

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 3.4 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.

We're for helping Australians live more freely and always have been. From advocating for better roads and transport safety to creating Australia's first holiday camps, we've always found new ways to help people move, explore and connect. Today, we're continuing that legacy by launching the NRMA Index, giving voice to the concerns of Australians and helping focus conversations and action where it matters most. Because what matters to Australians, matters to us.

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



ROAD
TRAVEL
REWARDS

Connecting to community

↑ 5% **35%** of Australians feel a strong sense of community

↓ 11% **39%** don't feel comfortable asking others for help

↑ 11% **32%** feel comfortable asking for help from people in their community

Road trips and fatigue

61% leave for a road trip at a time that helps avoid heavy traffic

24% left before sunrise

31% changed their route due to traffic or roadworks

39% aren't taking regular breaks

23% have experienced a micro sleep when driving

Talking travel

85% have visited more than 2 states in Australia

46% want to see more of the country

68% plan to travel within Australia for their next trip

37% trust recommendations from family and friends when choosing a holiday destination

45% of people travelling domestically plan to drive

42% plan to road trip to see friends or family for their next holiday

48% cite cost of living for reason to travel domestically

68% are looking for new and exciting experiences when it comes to travel

In this edition of the NRMA Index, we explored the realities of driving while tired and how our roads impact holiday planning. With road trips remaining one of the most affordable ways to travel, it's no surprise that many Australians are choosing to hit the road for their holidays.

The good news? More people are feeling connected to their communities than previously surveyed.

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

