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## **Gautrain will do B-Y, but what about A and Z?**

BRYANSTON – A recent Synovate survey has confirmed that the feeder systems and parking areas at the stations will play a crucial role in ensuring the success of the Gautrain.

24% of the target group of the Gautrain – car commuters travelling between Tshwane and Johannesburg indicate that transport to and from the Gautrain stations would be one of the main barriers to actually using the Gautrain.

This is less of a concern for taxi-goers currently travelling the same route. Only 10% of those interviewed indicated that transport to and from the station would stop them from using the Gautrain.

Taxi-goers, however, have demonstrated a higher intention to walk or take a taxi to and from the Gautrain stations and this could be the reason for the comparatively lower levels of concern about parking and bus systems.

On the other hand, a high percentage of car commuters intend parking at one end (71%) and using the bus service at the end (50%), so the elevated importance attached to investment in these aspects of the Gautrain is unsurprising.

<b>How do you think you would get from your home to the station? Would you...?</b>	<b>Car commuters</b>	<b>Taxi Commuters</b>
Use your own car or motorcycle	71.8	0.0
Walk	2.9	26.3
Bicycle	1.7	0.0
Take a bus	17.6	17.0
Take a taxi	5.5	76.9
Ask family member / partner for a lift to the station	3.8	16.6
Consider this an opportunity for your employer to offer a pick-up service	2.1	1.6
Other	1.7	0.0
<b>Source: Synovate Gautrain Study 2006</b>		

<b>How do you think you would get from the station to your work or place of study? Would you...?</b>	<b>Car commuters</b>	<b>Taxi Commuters</b>
Use your own car or motorcycle	1.3	0.0
Walk	18.9	44.9
Bicycle	0.8	1.2
Take a bus	50.4	14.6
Take a taxi	20.6	57.9
Ask family member / partner for a lift to the station	2.9	5.3
Consider this an opportunity for your employer to offer a pick-up service	8.4	3.6
Other	5.9	2.8
<b>Source: Synovate Gautrain Study 2006</b>		

Car users also displayed far greater agreement with the sentiments that it is **extremely important** that the government spend money on the provision of secure and ample parking at the stations (67%) as well as on upgrading and extending the bus networks surrounding the stations (74%).

Taxi commuters were not as vociferous on these points, but most did agree that these developments were **very important** to the success of the Gautrain.

Synovate has released other results of this survey. Details can be found on our website ([www.synovate.co.za](http://www.synovate.co.za)) and include:

[Is the Gautrain a good idea? \(Gautrain opinion poll\)](#)

[Will the Gautrain serve its purpose?](#)

[What will Gautrainers pay?](#)

[Safety on the Gautrain](#)

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### **About Synovate**

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions. The network provides clients with cohesive global support and a comprehensive suite of research solutions. Synovate employs almost 5,000 staff in 50 countries.

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