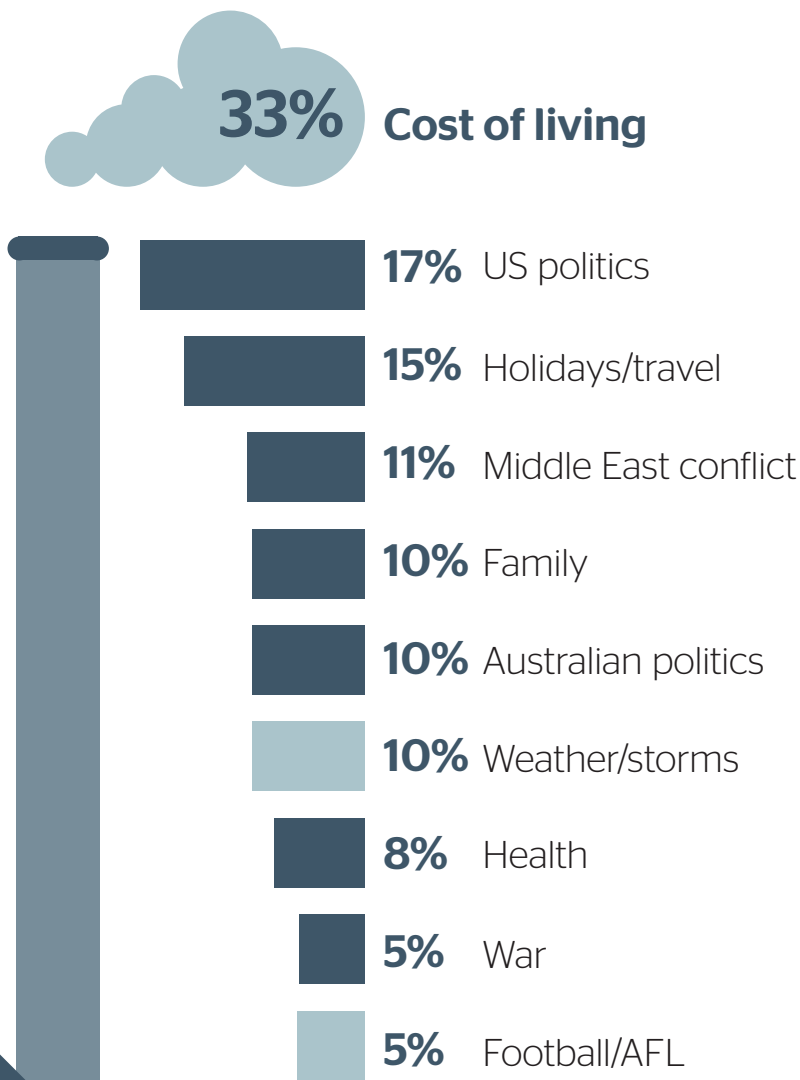


Nearly 8,000 members shared their views in the RAC Opinion survey in July

Household conversations

What are members talking about at home?



“Another subject is climate change. We believe we are seeing the effects in world weather events...”



“Getting through the cold weather and rain and storms that went through. Looking forward to spring and summer again to enjoy the outdoors.”

More discussion this month about:

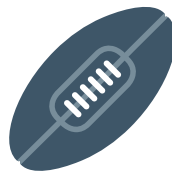


Weather/storms

The recent cold weather and its impact on our lifestyle has been widely discussed. The recent floods in Texas were also a talking point.

Football/AFL

RAC Derby 61 between the Fremantle Dockers and West Coast Eagles led to a spike in household chat about football in July.



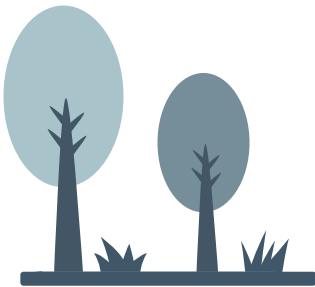
Topical issues

What do members think about these issues?

Outdoor Recreation

Many members enjoy outdoor activities for recreation, with:

- » 51% **bushwalking** at least a few times each year
- » 41% **hiking** at least once a year
- » 15% of members also embark on **trail riding** or mountain biking every year



Local Travel

Recent Opinion surveys have revealed that many members now prefer local travel over international travel, for a variety of reasons.

The July Opinion survey explored this further, finding that:

- » 72% of members like to explore parts of regional WA at least once every year.
- » **Nature-based holidays** are very appealing to 1 in every 2 members.
- » **Camping** is a popular activity for many members, in particular for families with children under the age of 18 years.
- » **Glamping** is most appealing to young couples without children.



Caravan & Marine Batteries

Choosing the best battery can be a pain point for many caravan and boat owners.

1 in every 2 caravan owners were not aware that RAC offers **deep cycle batteries** for caravans. Similarly, two thirds of boat owners didn't know that RAC offers **marine batteries** for boats. Something to keep in mind if you're in the market!

