

RAC Member Priorities Tracker

Vehicle Safety

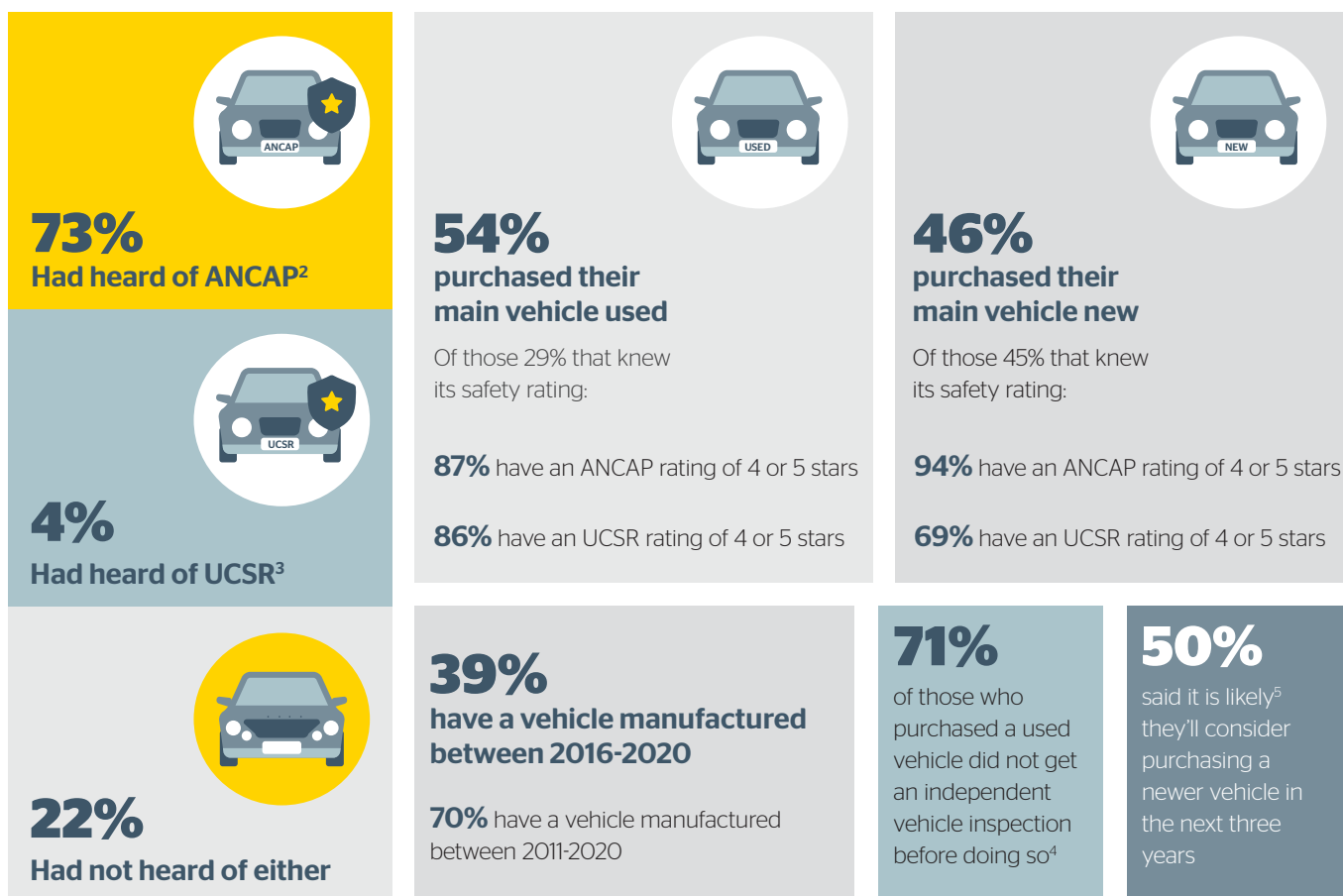
In August 2021, 406 of our members¹ took part in a survey telling us about their vehicles, and what they believe would be some of the most effective ways to get more people driving newer, and generally safer, vehicles.

Vehicle ownership

The most common vehicle makes were:



Vehicle safety ratings



¹ 319 respondents were from the Perth and Peel region and 87 from regional WA. Age, gender, and location sampling quotas were applied, and data has been post-weighted to be representative of RAC's membership (which is broadly consistent with the WA population profile) – the margin of error at the total sample level is +/- 4.7% at the 95% confidence level.

² Australasian New Car Assessment Program (ANCAP) star ratings indicate the level of safety a vehicle provides for occupants and pedestrians in the event of a crash, as well as its ability, through technology, to avoid or minimise the effects of a crash.

³ Used Car Safety Ratings (UCSRs) help to identify safer second-hand cars. UCSRs are based on statistics collected from police-reported car crashes in Australia and New Zealand where someone was killed or seriously injured.

⁴ 17% did arrange for an independent vehicle inspection of the used vehicle before purchasing it and 11% can't recall.

⁵ Results are members who said it is likely or very likely.



For the better

Support⁶ for initiatives to encourage safer vehicle purchases

84% Safety technology is mandatory in all new vehicles

82% Subsidies and/or rebates on safer cars

64% said this would increase the likelihood⁷ of them upgrading to a newer vehicle in the next 3 years

82% ANCAP safety ratings being displayed on all new cars

81% UCSR being displayed on all used cars

41% said compulsory display of safety ratings at point of sale would increase the likelihood of them upgrading to a newer vehicle in the next 3 years

80% Removal of tariffs and charges on new vehicles

63% said reducing new vehicle tariffs and transfer fees would increase the likelihood of them upgrading to a newer vehicle in the next 3 years

79% Manufacturers being required to tell you how the vehicle's safety technologies perform in comparison with other cars in the category

75% Government prioritising getting people into safer vehicles

71% Stricter controls over how cars with lower ANCAP ratings are marketed

Sources of information

When researching a new vehicle purchase, members get their information from:

45% Online car review websites

33% Vehicle manufacturer websites

8% In the dealership

Important⁸ factors when purchasing a vehicle

New vehicle owners vs used vehicle owners

Reliability **96% vs 96%**

Safety **91% vs 77%**

Performance and handling **80% vs 74%**

Fuel economy **79% vs 65%**

Price **73% vs 77%**

Reasons for not purchasing a newer vehicle in the next three years

37% Cost

22% Already have a new vehicle

20% Liking their current vehicle

7% Other priorities

19%⁹ Said COVID-19 has made it less likely they will purchase a new vehicle

⁶ Results are members who supported or strongly supported the initiative.

⁷ Results are members who said much more likely or more likely.

⁸ Results are members who said the factor was extremely or very important.

⁹ Compared with 26% in 2020.



For further information please contact advocacy@rac.com.au