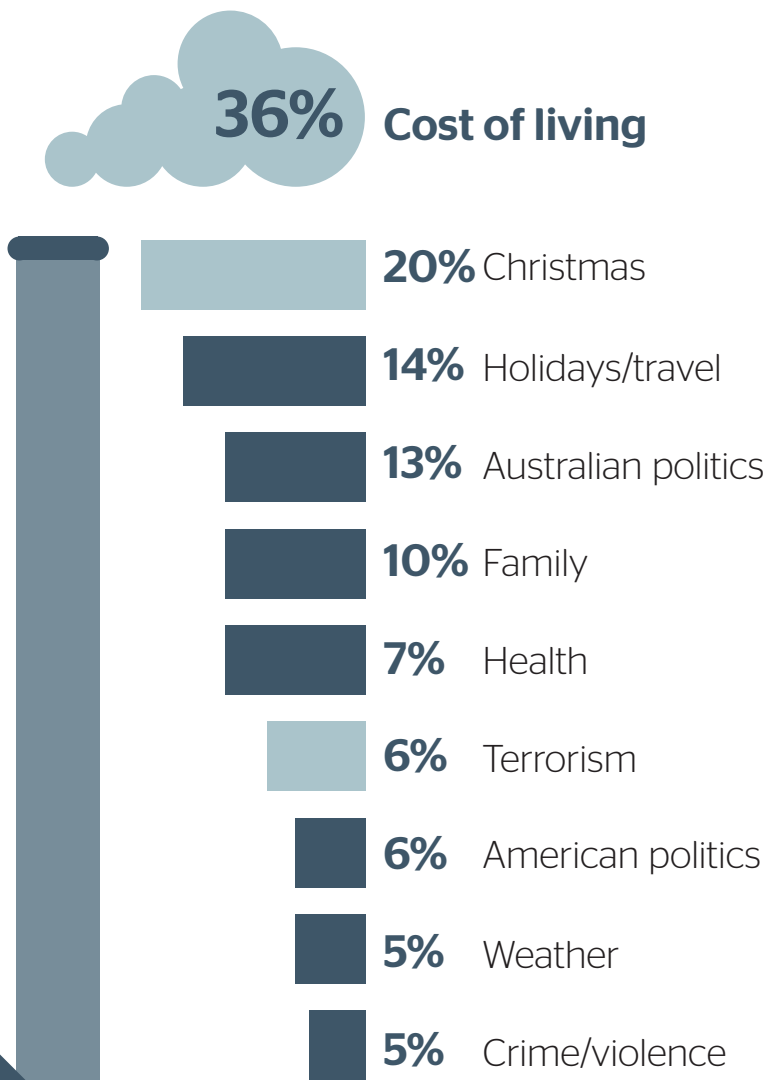


Nearly 7,000 members shared their views in the RAC Opinion survey in December

Household conversations

What are members talking about at home?



More discussion this month about:

Christmas

The holiday season was a major talking point in any WA households, with Christmas plans and family gatherings being a common theme.



Terrorism

The tragic shooting at Bondi Beach in Sydney was discussed widely, with many members concerned about safety and security.

Topical issues

What do members think about these issues?

Road Trip Pit Stops

Most members take frequent pit stops when embarking on long road trips in WA. Most commonly, members take a pit stop of 10 – 30 minutes every 2 hours.

Members tend to look for pit stop locations with

- » Clean facilities
- » Good coffee or bakeries
- » Playgrounds



What we love about WA

We asked members what makes WA so special, with the most common responses relating to our:

- » Beaches and coastline
- » Perfect weather
- » Relaxed, laidback lifestyle
- » Local jargon and sayings (e.g. Rotto, Margs, Cott, FIFO, Sandgroper)



Christmas / Holiday spending

7 in every 10 members said they plan to be more mindful of their budget this Christmas, with many referring to the rising cost of everyday items.

Other trends in purchase behaviour include a preference for:

- » Buying local
- » Practical gifts such as vouchers

