# **Member Opinion**

June 2024



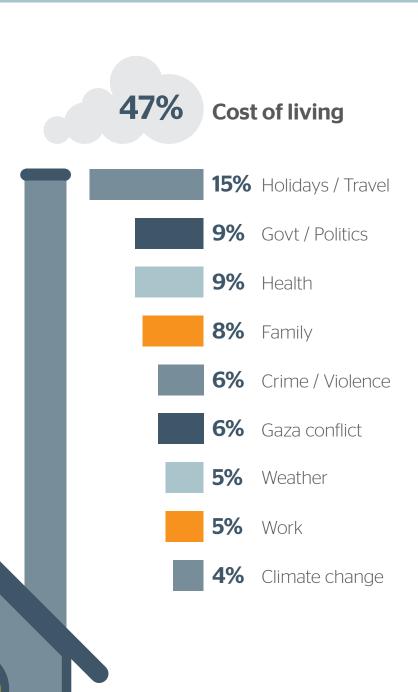
### Just under 10,000 members shared their views in the RAC Opinion survey in June

#### **Household conversations**

What are members talking about at home?

#### **Topical issues**

What do members think about these issues?



"The cost of living across the board and the challenges that brings, particularly as a family of 6 with 4 growing children."



"What to do in the upcoming holidays."

# More discussion this month about:

### Health / cost of living

With the onset of winter, more members are reporting health issues such as the flu and COVID-19.

Cost of living pressures are making it difficult for some older members to pay medical costs.



### **Artificial intelligence**

We asked members if RAC should use AI technology to deliver better member experiences in the future.

The survey found that:

- **»** 23% are supportive
- » 55% have mixed views or an unsure
- » 22% oppose the idea

While members believe there could be improvements in efficiency with AI technology, some expressed concerns about data privacy and the loss of human interaction.



## **Best playgrounds**

With so many great outdoor areas in WA, we set members the challenge of identifying the best playground in Perth for young children.

According to our members, the **top 5 playgrounds** are:

- » Kings Park
- » Apple Fun Park (Donnybrook)
- » Bibra Lake Regional Playground
- » Kwinana Adventure Park
- Whiteman Park

