

# CORE|DATA

## Real Insurance

The Australian Commuting Survey

October 2016

# KEY FINDINGS

---

## The rise of the modern public transport commuter

- Commuting is no longer seen just as a way of getting from A to B, with the modern public transport commuter keeping busy by listening to music, checking social media or reading the news on a tablet/phone while commuting
- However, while technology is making it easier to stay busy while commuting, the modern commuter typically retreats into a world of their own while on public transport. This is supported by the finding that 'Phone addicts' are the most commonly encountered public transport users
- Germ sharing, loud talking and seat hogging by fellow commuters are the biggest pet peeves for Australians when commuting on public transport

## Home sweet car – the car becomes a second home for Australians

- The majority of commuters use a car to commute and the average car commuter spends more than seven hours in their car in a typical week – or nearly 400 hours a year
- With so much time spent in the car, the car is increasingly becoming an extension of the home for Australians, with multi-tasking and embarrassing habits common among car commuters
- However, most wish other drivers and road users had better knowledge of the rules, and think too many drivers and road users are not courteous or safe
- 'Slow movers' – those whose slow pace causes traffic to back up – and 'Indecisive drivers' – who make spontaneous decisions on the road without considering other drivers are common encounters for these commuters

## Commuting a small sacrifice for the right job

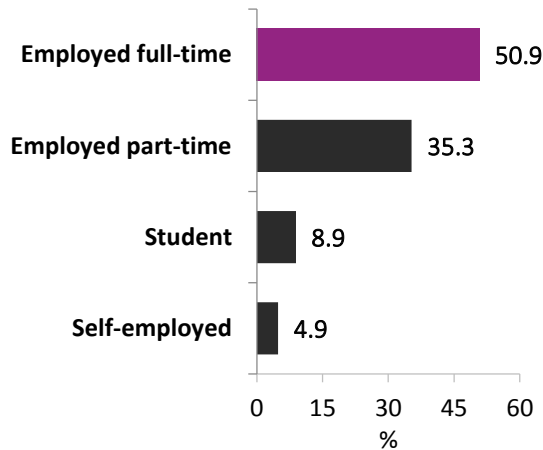
- Most Australians would be willing to tolerate a long commute (more than an hour) for their 'dream job'
- However, the line is typically drawn at 56 minutes with this being the longest average length of commute each way commuters would tolerate before they decide to move house or job
- It seems commuting is typically accepted by Australians as part of everyday life, with the majority not having made any lifestyle changes – such as living closer to work to save commuting time or living further from work because they think the trade-off is worth the lifestyle – in relation to their commute



# MAIN FINDINGS

## SCREENING

Which of these best describes your employment?



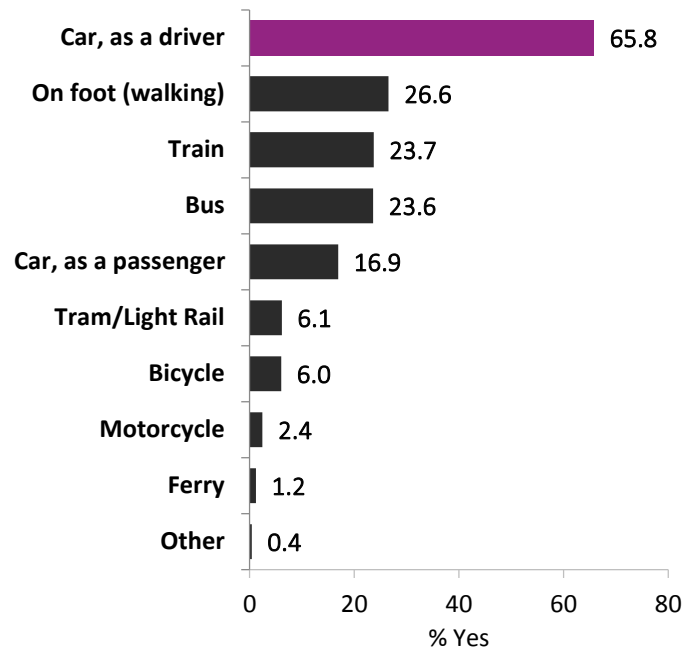
Source: CoreData Commuting Survey (October 2016)  
Question: Which of these best describes your employment?

Half (50.9%) of respondents are employed full-time, while more than a third (35.3%) are part-time employees. Close to one in 10 (8.9%) are students, while 4.9% are self-employed.

