

RAA Member Panel

Addinsight App and Feedback on Member Panel

The State Government launched a smartphone app in April 2016 that aimed to alert motorists of traffic delays audibly through a vehicle's speaker system. RAA surveyed its Member Panel in July 2016 about the Addinsight smartphone app. Addinsight has again been included in the latest Member Panel survey to see if more members are aware of and using the app.

This survey also sought feedback from the Member Panel about what topics and issues they want included in future surveys, how they heard about the Member Panel and what motivated them to join.

Greater awareness and use of the State Government's Addinsight smartphone app.

Awareness of the State Government's Addinsight smartphone app has grown, with 25 per cent of the Member Panel having heard of it, compared to only 15 per cent when RAA last asked in July 2016.. Of those aware of the Addinsight app, half have downloaded it.

Although a larger portion of members have downloaded the Addinsight smartphone app since July 2016, only 63 per cent have the app running while they are in the car and 70 per cent can successfully get it to work through their car's speaker system.

Of the people who have used the Addinsight smartphone app, they rated its ability to warn of traffic congestion as 3.6 out of 5 and rated the app as being intuitive to use as 3.9 out of 5.

87 per cent of the Member Panel using the Addinsight app would recommend it to their friends and family, compared to 86 per cent in July 2016.

Your feedback on the Member Panel

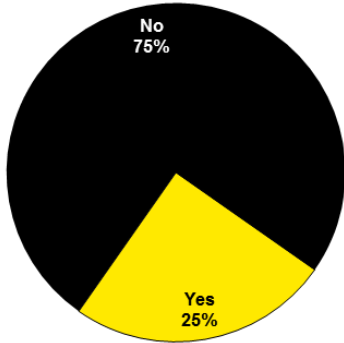
The three main reasons people joined RAA's Member Panel was to have their say (38 per cent), out of interest (27 per cent) and to influence RAA's public positions (17 per cent). For a third of the Member Panel a monthly survey suited them, but 27 per cent would like even more frequent surveys. Nearly three in four had read the results of a previous Member Panel survey.

Most people became aware of the Member Panel either via RAA's samotor magazine (29 per cent), an RAA e-newsletter (27 per cent), RAA's website (20 per cent) or another RAA survey (19 per cent). When asked about future topics, the majority of people wanted a survey on speed limits (85 per cent), followed by roads and funding (72 per cent), roundabouts (57 per cent) and road user charging (57 per cent).

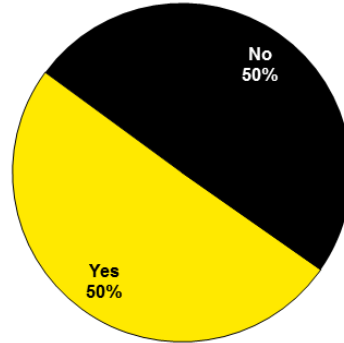
Appendix: Key Results

Addinsight

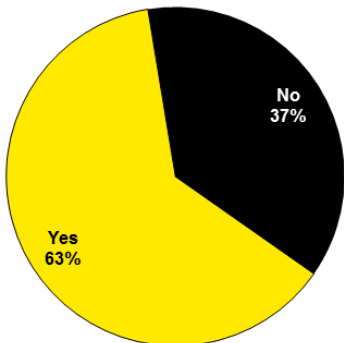
Had you previously heard of the Addinsight smartphone app?



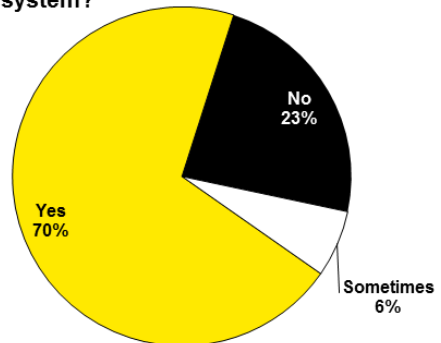
Since you heard about Addinsight smartphone app, have you downloaded it?



