

OUTA's eTAG PENETRATION - RESEARCH

NON FREEWAY USERS			FREEWAY USERS		
TOTAL # CARS COUNTED	# CARS WITH eTAGS	% WITH TAGS	TOTAL # CARS COUNTED	# CARS WITH eTAGS	% WITH TAGS
2636	234	9%	5186	788	15%

Period of Review

5 Dec to 12 Dec 2013 (excl weekend)

Highlighted Offramps denote those close to industrial areas, indicating more corporate eTag uptake than offramps around residential areas

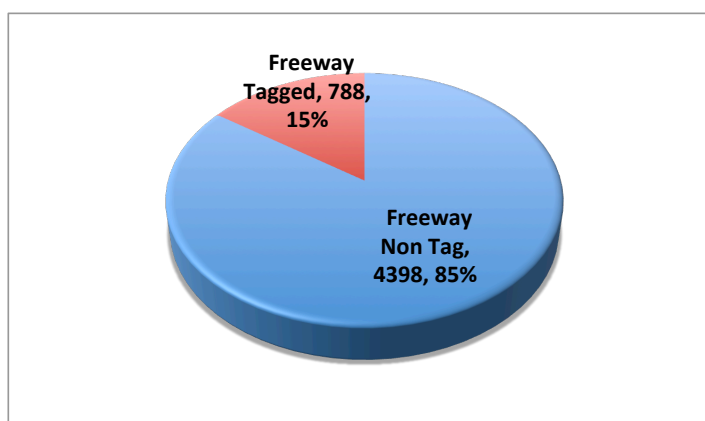
Summary of Freeway Users Counts / Areas

701	104	14.8%	14th Ave (N1)
452	43	9.5%	Beyers Naude (N1)
601	108	18.0%	Malibongwe (n1)
319	33	10.3%	William Nicol (N1)
288	34	11.8%	Rivonia (N1)
300	82	27.3%	Marlboro (N3)
336	48	14.3%	Modderfontein (N3)
120	13	10.8%	N3 South
210	22	10.5%	Linksfield (n3)
139	24	17.3%	Comoro Str (N12)
520	72	13.8%	Allandale (N1)
600	107	17.8%	New Road (N1)
600	98	16.3%	Olifantsfontein (N1)

Est # eTAGS In USE

Ave. # Freeway users / Month	At eTag rate of	Est # eTags in use
2 300 000	15%	349 479

PIE CHART OF FREEWAY USE	
Freeway Non Tag	Freeway Tagged
4 398	788
85%	15%



Methodology

1. All counts were conducted by training and advising fieldworkers what to identify and count. Pictures of eTags stuck inside windcreens were provided.
2. Counts for non-freeway vehicles were done at shopping centres in and around Gauteng, within a couple of Km of the freeways.
3. Counts for Freeway Users were conducted at the traffic lights at an on and / or off-ramp to the freeways. Here the vehicles will have stopped or slowed down and makes it easy to identify the presence of an eTag. Field workers are advised to count one row only if these intersections are busy, rather than trying to count vehicles in all two or three rows, as on needs to be sure of the check conducted.
4. Fieldworkers were asked to count all the vehicles and to make a note of those with an eTag, thereby recording two numbers; the total number of cars counted (i.e. the sample size) and the number of cars with eTags.
5. eTags are generally affixed to the inside of the vehicle windscreen, the majority of which are around the rear-view mirror area, as described by Sanral in their installation instructions. The field workers were advised to check the entire windscreen, as sometimes people affix the e-Tag at the top on the right or left of the screen. Occasionally, the tag is located at the bottom of the screen. Truck screens are larger and need careful viewing to locate the eTag.

Assumptions

- i. If someone had purchased an eTag and was travelling on the roads after the eTolling commencement date, the view was that the road user would have affixed his / her eTag to the windscreen. In other words, one must assume that a freeway user would not purchase a tag and not fit this when using the freeways.