

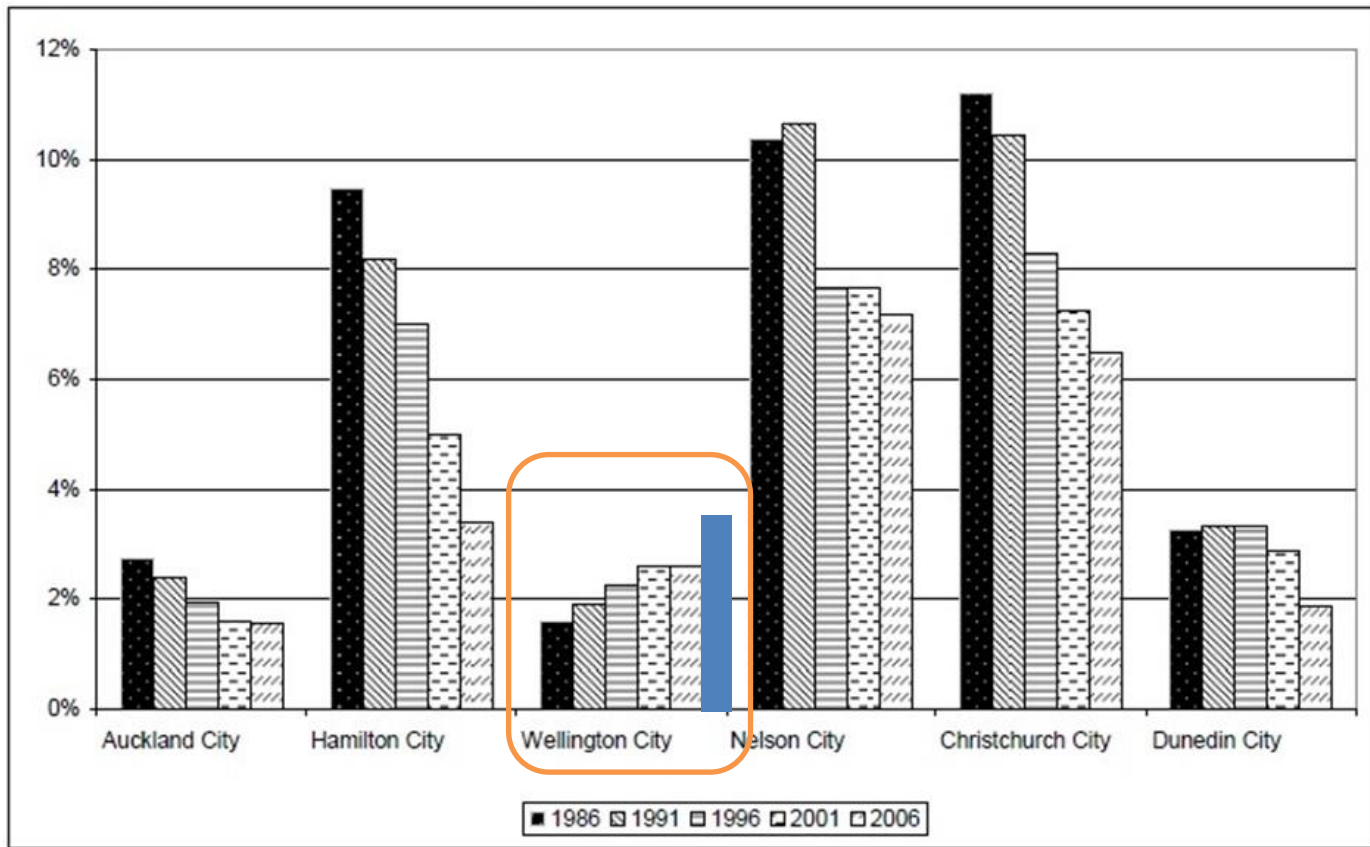
What makes a commuter cyclist?

A study of behavioural antecedents of
commuter cycling in Wellington

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Master of Environmental Studies research supervised by
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Why are people commuting by bike in Wellington?

