

here

Where to from **HERE**: Mapping New Zealand's traffic attitudes



Executive Summary

“ Changing working hours by as little as 30 minutes could make a big difference on your daily commute. ”

-HERE Technologies

Struggling to get to work on time? It seems your fellow commuters are in the same boat (figuratively, of course).

New research commissioned by HERE Technologies has revealed that while **New Zealand's roads become unsustainably congested**, commuters remain divided on what they are willing to change in order to streamline their journeys.

Some travellers are starting to evolve their transport habits with increased use of PT and renewed interest in rideshares, with a growing number of New Zealanders even opting to sell their cars in favour of shared transport services. But over a third of the country (37%) have resigned themselves to the fact that congestion is now 'just a part of life,' unaware of how specific modes of transport might be impacting their journey.

Can we shift this narrative? **Congestion is not just about clocking in before 9am, or avoiding unnecessary hours in a stuffy car.** Traffic jams are the largest cause of air pollution and one of the largest contributors to excessive carbon footprints. They impact people's happiness, where they choose to live, how productive we are as a society and the success of our economy.

Already, Auckland is losing around \$3.5million per day to traffic congestion, despite efforts from the public and private sectors to increase road capacity and invest in new public transport and cycling infrastructure. And cities like Auckland, Hamilton and Christchurch ranked in the top 10 for congestion problems across Australia and New Zealand last year.

According to the latest Census data, Aotearoa boasts an average of only 0.86 vehicles per person, but the number of vehicles on the road is ever increasing. With New Zealand's population growth breaking records each year, and the threat of congestion pricing ever-present, improving our transport networks to positively impact the commuter experience is now increasingly urgent.

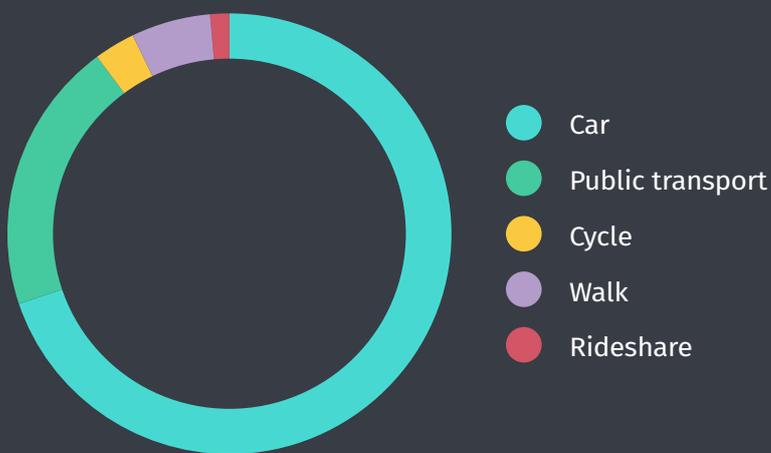
At HERE, we know that location technology and historical traffic can help New Zealand's major cities make more informed decisions on urban planning and infrastructure projects. As the leading provider of location technology to cities, transport authorities and on-demand service providers, we know that without this data at hand, governments, industries and businesses can't create the infrastructure needed to ease the proverbial jam. Furthermore, giving commuters access to this real-time data empowers them to make more informed transport choices.

This latest research project **surveyed 1000 respondents** (aged 18+) hailing from Auckland, Wellington and Christchurch to find out: how congestion is affecting commuter transport choices; the ways commuters are willing to change their habits to relieve congestion; and what's holding them back from this evolution. The analysis of routes within each city was conducted using HERE's historical traffic data and real-time route planning technology.

The consensus is that, while various hindrances remain, the majority of New Zealand are open to change. To help pave the way forward, this paper explores the current world of the New Zealand commuter and provides an authoritative perspective on how we can evolve in search of smarter, more sustainable cities.

— Daniel Antonello,
Director of Australia & New Zealand, HERE Technologies

From N to Z: A snapshot of the New Zealander commute



70.7%



19.4%

**70.7% of
New Zealand
commuters
travel by car**

**A fifth (19.4%) use
public transport**



2.7%



6.6%

**Cycling is low,
at only 2.7%**

6.6% walk to work



0.6%

**Only 0.6% commute
by rideshare**

New Zealand's biggest growth areas in response to congestion are **taking public transport more often (44%)** and **using rideshare services (28%)**.

In the future, 8% of New Zealanders would turn to driverless vehicles to enable traffic to flow more smoothly.

It seems that whatever people choose, they are likely to be on the roads (as opposed to choosing walking or cycling) so congestion still needs to be addressed.



The road to change: Alternatives gaining traction

15.7%

of New Zealanders haven't changed their commuting habits in recent years

44.3%

are taking public transport more often

28.1%

of NZ commuters have started using rideshare options like Uber or Lyft

Almost a fifth

are giving up their car for part or all of their journey in favour of walking or riding more often

