

# CONSUMER RESEARCH

THE IMPACT OF FASTER RAIL IN  
NSW, VICTORIA AND QUEENSLAND  
FEBRUARY 2021

# ABOUT THE RESEARCH



## ARA INSIGHTS

The ARA commissioned Zing Insights to explore current work and travel patterns between major metropolitan centres and large regional hub cities, and test the potential impact of a faster rail network. The following data is drawn from the Zing Insights findings.

The research was released to coincide with the launch of the ARA's Faster Rail Report, prepared by Arup.

## WHO WE SURVEYED

600 people who are currently employed

7-minute online survey

Metro participants in Sydney, Melbourne and Brisbane

Regional participants in Newcastle, Geelong, Gold Coast and Sunshine Coast

# KEY FINDINGS

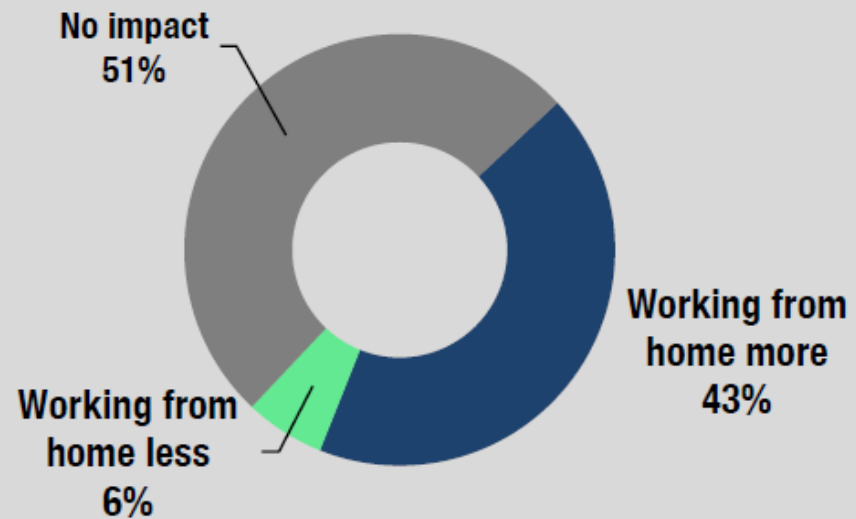
HOW FASTER RAIL COULD IMPACT CITY RESIDENTS'  
WILLINGNESS TO MOVE TO THE REGIONS

# COVID-19 HAS IMPACTED HOW WE WORK

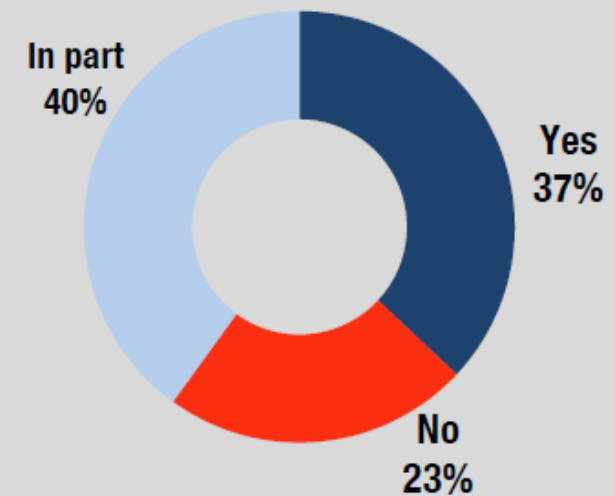
ARA INSIGHTS

About two in five people are now working from home more due to COVID-19. Three quarters of respondents expect at least some of those changes to be permanent.

Has the COVID-19 pandemic affected your work location or patterns?



Is the affect of COVID-19 on your work patterns likely to be permanent?