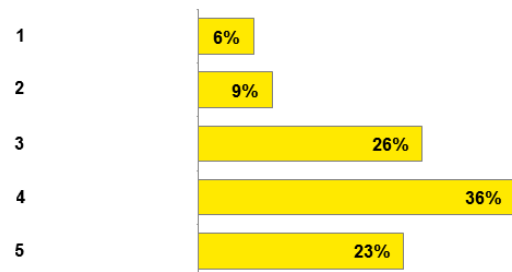
As you have downloaded the Addinsight smartphone app, does it run while you are in the car?



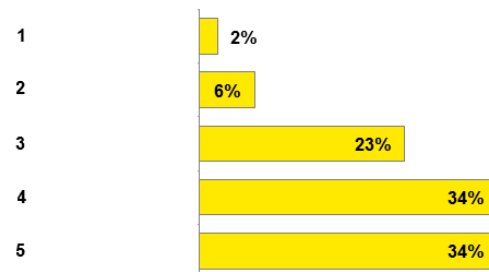
Addinsight is designed to transmit through your car speaker system via the bluetooth connection. When you have used the Addinsight smartphone app, has its verbal traffic warnings come through your car's speaker system?



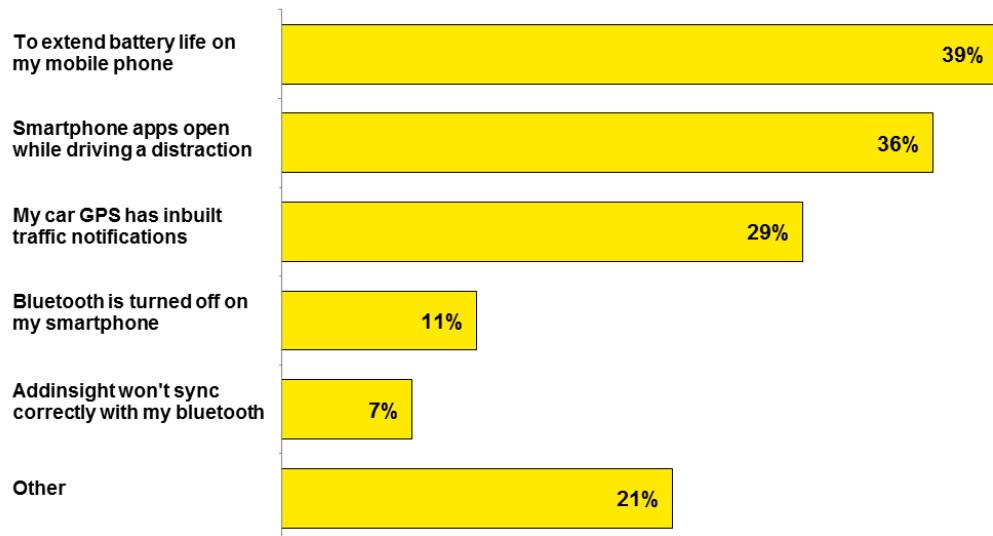
Out of 5 stars, how would you rate the Addinsight app in warning you of traffic congestion along your journey?



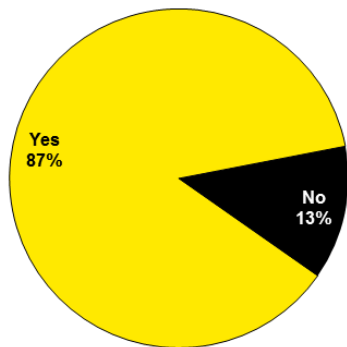
Out of 5 stars, how intuitive do you think Addinsight app is to use?



Why do you not have the Addinsight smartphone app running while you are in your car even though you have downloaded it?