11.8%

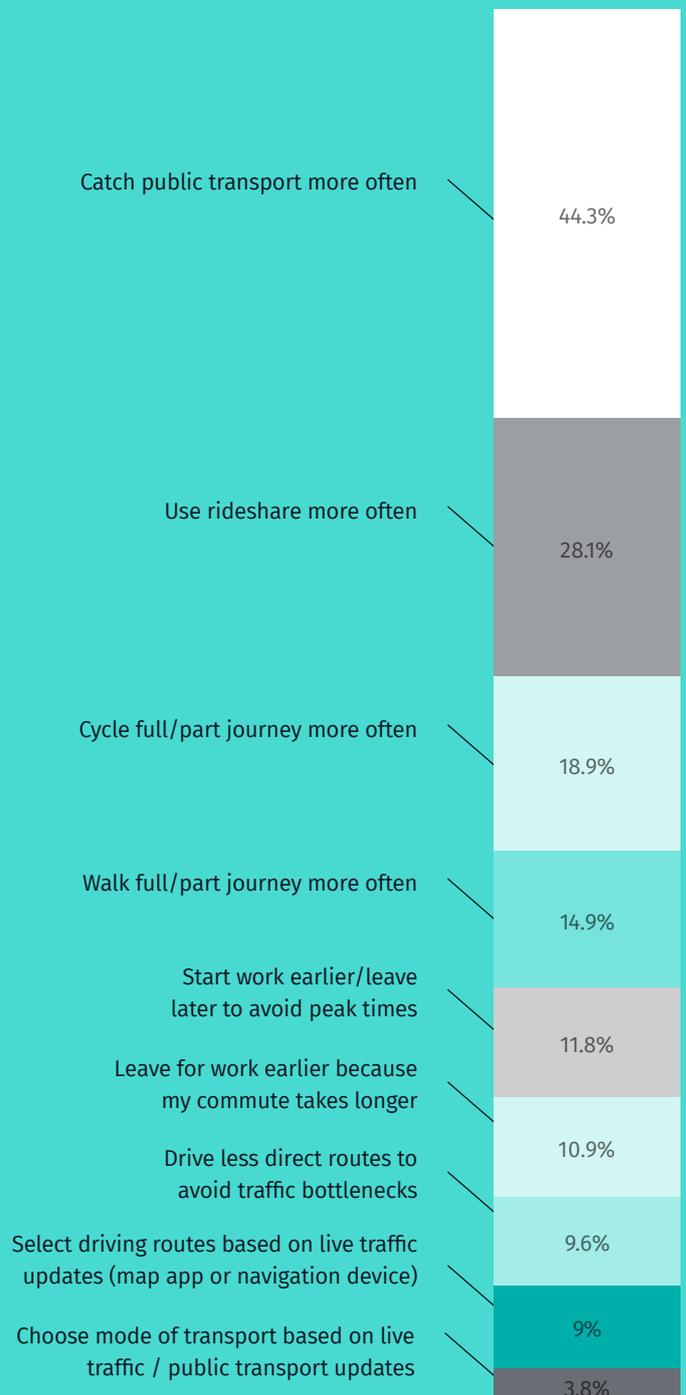
are changing their travel times to avoid peak traffic

9.6%

are evolving their routes to avoid jams

9%

change their routes in real time based on live traffic updates



An attitude analysis

The majority of commuters are willing to change their commuting habits to help relieve congestion

11.2%

aren't willing to change their travel habits

Two fifths (41%)

are willing to opt for public transport more often

Only 15%

said they'd try working more flexible hours

About 60%

of people would consider selling their first or second car to use rideshare services

21.7%

are willing to cycle or walk more often

Only 5.1%

are willing to pay a congestion toll or higher city parking fees (to compensate for driving a car in the city)

10.6%

are willing to use 'park and ride' services more

Almost 60% of people in Wellington would sell their car and rideshare to ease congestion, but 62% of those from Christchurch wouldn't.



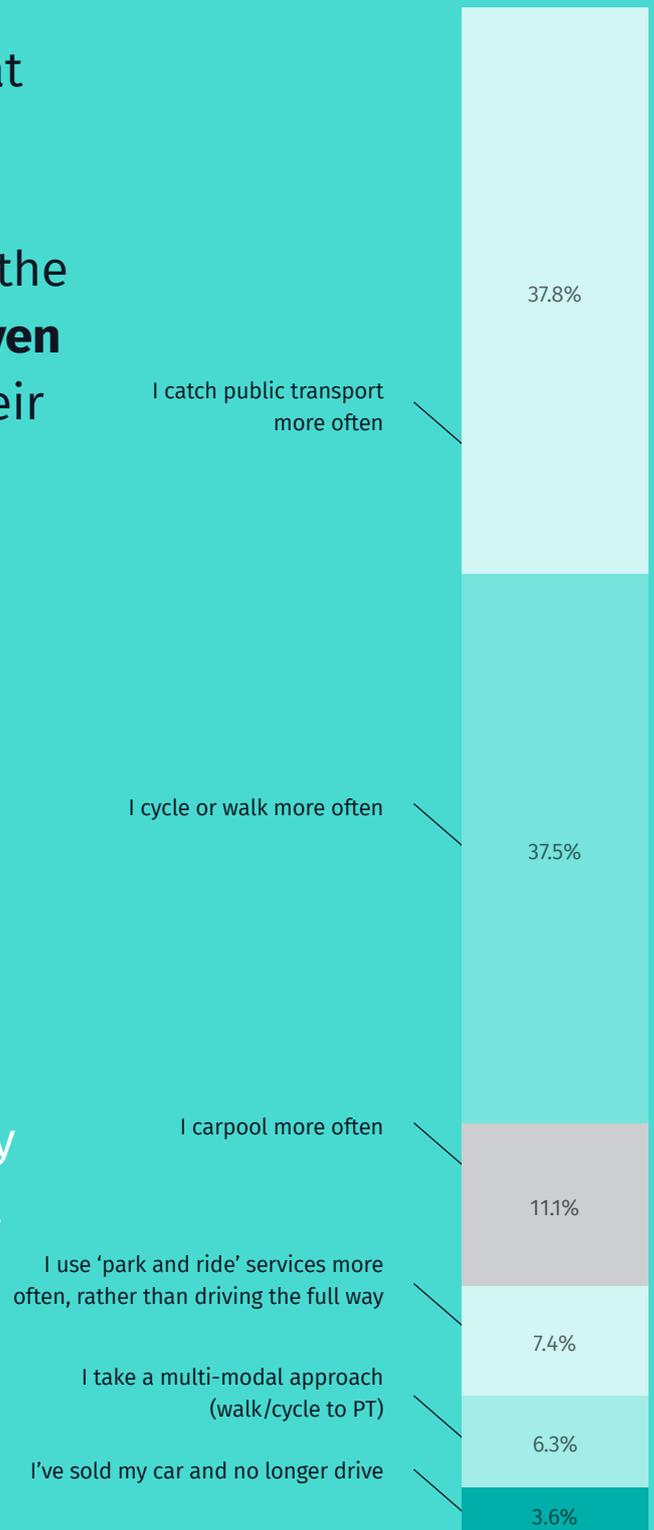
Are climate change concerns driving alternatives?