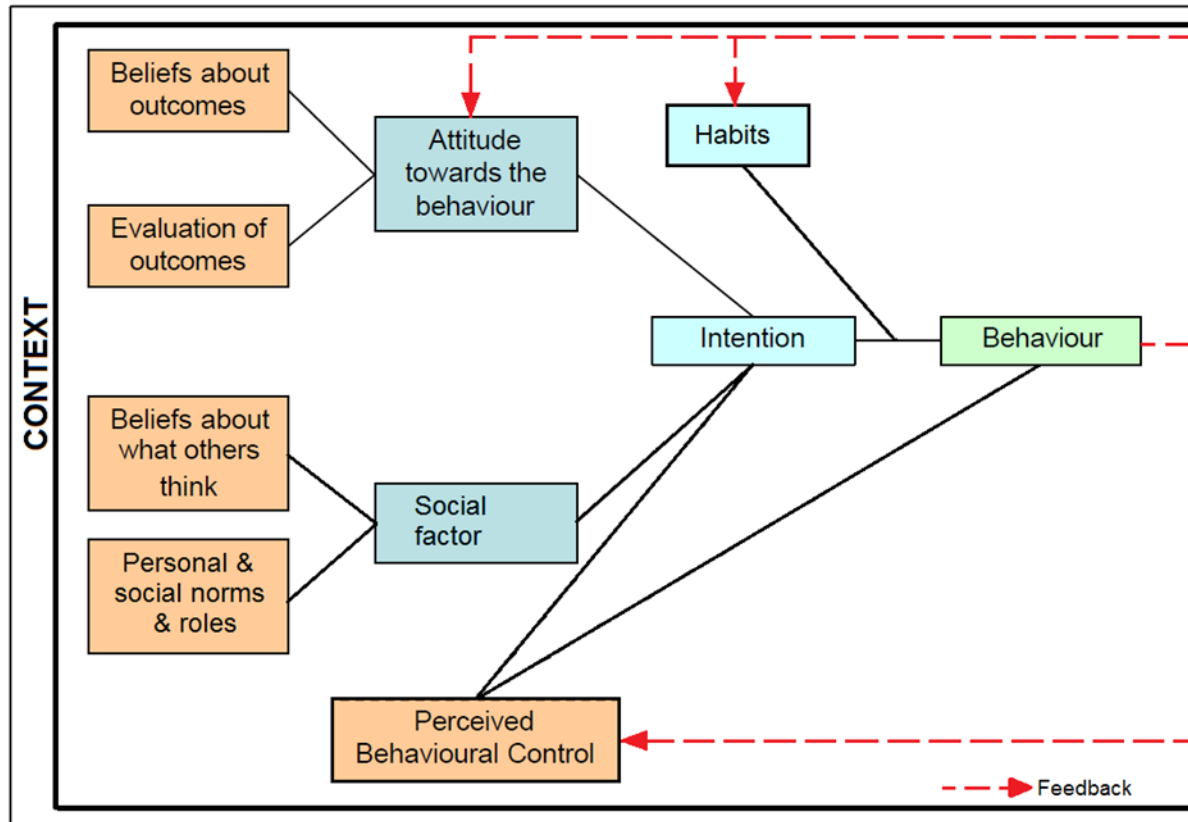


Proportion of workers cycling to work on census day 1986-2006, from Koorey, et al. (2009, p. 3)

Aim

To determine whether recreational cyclists are more amenable to commuting by bicycle than non-cyclists in the Wellington Region

Ajzen's Theory of Planned Behaviour (altered)



Adapted behaviour theory proposed for commuter cycling behaviour

Diagram adapted from Jackson (2005, p. 49)