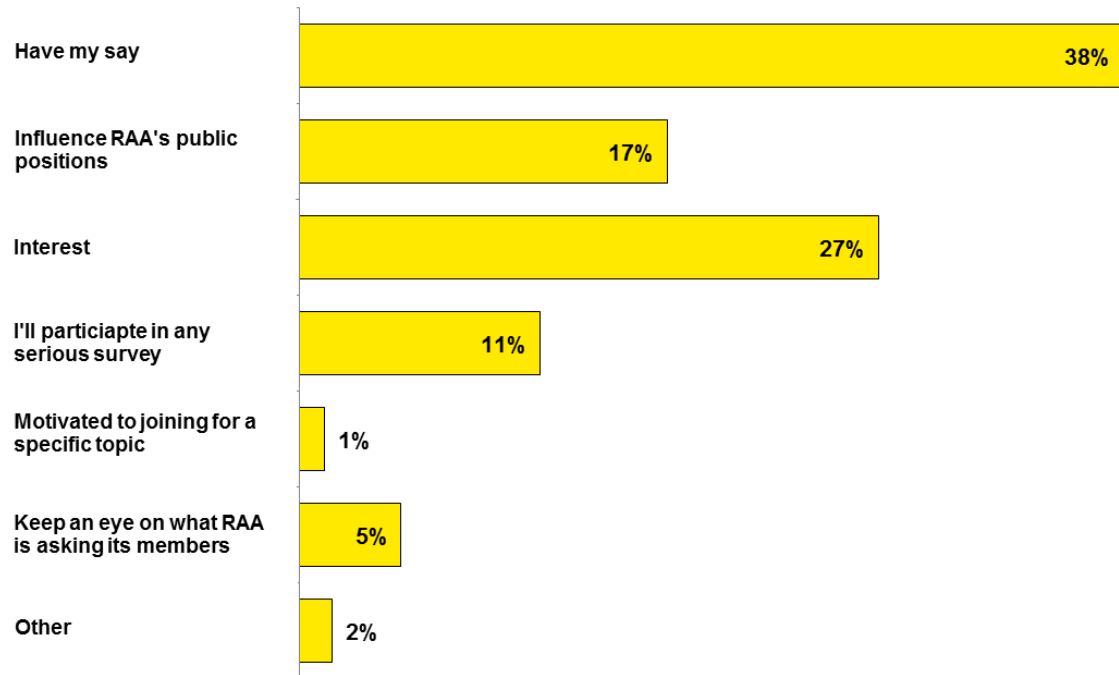


Would you recommend Addinsight app to your family and friends?