While almost a third (**29.6%**) of New Zealand's commuters say that **concerns about the planet are not influencing their commuting decisions**, the rest certainly have the climate in mind. **4%** have even **given up their car** altogether to ease their emissions.

Climate change hasn't impacted Christchurch's travel habits as significantly as other cities (**54%**)



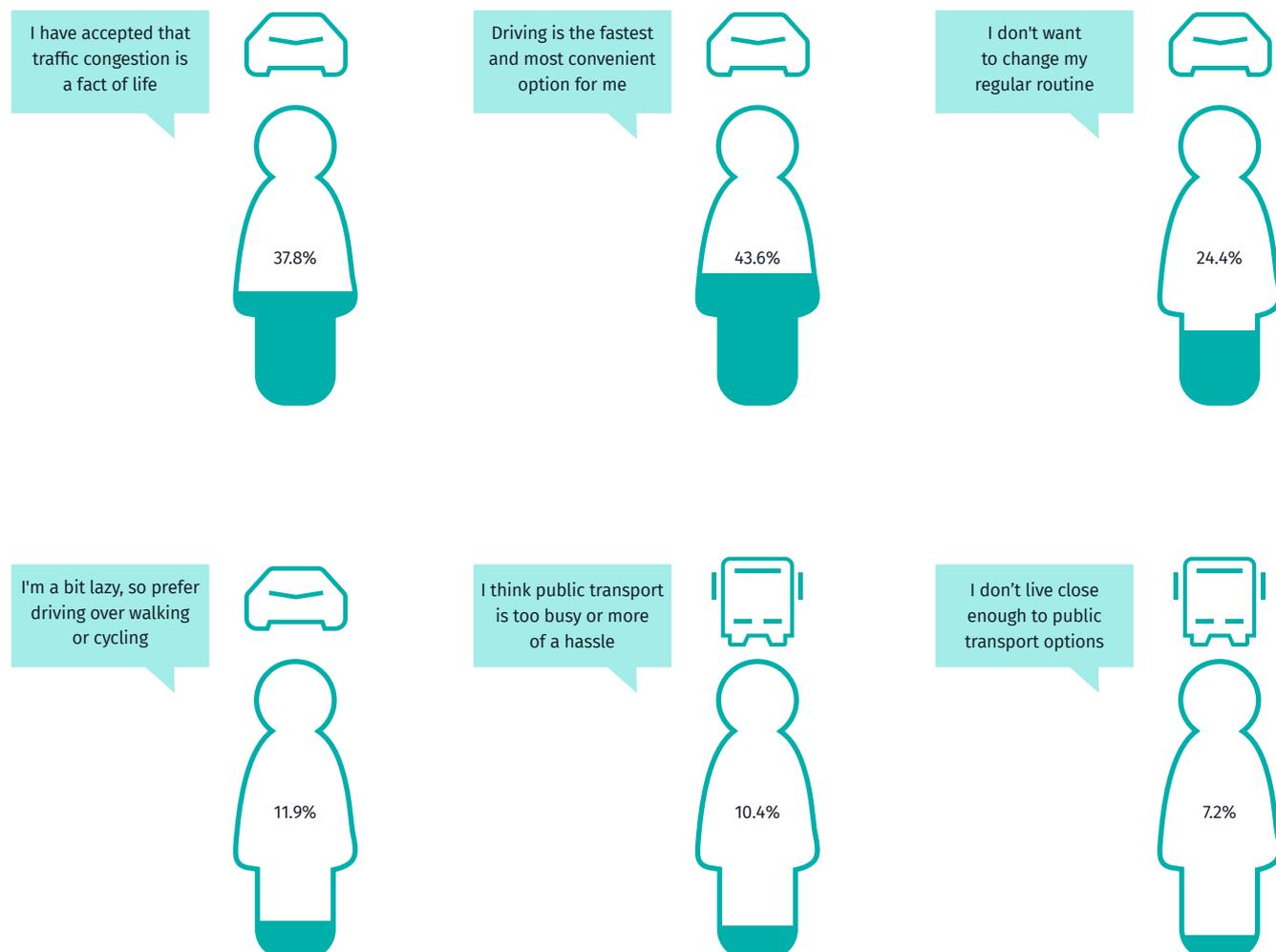
Cycling is current the least popular commuter method, but also one of the highest growing, especially when driven by climate change concerns.



Convenience still wins out

In terms of what holds people back, a significant **37%** have just **accepted congestion as a fact of life**, with a further **43%** find **driving to be the fastest and most convenient**. **24% don't want to change** their routine.

This all points to a need to give people control over their journeys and make switching things up feel less like a dice roll and more something that people take control of to minimise the impact of their commute on their lives.



