

## Almost 9,000 members shared their views in the RAC Opinion survey in December

### Household conversations

What are members talking about at home?

### Topical issues

What do members think about these issues?

34% Cost of living

25% Christmas

17% Holidays / Travel

11% Family

10% Politics

9% US election

7% Health

7% Weather

6% Middle East conflict

4% Work

“Gearing up to Christmas there is so much that goes on. Trying to link in with all the family.”



“Almost time to travel and holiday and enjoy life.”

### More discussion this month about:

#### Christmas plans

The focus of many members in December was organising plans for Christmas, including family gatherings and food preparation.

#### Holidays / travel

While some members are looking forward to travelling overseas, others are planning road trips within WA.

### Roadside Assistance

While most members prefer to request Roadside Assistance by speaking to an RAC consultant over the phone, many members would also like to be able to request assistance via digital channels, such as:

- » Mobile app
- » Website - either webchat or webform

The **ease of submitting a request** and **receiving confirmation** from RAC was rated by members as the most important part of the process for requesting assistance.



### Email content from RAC

8 in every 10 members are happy with the frequency of receiving emails from RAC.

Members have become increasingly cautious about **scam and spam emails**, with RAC being viewed as a trusted and reliable source of information.

The most popular content that members enjoy viewing in RAC emails include:

- » Member benefit offers and discounts
- » Motoring advice
- » Road trip advice