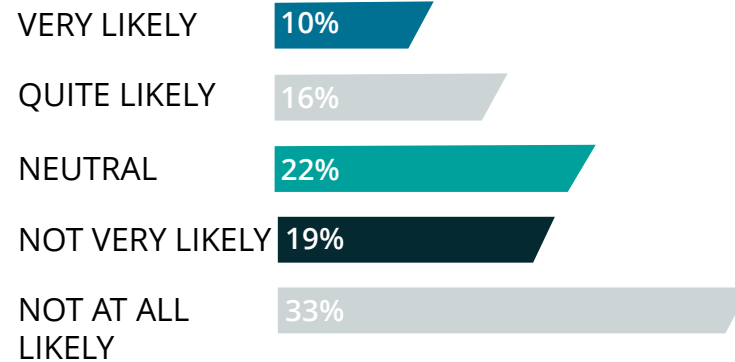
# MOVING TO THE REGIONS NOW MORE LIKELY



ARA INSIGHTS

26 per cent of city-based respondents are quite likely or very likely to consider moving to a regional location. COVID-19 has increased the likelihood of considering a move for about a third of respondents.

How likely are you to consider moving out of the city to a regional location?



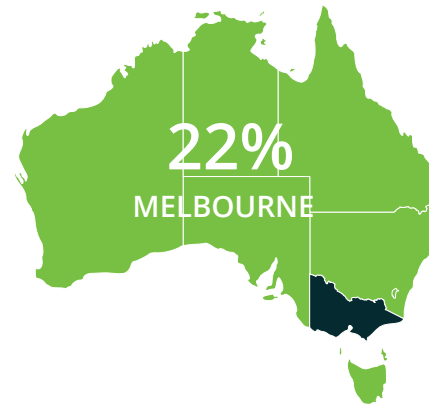
**30 per cent** of city respondents said the COVID-19 pandemic had made them **more likely** to consider moving to a regional area.

# SYDNEY RESIDENTS MORE LIKELY TO MOVE

## ARA INSIGHTS

Sydney residents are most likely to consider moving out of the city to a regional location. Families are most likely to consider moving when compared to singles and couples with no kids.

How likely are you to consider moving out of the city to a regional location?



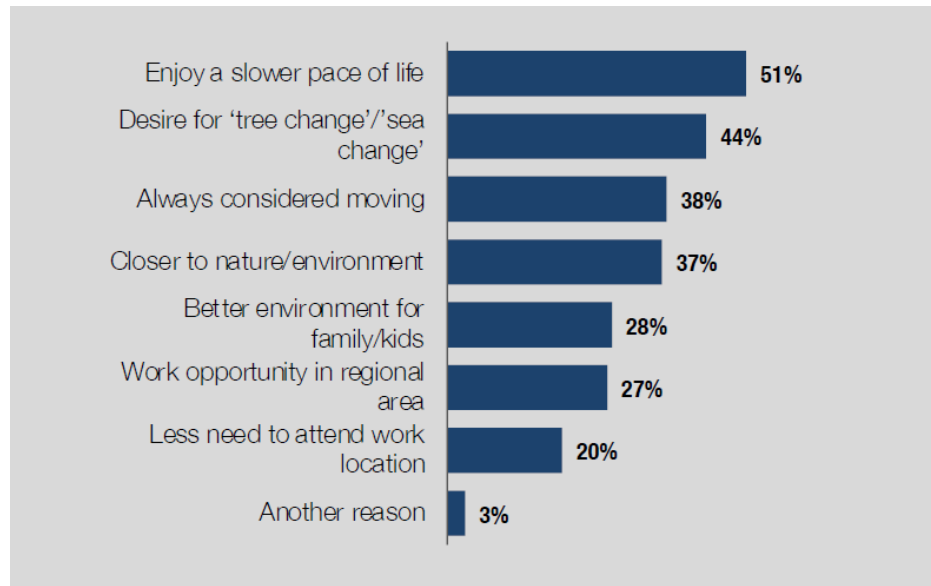
# LIFESTYLE FACTORS DRIVE DESIRE FOR CHANGE