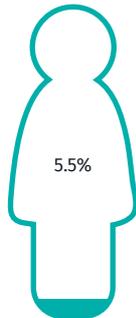


I don't feel safe riding or there are not enough dedicated cycling lanes on my route



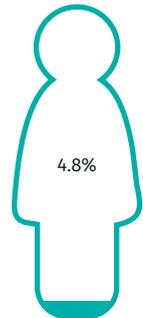
7.3%

I don't feel safe walking



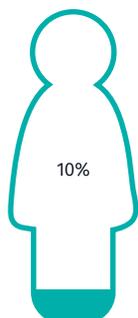
5.5%

I don't feel safe on public transport



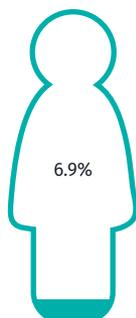
4.8%

I think public transport is too unreliable or too expensive



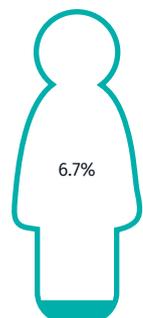
10%

I like the comfort of my car so would prefer to waste time in traffic than take public transport or walk/cycle

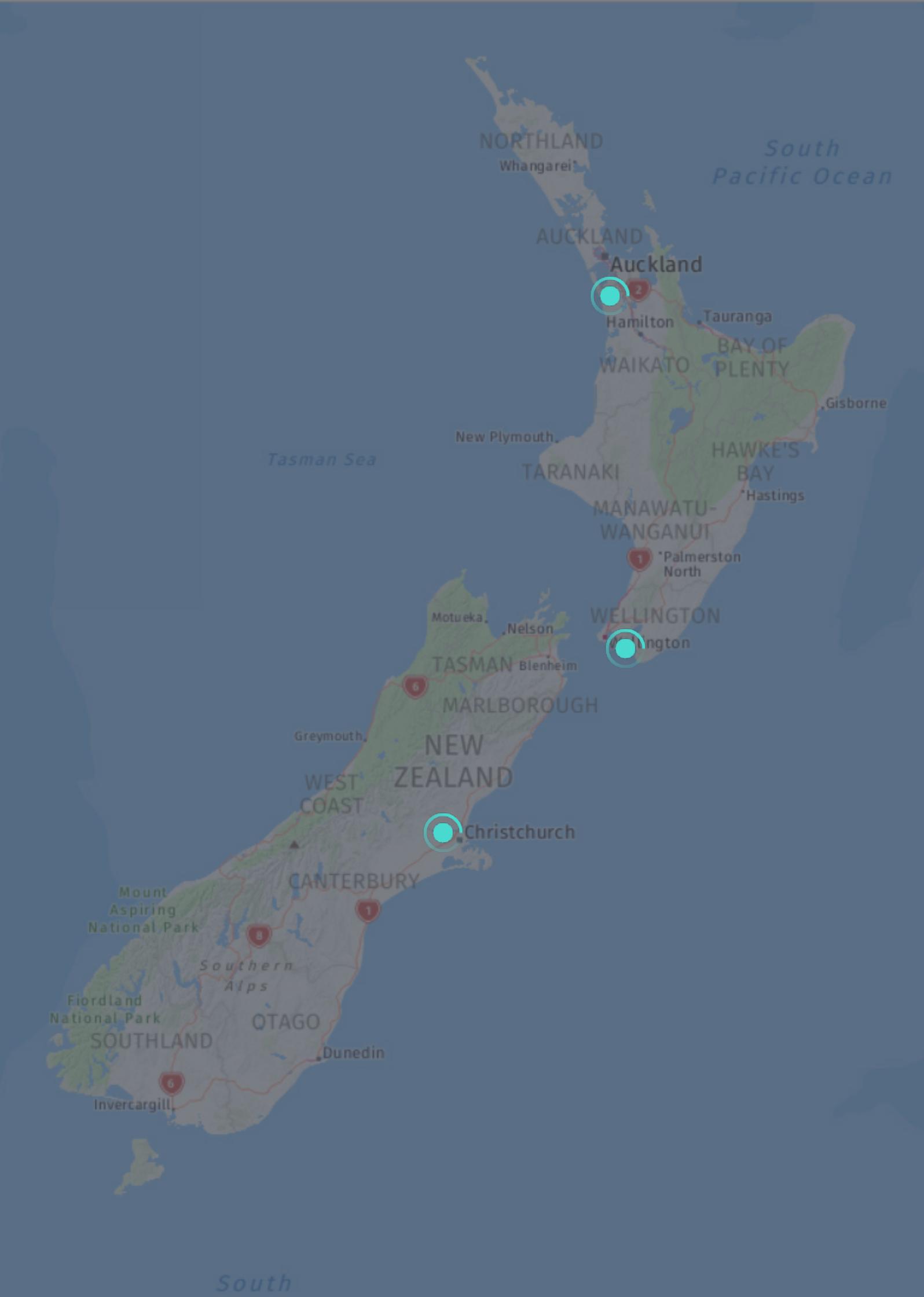


6.9%

The weather is too unreliable so it's easier to drive than walk, cycle or catch public transport



6.7%



NORTHLAND

Whangarei

South Pacific Ocean

AUCKLAND

Auckland



Hamilton

Tauranga

WAIKATO

BAY OF PLENTY

Gisborne

New Plymouth

Tasman Sea

TARANAKI

HAWKE'S BAY

Hastings

MANAWATU-WANGANUI

Palmerston North

WELLINGTON

Wellington



Motueka

Nelson

Blenheim

TASMAN MARLBOROUGH

NEW ZEALAND

Greymouth

WEST COAST

Christchurch



CANTERBURY

Mount Aspiring National Park

Southern Alps

Fiordland National Park

OTAGO

SOUTHLAND

Dunedin

Invercargill

South

Fast comes first: Travel time in NZ metros

In addition to the consumer research detailed in this paper, analysis of HERE's historic traffic data and routing technology also helped to explain the quickest methods and modes of transport within New Zealand's biggest cities. What we found was consistent: driving is still often the fastest route into the CBD, **calling for improvements to the country's alternative options.**

Interestingly, access to public transport across the country was surprisingly easy, meaning that very few commuters need to walk long distances in order to reach their transport options. But taking into consideration the loss of productivity, parking, fuel, tolls and environmental footprints that comes with cars, it's hoped this analysis will help decision makers see that faster alternative options are needed if we're to reduce car preference across the country.

