

Over 9,000 members shared their views in the RAC Opinion survey in October

Household conversations

What are members talking about at home?

Topical issues

What do members think about these issues?

42% **Cost of living**

15% Holidays / Travel

14% Middle East conflict

11% US Election

9% Politics (in general)

8% Family

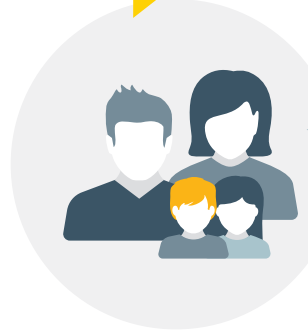
7% Health

5% War (in general)

5% Insurance premiums

4% Work

“Pretty much consumed with the suffering of innocent people in war-torn countries and feeling guilty about not watching the news.”



“The dreadful state of war which exists around the world.”

More discussion this month about:

Global issues

(Middle East conflict & war in other regions)

There has been more discussion this month about conflicts in various regions (e.g. Middle East, Ukraine), with many distressed about the impact on civilians and the potential economic consequences.

What should RAC focus on?

The top 5 suggestions provided by members for RAC to focus on are:

1. Road safety / Driver education
2. Competitive insurance premiums
3. Rewarding long-term loyal members
4. Supporting electric vehicles / EV charging stations
5. Advocating on behalf of members



1 in every 2 members didn't have any suggestions, instead preferring that RAC continues with its current approach and focus.

RAC Go app

1 in every 5 members are familiar with the RAC Go app, which is designed to encourage safe driving behaviour and keep members connected with their family.

Feedback from members indicates that the most popular features include:

- » Integration with FuelWatch
- » Crash detection / Safety features
- » Roadside Assistance 'click-to-call'
- » Live location sharing