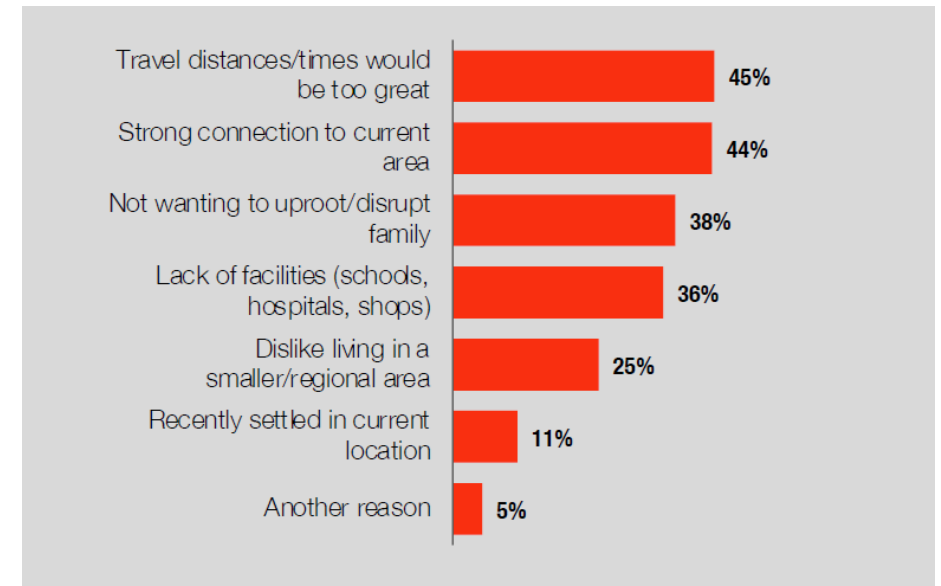
ARA INSIGHTS

The main appeal of moving to the regions is a desire for change. While one in five respondents cited less need to attend a work location as one of the reasons for considering a move, travel distance and times was a key factor discouraging people from relocating.