City	Suburb	Distance	Car	Public Transport	Bicycle	Walk	Bike + PT
Wellington	Aro Valley	2km	7 mins	20 mins	7 mins	23 mins	10 mins
	Petone	14km	26 mins	39 mins	64 mins	n/a	31 mins
Auckland	Mount Eden	4km	11 mins	25 mins	20 mins	45 mins	20 mins
	Howick	21 km	39 mins	71 mins	84 mins	n/a	65 mins
Christchurch	Merivale	3.5km	9 mins	19 mins	14 mins	37 mins	18 mins
	Kaiapoi	22 km	31 mins	52 mins	82 mins	n/a	48 mins



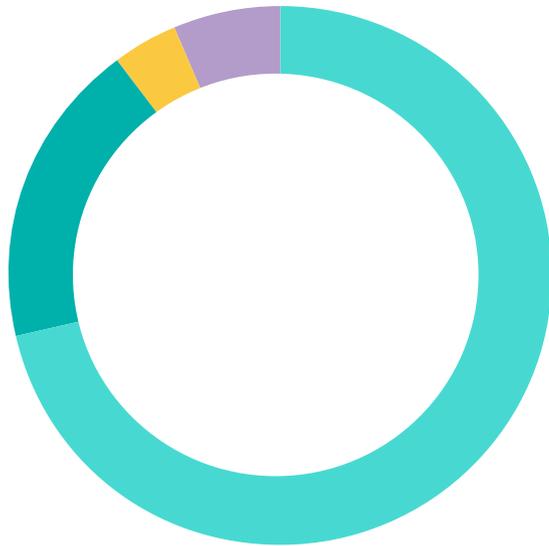
City by city: How our metropolises fair

It is invaluable to be able to make statements about the state of New Zealand's transport networks in general, but city-specific findings can have a significant impact for local public and private sector decision makers.

In the context of each city, this data can help guide evidence-based infrastructure policy and planning decisions, with national stakeholders able to monitor each hub for wins and warnings. As such, we dived deeper into New Zealand's largest cities.

Wellington

How Wellington commutes



- Car
- Public transport
- Cycle
- Walk



most likely to sell their car in favour of rideshare



are using PT more, with 35% willing to commit to PT



would change mode due to live traffic updates



have recently started walking more, with 17% willing to commit



work flexible hours to avoid traffic



believe that driving is the fastest and most convenience



accept that traffic is a part of life



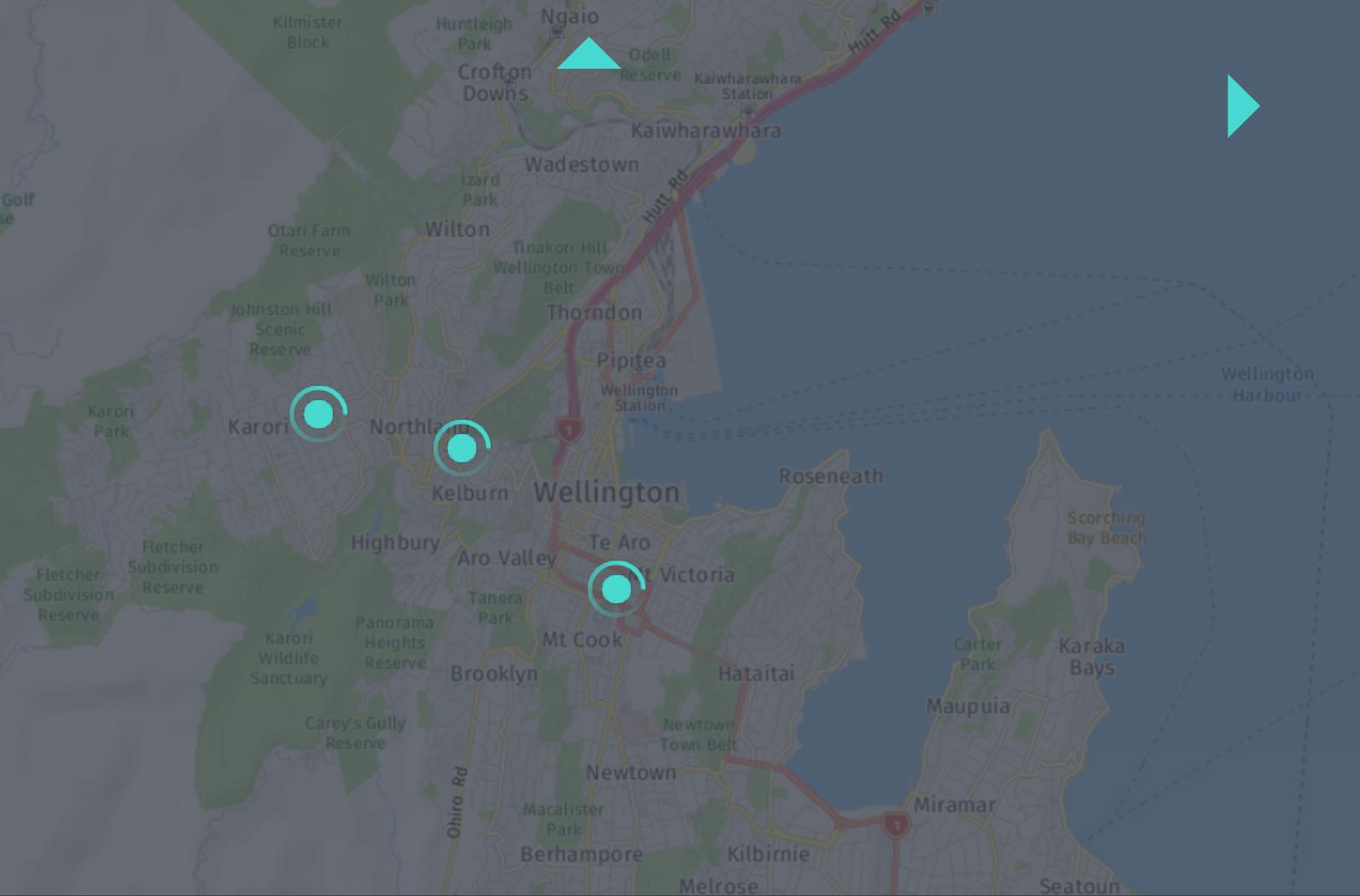
don't want to change routine



admit to being lazy



think Wellington has worse traffic congestion than Melbourne



Fastest commute into the city: The analysis of HERE's historic traffic data and routing technology shows the fastest transport options to get into the Wellington CBD – by either one or a combination of modes:

