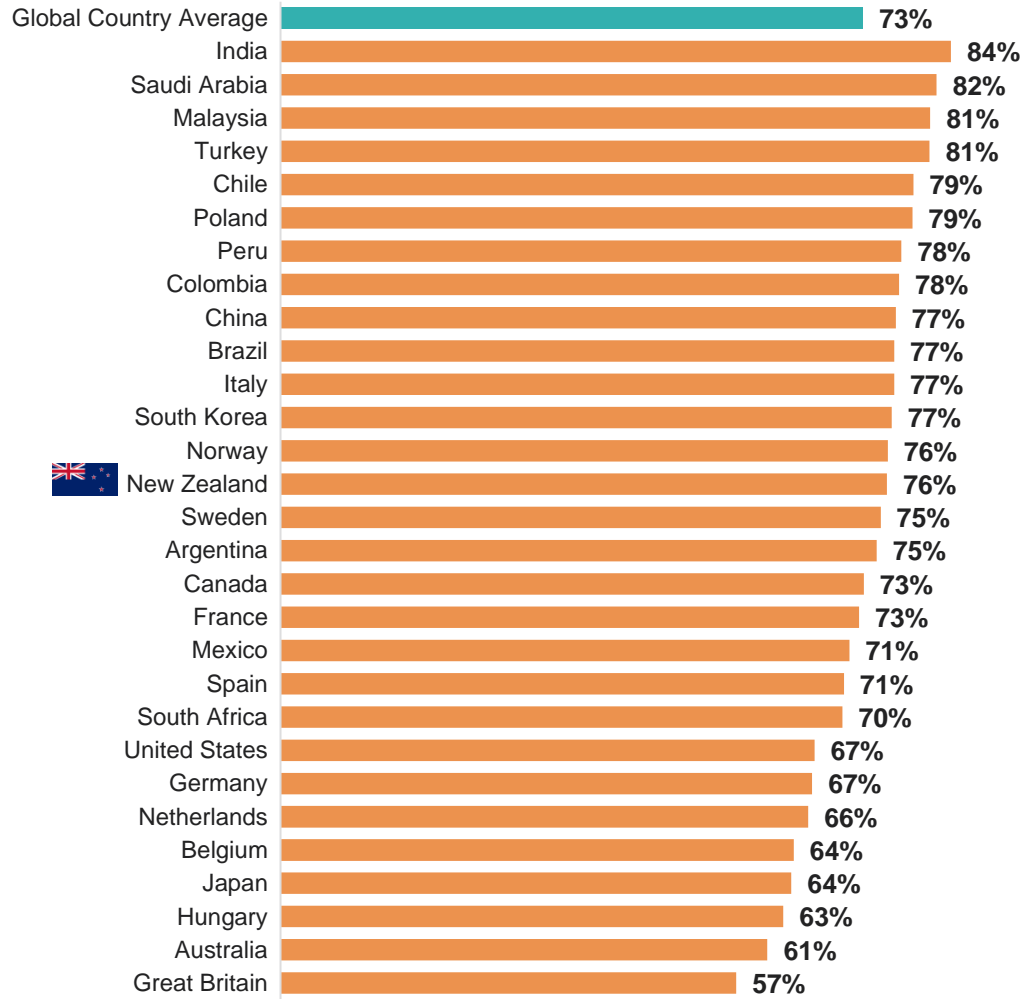
 **Global average:**



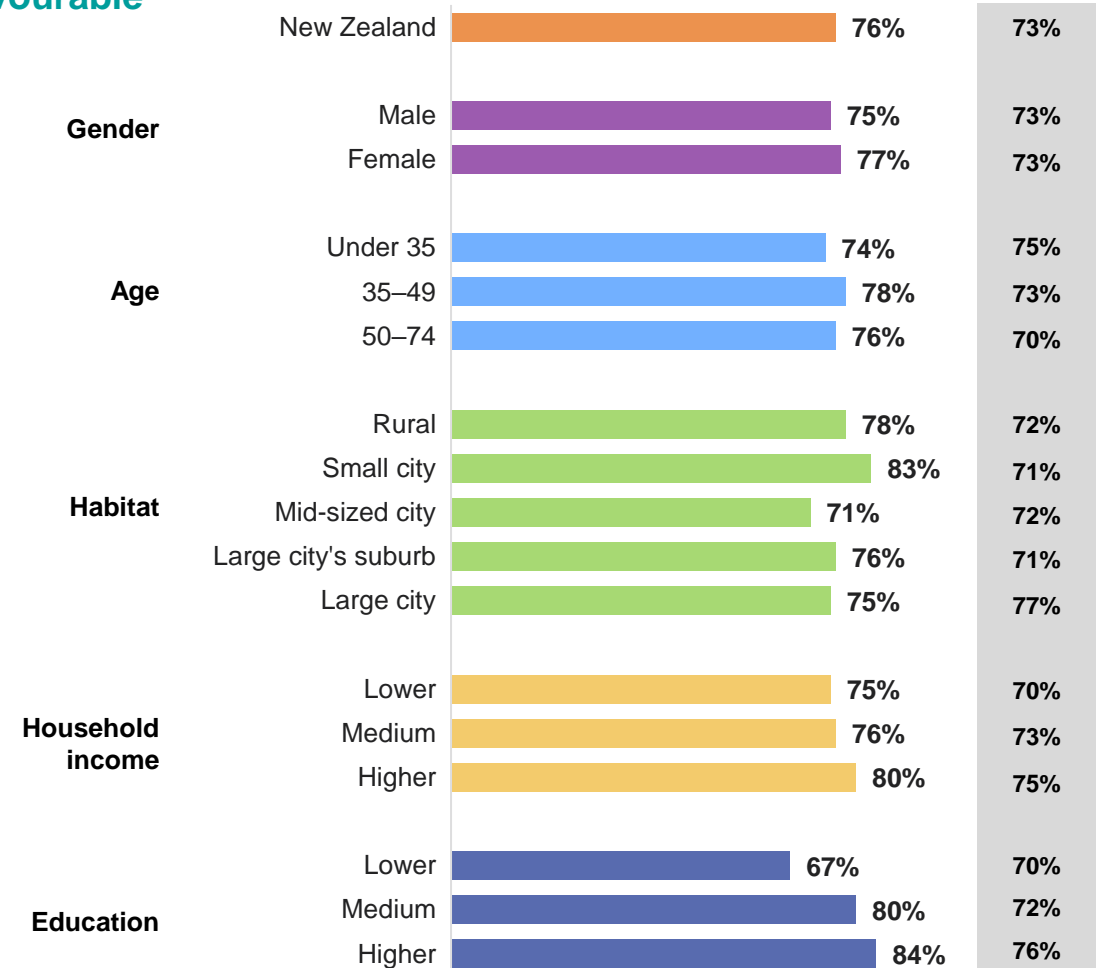
# FAVOURABILITY TOWARDS ELECTRIC BICYCLES (E-BIKES)

Q. Generally speaking, do you have a favourable or unfavourable opinion of the way the following methods of transportation are used in your community?

 Global average:



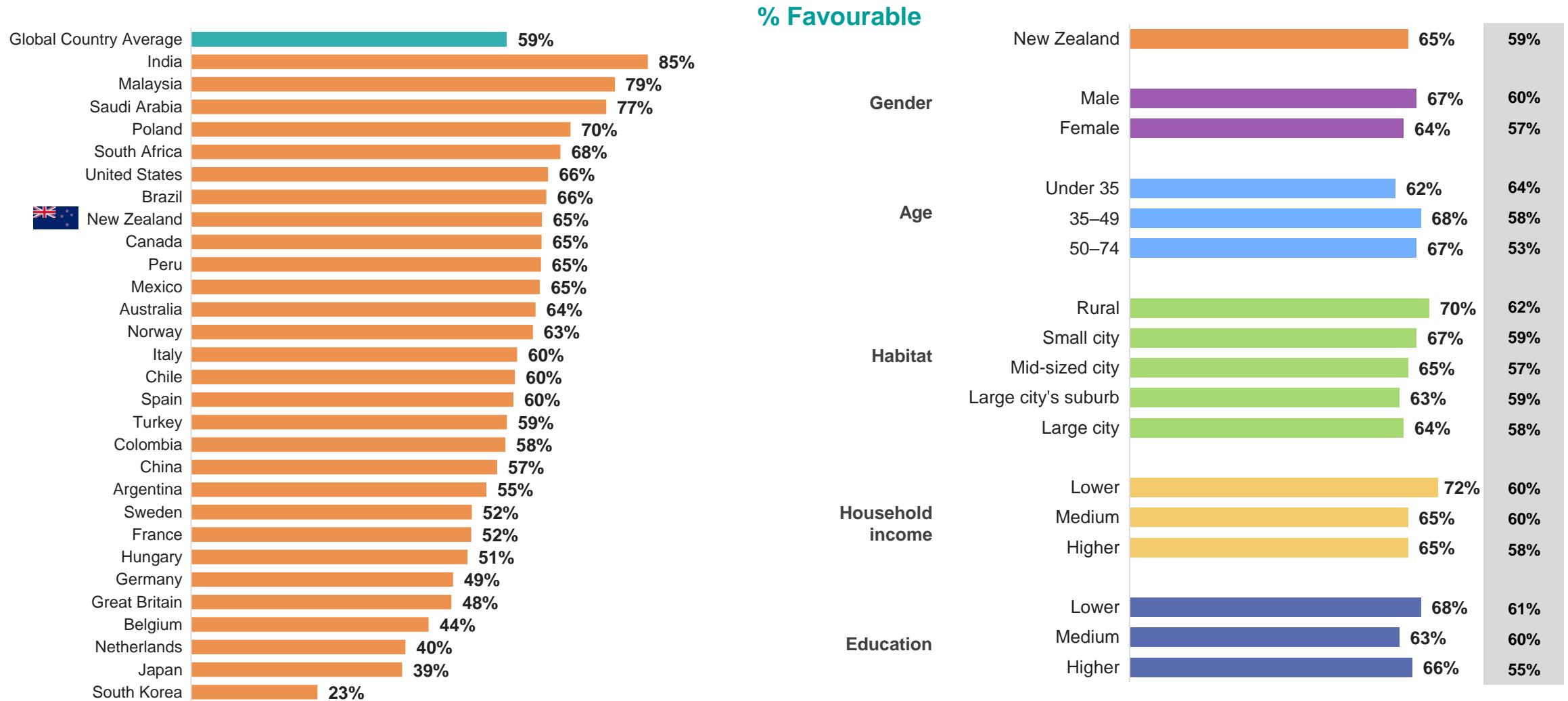
## % Favourable



# FAVOURABILITY TOWARDS MOTORCYCLES / MOPEDS

Q. Generally speaking, do you have a favourable or unfavourable opinion of the way the following methods of transportation are used in your community?

 Global average:

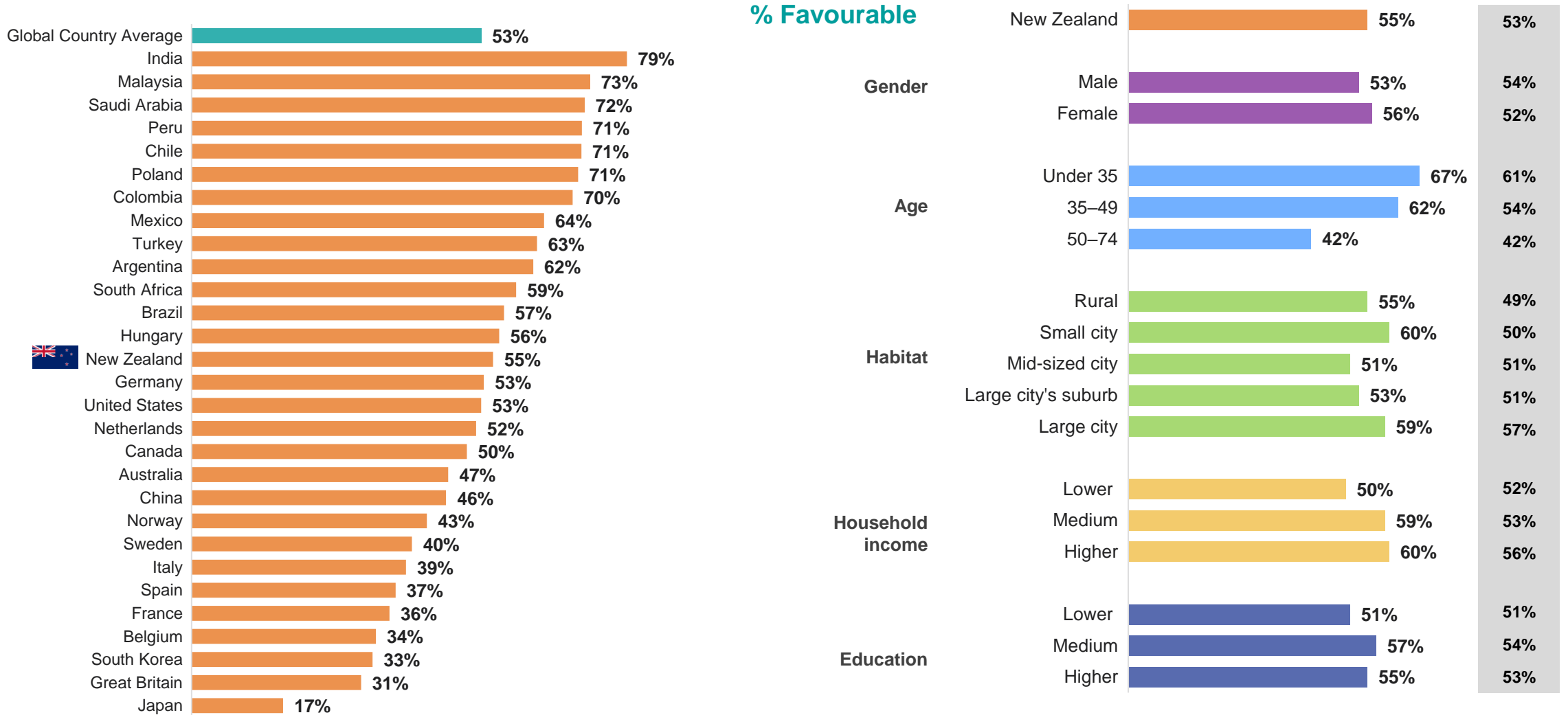




# FAVOURABILITY TOWARDS STAND-UP SCOOTERS

Q. Generally speaking, do you have a favourable or unfavourable opinion of the way the following methods of transportation are used in your community?

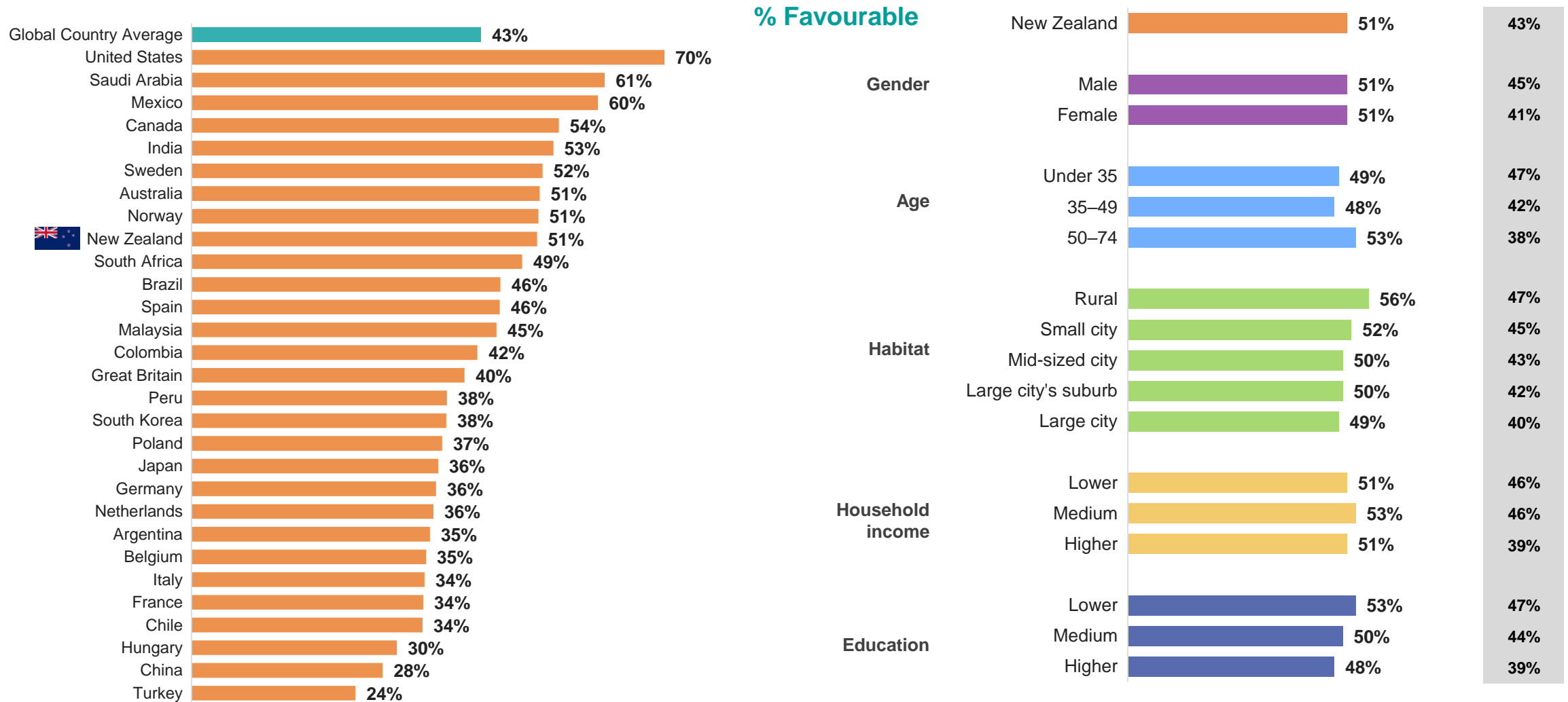
Global average: 



# FAVOURABILITY TOWARDS TRUCKS

Q. Generally speaking, do you have a favourable or unfavourable opinion of the way the following methods of transportation are used in your community?

 **Global average:**



# ABOUT IPSOS

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Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# GAME CHANGERS

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**



**THANK  
YOU**

**GAME CHANGERS**