## What, if anything, is encouraging you to consider moving to a regional location?



## What are the main things discouraging you to consider moving to a regional location?

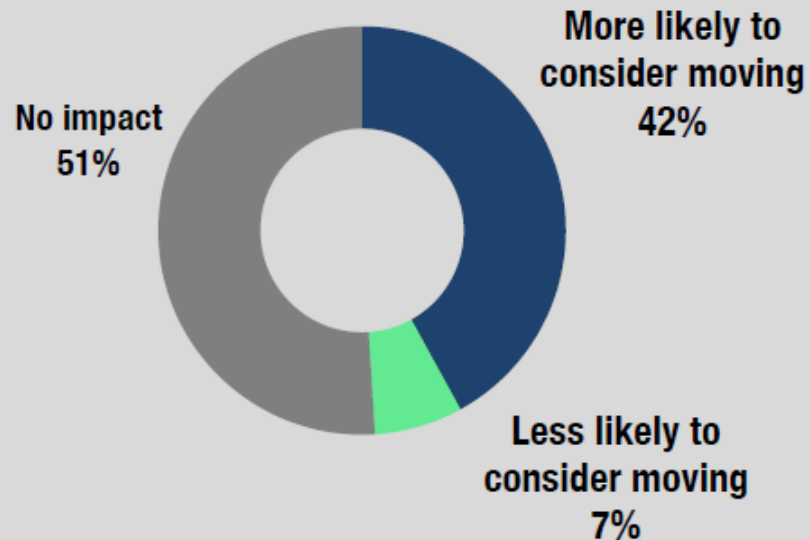


# FASTER RAIL MAKES PEOPLE MORE LIKELY TO CONSIDER A MOVE

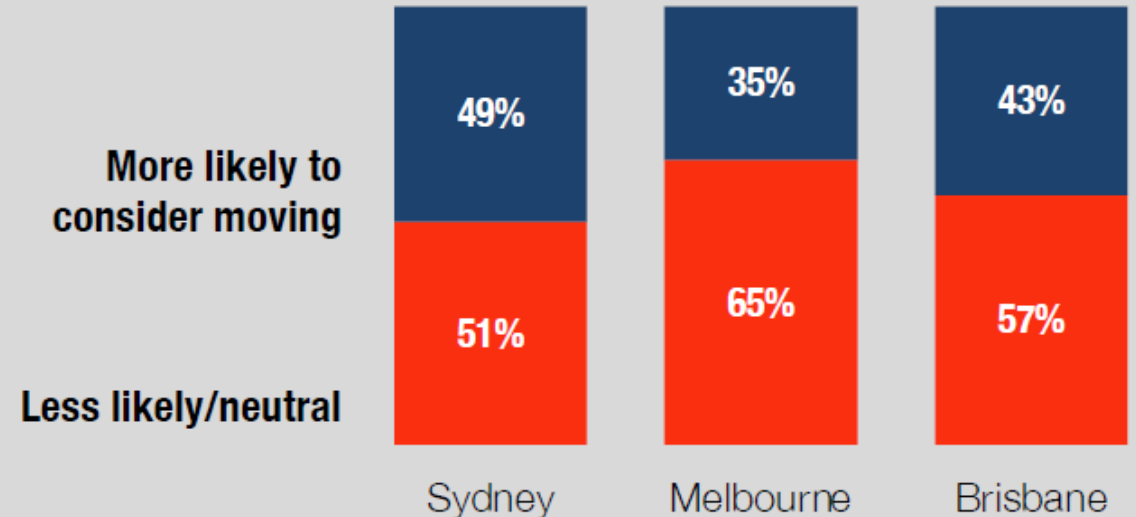
ARA INSIGHTS

Faster rail connections make people more likely to consider moving to a regional location. This is particularly the case in Sydney, where almost half of respondents said faster rail would improve the appeal of making the move.

Would having a faster rail connection change your willingness to consider moving to a regional area?



Impact of a faster rail connection by city...





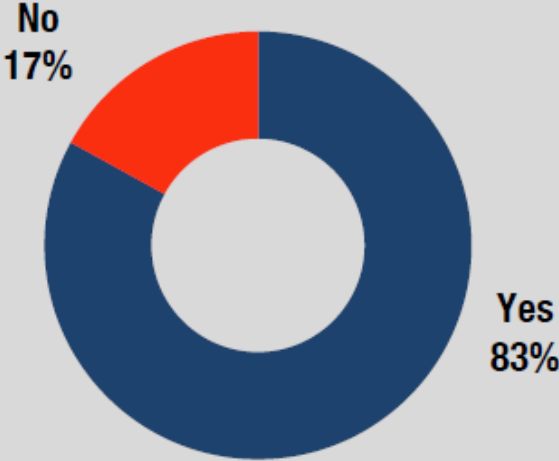
# FASTER RAIL WOULD BOOST TOURISM



ARA INSIGHTS

City residents would be more likely to consider moving to a regional area in the travel time was an hour or less. But they would also be more likely to visit the regions if travel times were shorter, highlighting the tourism and regional development opportunity that would come from faster rail connections.

Would you be more likely to visit regional locations for leisure if travel times were 1 hour or less?



Would you be more likely to consider moving to a regional area if the travel time was 1 hour or less?