ARO VALLEY - 2 km

- 7 mins 
- 20 mins 
- 7 mins 
- 23 mins 
- 10 mins 

THORNDON - 3 km

- 9 mins 
- 15 mins 
- 10 mins 
- 21 mins 
- 15 mins 

KARORI - 5 km

- 14 mins 
- 20 mins 
- 23 mins 
- 55 mins 
- 20 mins 

CHURTON PARK - 15 km

- 21 mins 
- 45 mins 
- 58 mins 
- N/A 
- 44 mins 

PETONE - 14 km

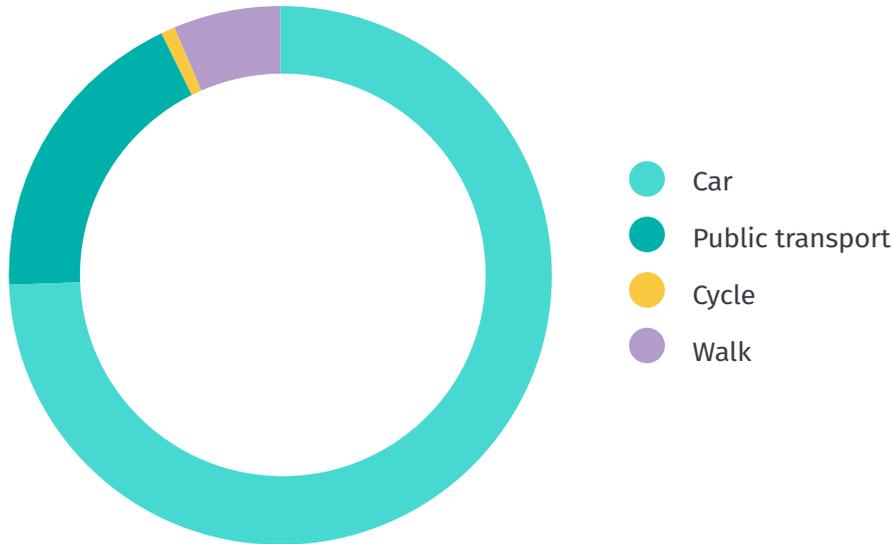
- 26 mins 
- 39 mins 
- 64 mins 
- N/A 
- 31 mins 

POINT HOWARD - 31 km

- 36 mins 
- 58 mins 
- 73 mins 
- N/A 
- 53 mins 

Auckland

How Auckland commutes



most likely to just accept that traffic is a part of life



use PT more, and the same number are willing to give it a go



already leave for work earlier, with 16% willing to try flexible hours



more than one in ten (15%) haven't changed their behaviour



cycle to work – the highest in the country – with 29% keen to start



significantly driven by climate concerns, with 70% changing their ways for environmental reasons



