

The NRMA Index

We're for a voice for all

We believe that communities thrive when people are connected and kept moving.

As one of Australia's largest member-owned organisations — with over 105 years under our belt — and 3.3 million members and growing, we're in a unique position to reflect the views of Australians on a whole range of issues. And the NRMA Index is our way to do just that. From travel plans, adventures and EVs to making budgets go further, mateship, community hubs and random acts of kindness. The NRMA Index is a survey that allows us to check in with Australians — on a variety of topics.

While we're best known for our legendary roadside assistance, as a modern mutual we also work with all levels of government to help improve transport safety, road safety, mobility issues and enhance community connections. By launching the NRMA Index, we're giving a voice to the concerns of people across the country to help steer our advocacy efforts.

We look forward to sharing our findings with you each quarter and working with you to go further, together.



Connecting to community

Only **30%** of Australians feel a strong sense of community

50% don't feel comfortable asking others for help

Only **21%** feel comfortable asking for help from people in their community

Barriers to belonging

38% don't want to impose on others

30% feel social anxiety

30% don't have the time

29% lack trust in others

Views on volunteering

23% have volunteered in the last 12 months

40% are keen to volunteer in the future

Talking travel and budgets

29% would like to travel more

51% are keen to go on a road trip in the next 6 months

76% have plans to travel locally or internationally in the next 6 months

82% are looking for ways to make their money go further

In our first NRMA Index, we examine how comfortable Australians are asking others for help — especially relevant in this age of uncertainty and decreasing social cohesion. Let's start by acknowledging our country is well known for our sense of mateship and helping others, but according to our research, many people who need support are reluctant to ask for it. We need to encourage ways to boost the way we connect, to break down barriers and bring out the very best qualities in our communities.

A great way for people to connect is through travel, so we also asked Australians how important travel is to them and if they'd like to make their money go further, since we know budgets play a big role in everyone's ability to explore more.

**Learn more about the NRMA Index
at mynrma.com.au/index**