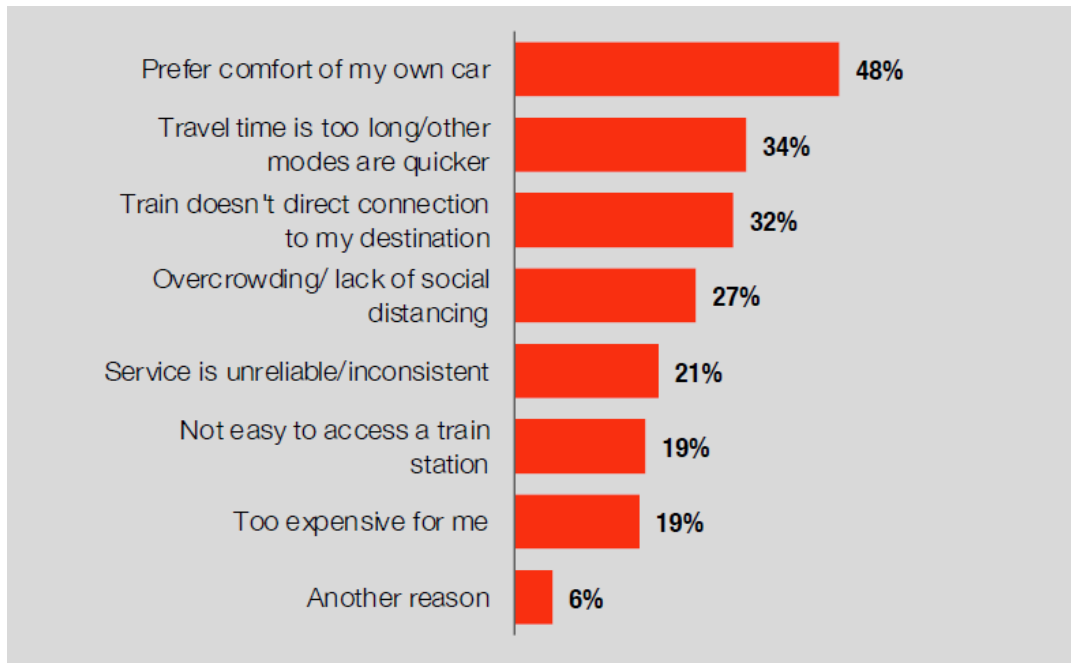
# REGIONAL PERSPECTIVES

WHAT FASTER RAIL WOULD MEAN FOR REGIONAL CENTRES

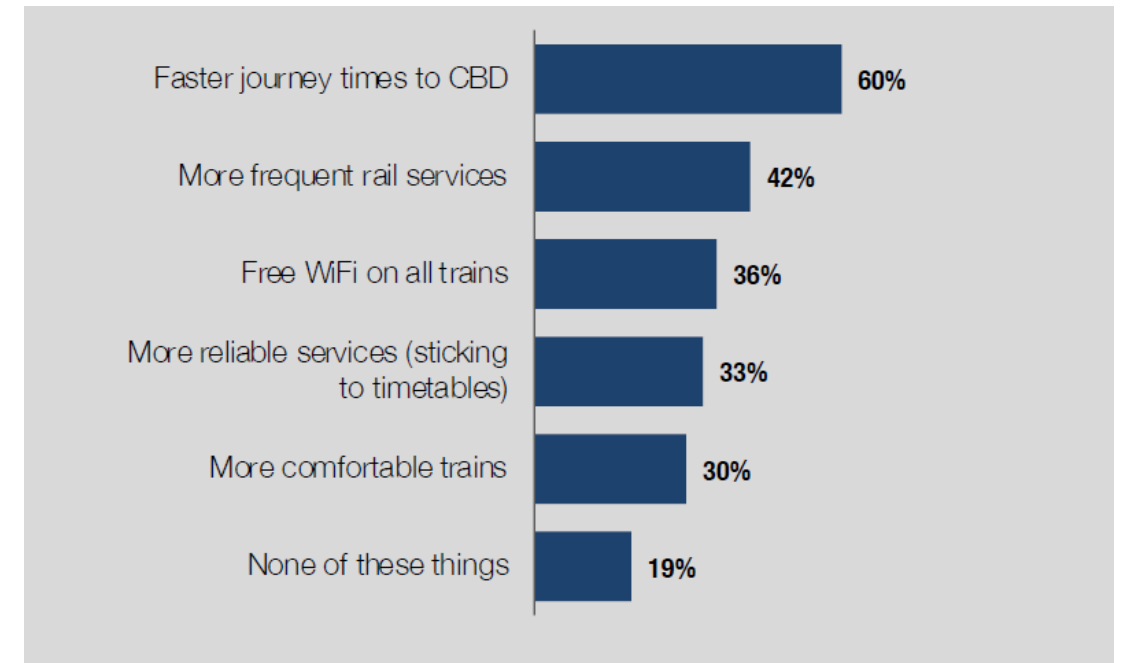
# FASTER TRAVEL TIMES AND MORE FREQUENT SERVICES NEEDED

One in five (21%) regional respondents most often use the train when travelling to and from their nearest major city, with most people (74%) using their own car. Achieving faster travel times is the number one factor that would increase use of rail, while providing more frequent services is also very important.