a third (33%) are not willing to change their routine

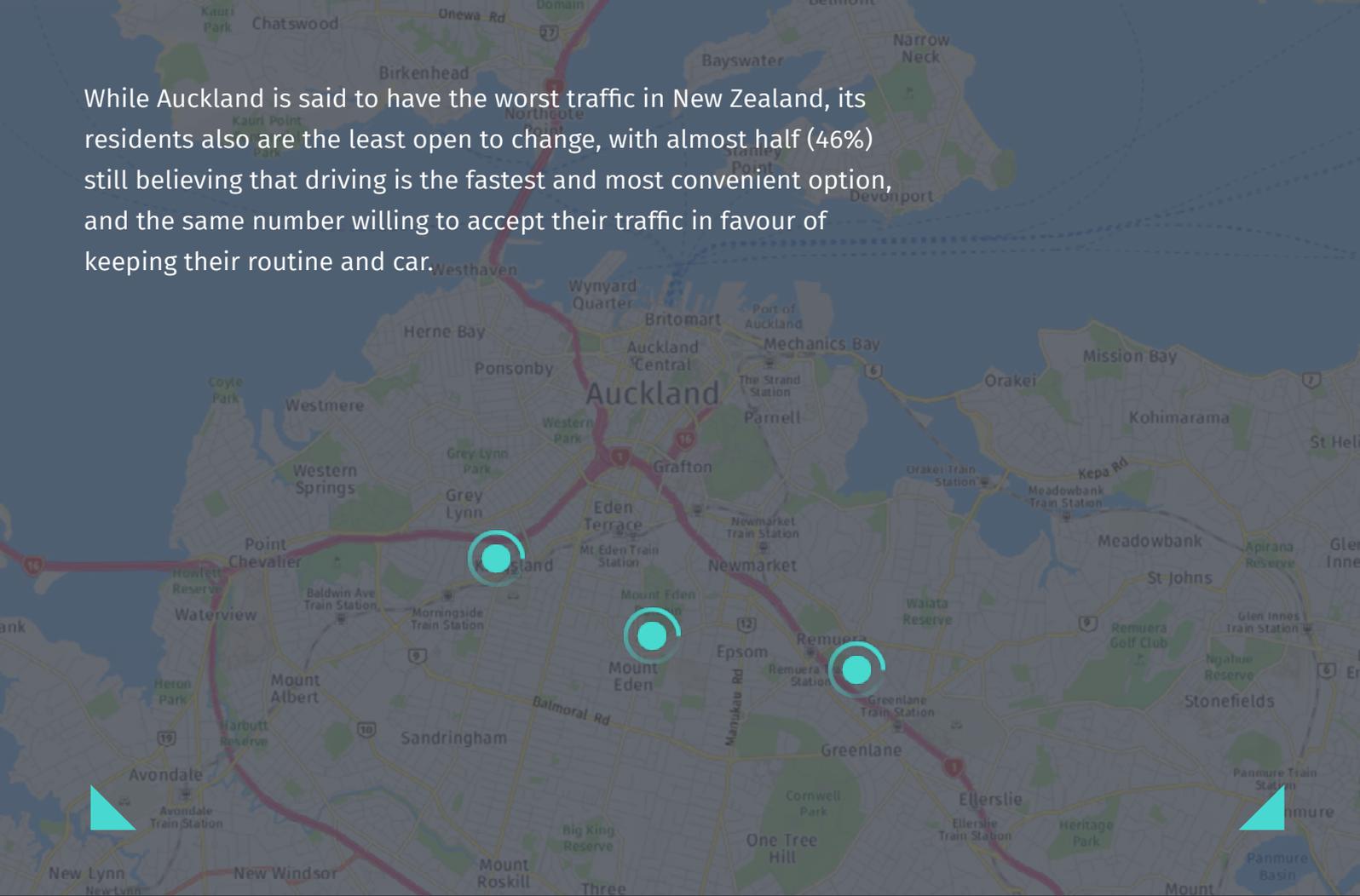


but more than a third (37%) would consider selling their car



think Auckland has worse traffic congestion than Sydney

While Auckland is said to have the worst traffic in New Zealand, its residents also are the least open to change, with almost half (46%) still believing that driving is the fastest and most convenient option, and the same number willing to accept their traffic in favour of keeping their routine and car.



Fastest commute into the city: The analysis of HERE's historic traffic data and routing technology also shows the fastest modes of transport into Auckland CBD:

MOUNT EDEN - 4 km

- 11 mins 
- 25 mins 
- 20 mins 
- 45 mins 
- 20 mins 

REMUERA - 8 km

- 15 mins 
- 30 mins 
- 29 mins 
- 72 mins 
- 30 mins 

GREY LYNN - 3 km

- 10 mins 
- 31 mins 
- 17 mins 
- 36 mins 
- 30 mins 

HOWICK - 21 km

- 39 mins 
- 71 mins 
- 84 mins 
- N/A 
- 65 mins 

OREWA - 37 km

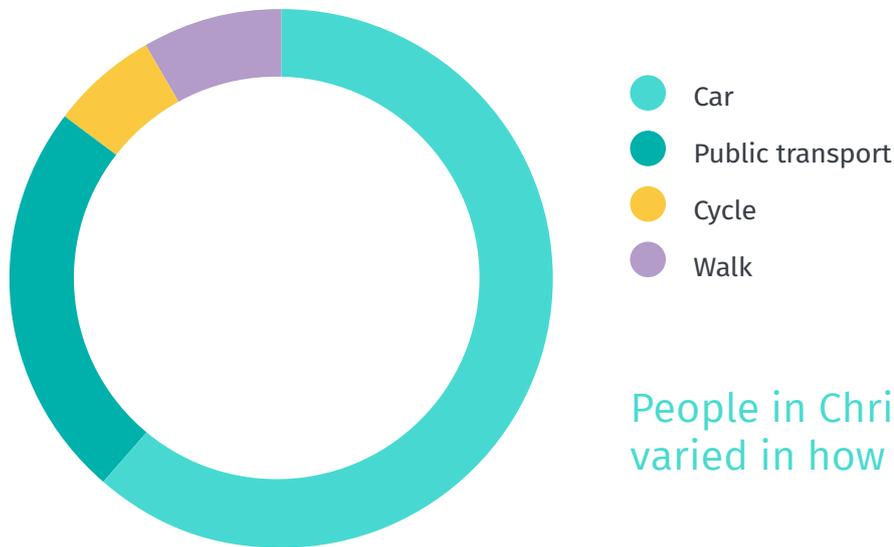
- 51 mins 
- 73 mins 
- N/A 
- N/A 
- 72 mins 

PAPAKURA - 31 km

- 50 mins 
- 76 mins 
- N/A 
- N/A 
- 75 mins 

Christchurch

How Christchurch commutes



People in Christchurch are the most varied in how they commute

<62%

least likely to sell their car
(62% wouldn't consider).

6%

the country's highest
cycling population

29%

public transport use is
lower than other cities

17%

have started walking to work
to avoid traffic, with the same
number willing to try

