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What will Gautrainers pay?

BRYANSTON – A recent Synovate survey has revealed that the optimal price that car commuters, currently travelling between Tshwane and Johannesburg, are prepared to pay for a Gautrain ticket is R20.

This compares to a R16 optimal price stated by taxi commuters interviewed travelling the same route.

Taxi and car travellers were asked to state what a reasonable price for a trip between Johannesburg and Tshwane aboard the Gautrain would be. Comparing this against perceptions of what price would be too expensive, as well as what price would be considered too cheap, an optimal price for each group was reached using Van Westerlandorp price modelling.

When asked what they would consider a **reasonable** price for a Gautrain ticket, car drivers quoted the average price of R 24.40, whilst taxi goers said that on average R16 would be a reasonable price for a ticket.

On average, car drivers considered R 48.40 **expensive**, and at R 59.40 said that it would be too expensive to consider, regardless of any benefits to them. Comparatively a much lower

average, taxi drivers reported that at R22.50, a ticket would be expensive and at R29.30 to expensive to consider, regardless of any possible benefits.

Products and services that are below the 'affordable tag' create a perception of poor quality. Respondents were asked at which price the quality of the Gautrain service would be dubious. On average, car commuters said that a ticket would be too **cheap** at the R11.60 mark. Again, a lower average was reported by taxi goers, who agreed that at R9.80, the quality of the service would be questioned.

Only 15% of car drivers hit the mark in terms of price estimates as stated by the Gautrain Project Team, saying that a ticket would cost between R16 and R20. Perhaps signalling that they are more in touch with the costs of public transport, and maybe even more enthusiastic about the Gautrain, taxi commuters were far more accurate in predictions – 42% pegging the price at between R 16 and R 20 (the actual proposed cost is R16.40)

Compared to the current costs of travelling, only 51% of those interviewed felt that there would be any cost saving. Car drivers tend to be slightly more positive in this regard – 55% believe that the cost of using the Gautrain to get to work and back will be cheaper than the costs of using a car. Only 47% of taxi users believed that they would save any money.

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

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

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

[Gautrain will do B-Y, but what about A and Z?](#)

[Safety on the Gautrain](#)

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