## Why is it that you don't use the train more often to get to/from your nearest major city?



## Which of the following changes, if any, would encourage you to use a train to access your closest major city?

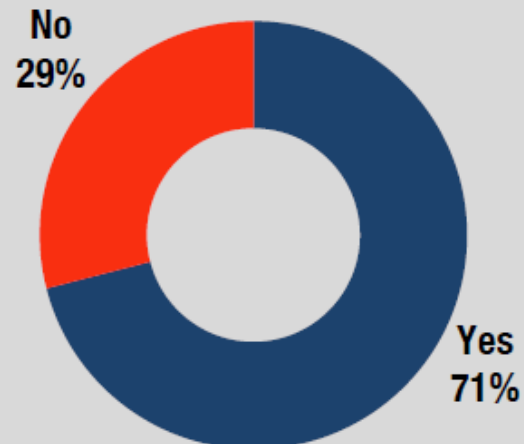


# RAIL MORE LIKELY TO BE MODE OF CHOICE IF COMPETITIVE WITH ROAD

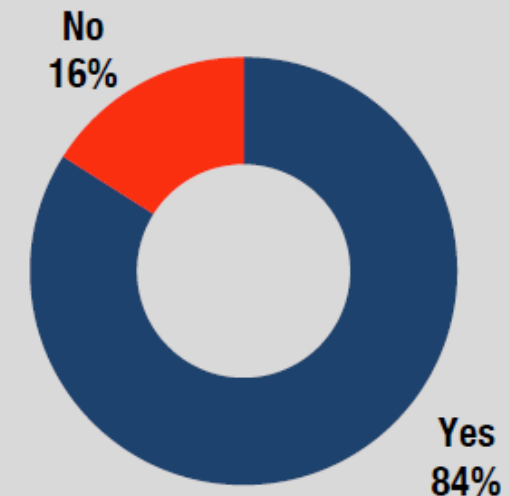
ARA INSIGHTS

Regional residents would be more likely to use the train if travel times were the same or less as their most often used mode of transport. They also believe faster rail links would make moving the region more appealing for others.

**If upgrades meant that you could travel to the city by train in the same/less time than your most often-used mode, would you consider taking the train instead?**



**Do you think faster rail links between your town/regional location and the city would make moving to your region more attractive?**



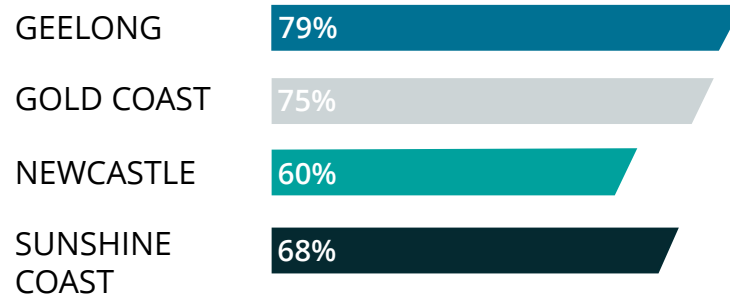
# GEELONG RESIDENTS MOST LIKELY TO SWITCH TO RAIL

ARA INSIGHTS



Geelong residents were the strongest supporters of faster rail, with 93 per cent believing more people would move to their region if faster rail links were available. Respondents from all regional centres demonstrated strong recognition of the benefits faster rail would deliver.

**If upgrades meant that you could travel to the city by train in the same/less time than your most often used mode, would you consider taking the train instead?**



**Do you think faster rail links between your town/regional location and the city would make moving to your region more attractive?**

