

# RAC Member Priorities Tracker

## Vehicle Safety

In July 2020, 468 of our members<sup>1</sup> took part in a survey telling us about their vehicles, and what they believe would be some of the most effective ways to get more people driving newer, and generally safer, vehicles.

More than four in five people said safety was an important factor when purchasing a vehicle, and **82%** support<sup>2</sup> the mandatory display of ANCAP and UCSR ratings at the point of sale.

### Most commonly owned vehicle models were

1. Toyota Corolla
2. Holden Commodore
3. Toyota Camry
4. Mazda3
5. Toyota RAV4

### When it came to their personal vehicle safety ratings

**55%** did not know the safety rating of their vehicle

**37%** knew the ANCAP<sup>3</sup> rating of their vehicle  
**67%** were 5-star, **21%** were 4-star, **10%** were 3-star

**8%** knew the UCSR<sup>4</sup> rating of their vehicle  
**38%** were 5-star, **35%** were 4-star, **22%** were 3-star

**30%** have a vehicle manufactured between 2016-2020

**63%** between 2011-2020

**41%** said it is likely<sup>5</sup> they'll consider purchasing a newer vehicle in the next three years

### Support<sup>6</sup> for initiatives to encourage safer vehicle purchases

**84%** Safety technology being mandatory in all new vehicles

**82%** Subsidies and/or rebates on safer vehicle  
**56%** said this would increase the likelihood<sup>7</sup> of them upgrading to a newer vehicle in the next 3 years

**82%** ANCAP safety ratings being displayed on all new vehicles

**82%** UCSR being displayed on all used vehicles  
**33%** said compulsory display of safety ratings at point of sale would increase the likelihood<sup>8</sup> of them upgrading to a newer vehicle in the next three years

**81%** Manufacturers being required to tell you how the vehicle's safety technologies perform in comparison with other cars in the category

**77%** Removal of tariffs and charges on new vehicles  
**52%** said reducing new vehicle tariffs and transfer fees would increase the likelihood<sup>9</sup> of them upgrading to a newer vehicle in the next 3 years

**72%** Stricter controls over how cars with lower ANCAP ratings are marketed  
**82%** for those under 30

<sup>1</sup> 369 respondents were from the Perth and Peel region and 99 from regional WA. Age, gender and location sampling quotas were applied, and data has been post-weighted to be representative of RAC's membership (which is broadly consistent with the WA population profile) - the margin of error at total sample level is +/- 4.5% at the 95% confidence level.

<sup>2</sup> Members were asked to indicate the extent to which they strongly supported, supported, were neutral, opposed, or strongly opposed each initiative. Results are members who supported or strongly supported the initiative.

<sup>3</sup> Australasian New Car Assessment Program (ANCAP) star ratings indicate the level of safety a vehicle provides for occupants and pedestrians in the event of a crash, as well as its ability, through technology, to avoid or minimise the effects of a crash.

<sup>4</sup> Used Car Safety Ratings (UCSR) help to identify safer second-hand cars. UCSRs are based on statistics collected from police-reported car crashes in Australia and New Zealand where someone was killed or seriously injured.

<sup>5</sup> Members were asked to indicate whether they are very likely, likely, unsure, unlikely, or very unlikely to consider purchasing a newer vehicle in the next three years. Results are members who said very likely or likely.

<sup>6</sup> Supra note 2.

<sup>7</sup> Members were asked to indicate the impact each initiative would have on making it much more likely, more likely, have no difference, less likely, or much less likely to encourage them to upgrade to a newer vehicle in the next three years. Results are members who said much more likely or more likely.

<sup>8</sup> Ibid.

<sup>9</sup> Ibid.



For the better

## Important<sup>10</sup> factors when purchasing a vehicle

### Reliability

**96%** for **new** vehicle owners

**93%** for **used** vehicle owners



### Safety

**91%** for **new** vehicle owners

**84%** for **used** vehicle owners



### Fuel economy

**82%** for **new** vehicle owners

**79%** for **used** vehicle owners



### Performance and handling

**82%** for **new** vehicle owners

**73%** for **used** vehicle owners



### Price

**79%** for **new** vehicle owners

**72%** for **used** vehicle owners



## Reasons for not purchasing a newer vehicle in the next three years

**33%** Cost

**23%** Liking their current vehicle

**22%** Already having a new vehicle

**11%** Other priorities

**26%**

Said COVID-19 has made it less likely they will purchase a newer vehicle

## Vehicle safety ratings

**69%** had heard of ANCAP ★★★★★

**23%** had not heard of either ANCAP or UCSR

**8%** had heard of UCSR

## Sources of information

When researching a new vehicle purchase, members get their information from

**49%** Online car review websites

**30%** Vehicle manufacturer websites

**81%** support manufacturers being required to tell you how the vehicle's safety technologies perform in comparison with other cars in the category

**7%** In the dealership

Contact  
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<sup>10</sup> Members were asked to indicate the extent to which they thought each factor was extremely, very, moderately, slightly, or not at all important when purchasing a vehicle. Results are members who said the factor was extremely or very important.