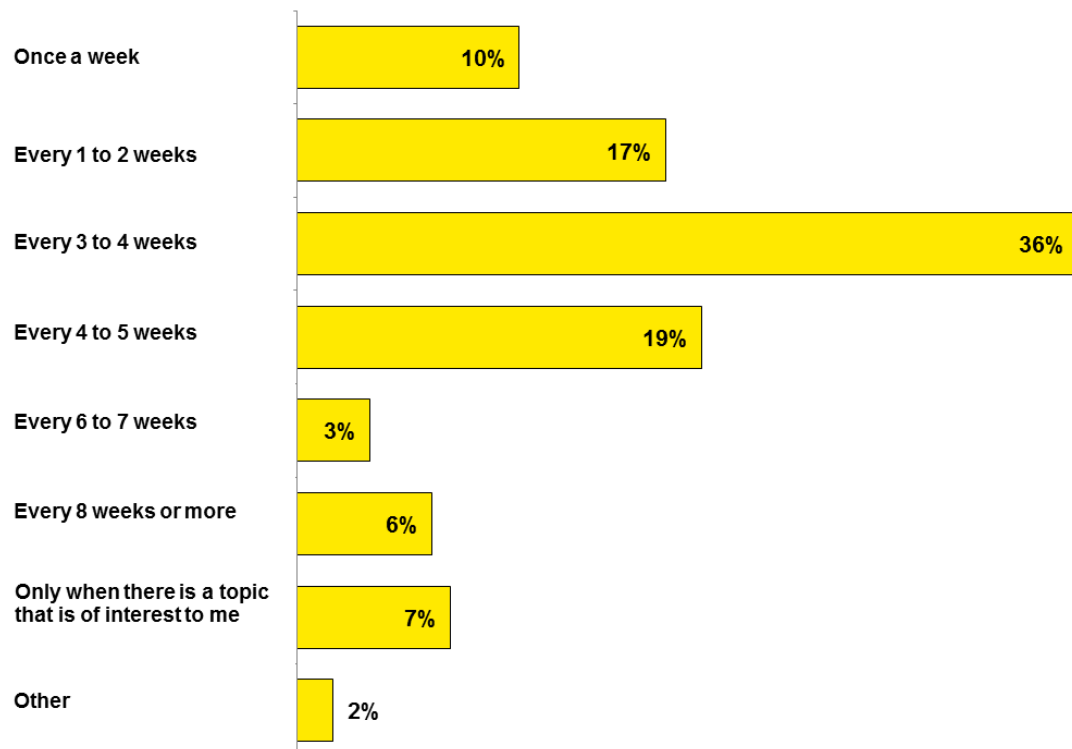


Member Panel Feedback

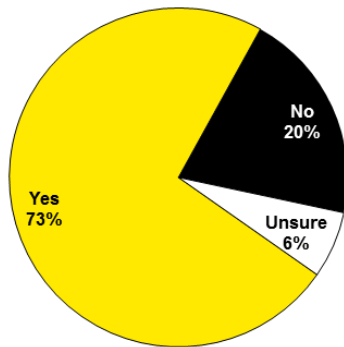
What was your primary reason for joining RAA's Member Panel?



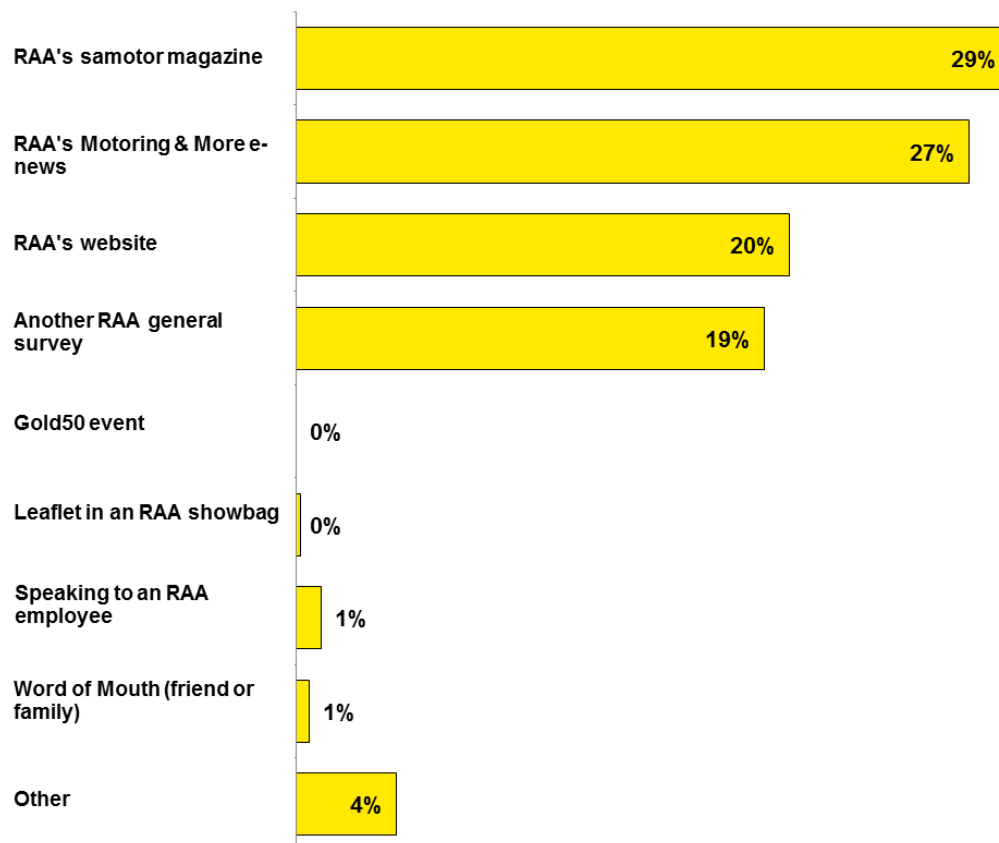
How often would you like to receive RAA Member Panel Surveys?



RAA provides a summary of previous Member Panel survey results. Have you ever read one of these reports?



How did you find out about RAA's Member Panel?



We asked the Member Panel what they would like to see surveyed in 2017 and the below topics were mentioned. Please select the topics that interest you.