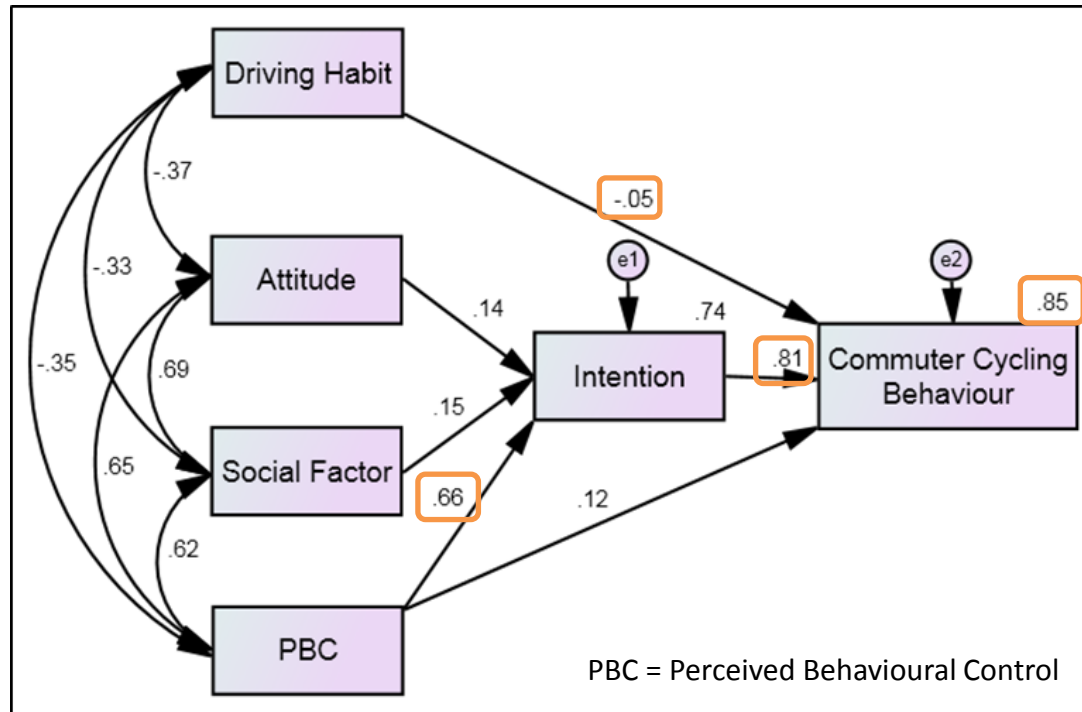
Key research questions

- Does the adapted model explain the choice to commute by bicycle?
- How do variables differ between non-cyclists, recreational cyclists and commuter cyclists?
- Why do people choose to cycle?
- Why do people choose not to cycle?

Methods

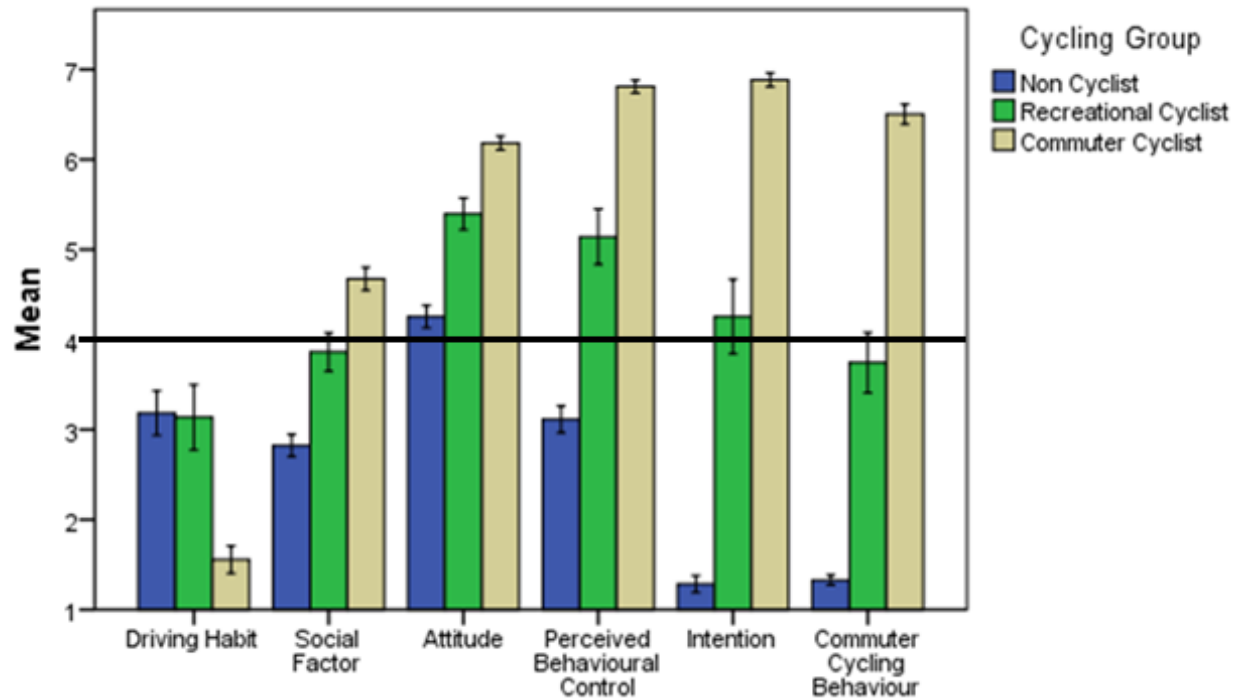
- Online survey of commuters in the region
 - Quantitative questions to group respondents and form composite variables
 - Open-ended questions for qualitative data on barriers and motivations

Results: SEM



Structural Equation Model adjusted Path Analysis Diagram of the modified Theory of Planned Behaviour

Results: ANOVA



Mean scores of all behaviour and antecedent variables for the three cycling groups

Results: Qualitative

- Major reasons for cycling, regardless of purpose:
Health and Enjoyment
- Recreational cyclists had fewer barriers to commuting by bicycle than non-cyclists
- Perceived lack of safety
 - Lack of infrastructure & driver behaviour

Summary

- Recreational cyclists more amenable to commuting by bicycle than non-cyclists
- Perceived behavioural control is most important determinant
- Addressing perceived lack of safety is vital
 - Most asked for dedicated, segregated cycle lanes

Key Insights

- Promote fun, healthy, enjoyable aspects
- Improve perceived safety
 - Cycle skills training is important
- Focus on both recreational & transport cycling
 - Other funding and promo opportunities
 - Collaboration between all groups



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