16%

are starting work earlier,
and 19% are willing to try

26%

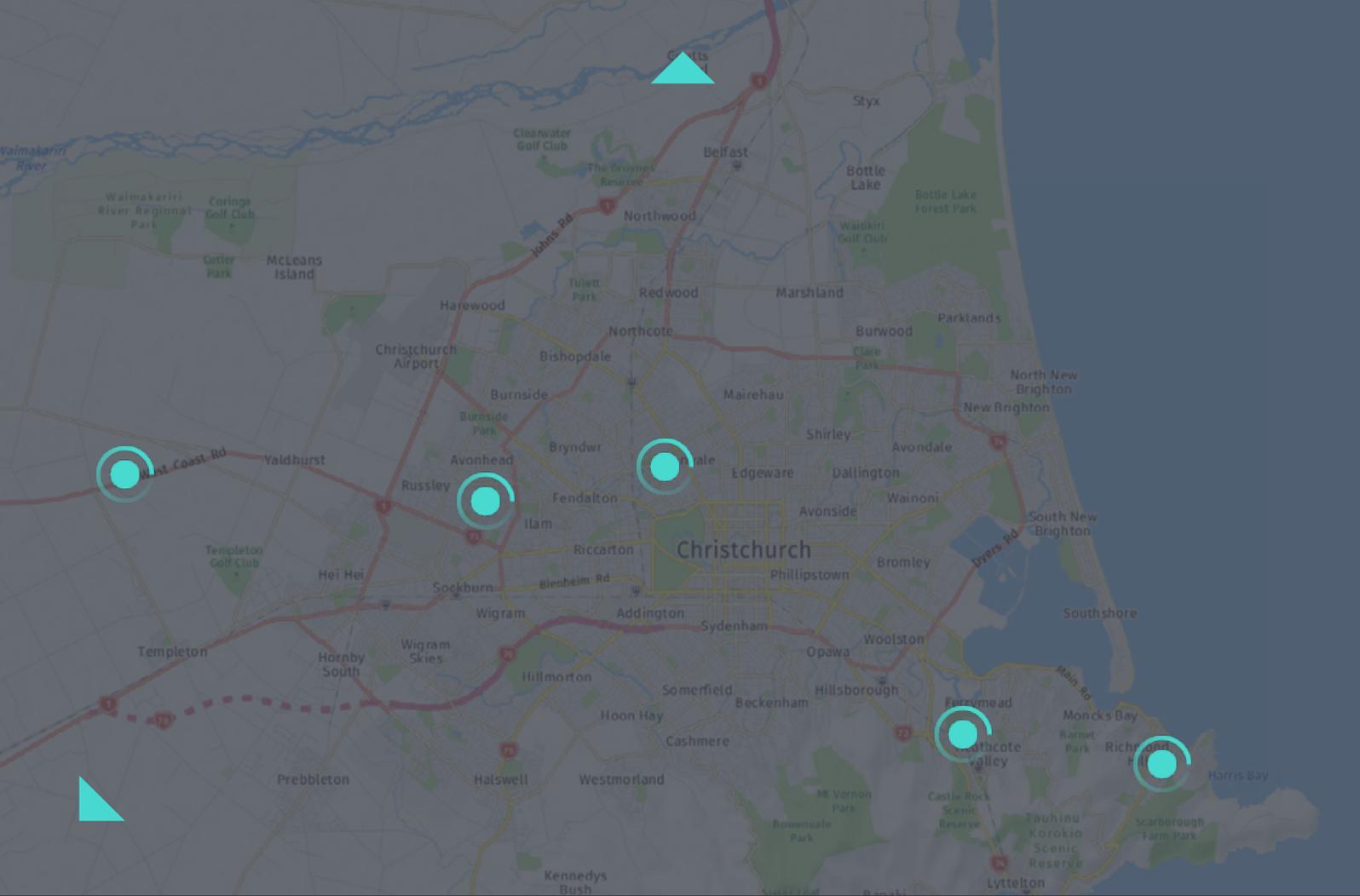
would change their route
based on live updates
– lower than other cities

54%

have not changed
their habits because
of climate change

49%

think Christchurch has worse traffic
congestion than Melbourne



Fastest commute into the city: The analysis of HERE's historic traffic data and routing technology shows the quickest modes of transport into the Christchurch CBD:

MERIVALE - 3.5 km

- 9 mins 
- 19 mins 
- 14 mins 
- 37 mins 
- 18 mins 

FERRYMEAD - 9 km

- 19 mins 
- 42 mins 
- 39 mins 
- 96 mins 
- 32 mins 

ILAM - 6 km

- 16 mins 
- 27 mins 
- 25 mins 
- 77 mins 
- 26 mins 

SUMNER - 13 km

- 25 mins 
- 39 mins 
- 56 mins 
- N/A 
- 38 mins 

KAIAPOI - 22 km

- 31 mins 
- 52 mins 
- 82 mins 
- N/A 
- 48 mins 

LINCOLN - 24 km

- 33 mins 
- 64 mins 
- 84 mins 
- N/A 
- 54 mins 

Congest less:

Key recommendations for smarter cities

With New Zealand's population set to hit 5.5 million by 2025, something has to be done to unclog our cities' arteries. Automated and connected vehicles might eventually help ease some of the strain, but it will be a while before that driverless future becomes a reality, and we need an interim solution.

Thankfully, improving everyday use of the multi-modal transport network can have an immediate and significant impact on our traffic reality.

In order to realise a sustainable future for New Zealand's road networks, we need to be engaging citizens with clear, timely and relevant information about the speed, price and sustainability of their available transport options.

This way, commuters can accurately choose whether to cycle, catch public transport or use a combination of transport modes based on real-time traffic information and any relevant disruptions to public transport systems or road network. This live mapping information can also detect the speeds and traffic conditions on New Zealand's roads, right down to helping commuters anticipate which lane of traffic to drive in to avoid the Monday morning jam.

In fact, if we can improve adoption of today's innovative location technologies, New Zealand's commuters can wake up to a notification on their smartphone saying that this morning, because of a faulty train line, taking an uber or riding their bicycle will get them to work faster. It's all about making real-time, informed decisions about the changes they are willing to implement, while authorities evolve the commuting landscape behind the scenes.

Turning a corner

Of course, building smarter cities is no mean feat, and requires coordination between hundreds of disparate systems, testing in real-world environments and collaborative input from governments and industry leaders. But with collective effort, we can untap the potential of location technology and analysing historical traffic data, helping leaders make more informed decision on an urban planning and infrastructure level.

And data about commuter fears and perceptions also provides a powerful foundation for drivers to make better choices.

Better and more affordable alternate transport options, and increased availability of smart city technologies for commuters and decision makers alike, will help pave a far less congested road forward.

About HERE Technologies

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely.

To learn more about HERE, please visit www.here.com and <http://360.here.com>

For more information or further discussion, please contact Daniel Antonello at daniel.antonello@here.com

Methodology

This survey was conducted via Pollfish in January 2020 using an online survey method. It was completed by 1000 New Zealanders aged 18 and over.