## ABOUT YOUR COMMUTE

- Commuters are part of everyday life for most Australians, with some spending more than an hour commuting each way
- Given the sacrifices inherent in commuting, many have decided to make lifestyle changes for a shorter commute
- However, the lure of a 'dream' job would be too good to resist for most commuters, who would be willing to spend more than an hour each way commuting for such a job

On a typical day, which of the following forms of transportation do you use to commute?



\*Multiple answers allowed

Source: CoreData Commuting Survey (October 2016)

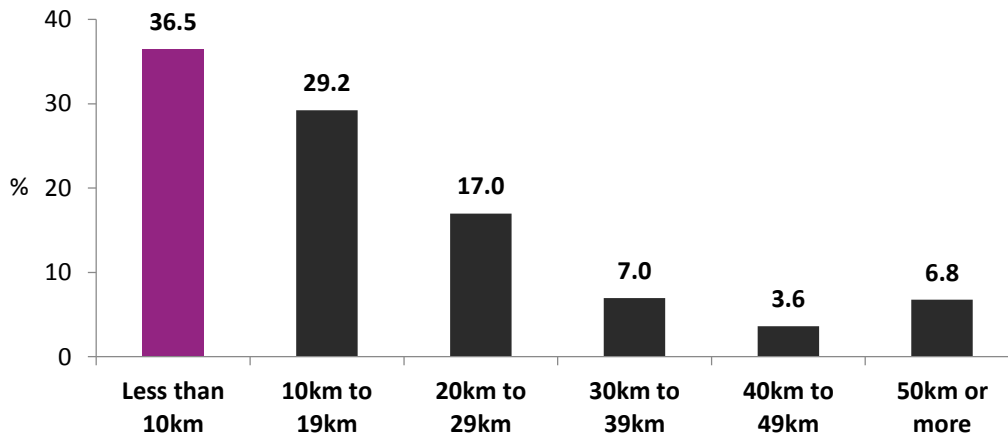
Question: On a typical day, which of the following forms of transportation do you use to commute?

The vast majority (82.7%) of respondents are 'car commuters' who use their car to commute on a typical day, either as a driver (65.8%) or a passenger (16.9%).

More than half (54.6%) of respondents are 'public transport commuters' who use the train (23.7%), bus (23.6%), tram/light rail (6.1%) or ferry (1.2%) to commute on a typical day.

More than one in four (26.6%) respondents cite walking as their means of commuting on a typical day.

On a typical day, how far do you commute each way?

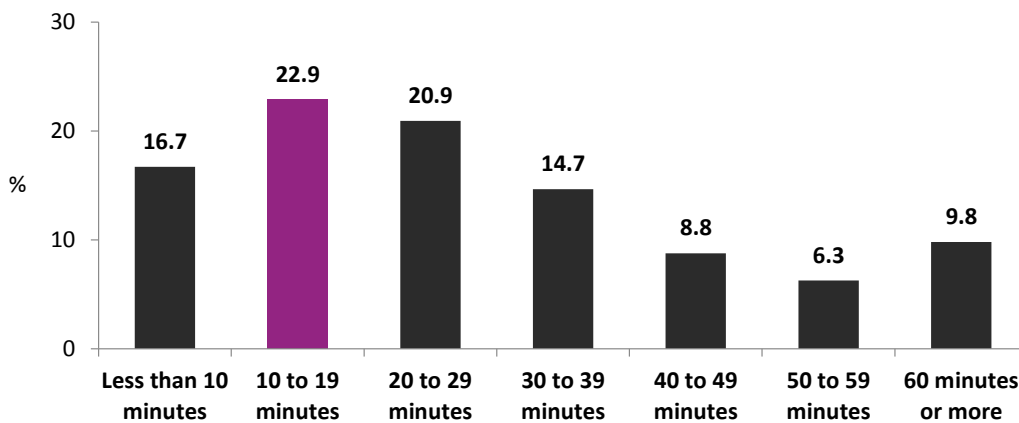


Source: CoreData Commuting Survey (October 2016)  
 Question: On a typical day, how far do you commute each way?

More than one in three (36.5%) respondents commute less than 10 kilometres each way on a typical day, while close to half (46.2%) say their commute is 10 to 29 kilometres each way. More than one in six (17.4%) commute at least 30 kilometres each way on a typical day.

Queenslanders lay claim to the shortest average commute, being the most likely to commute less than 10 kilometres each way on a typical day, while NSW residents are not so lucky. New South Welshmen are the most likely to commute at least 30 kilometres each way on a typical day (25.2%), followed by those in WA (19.1%).

On a typical day, how long do you commute each way?



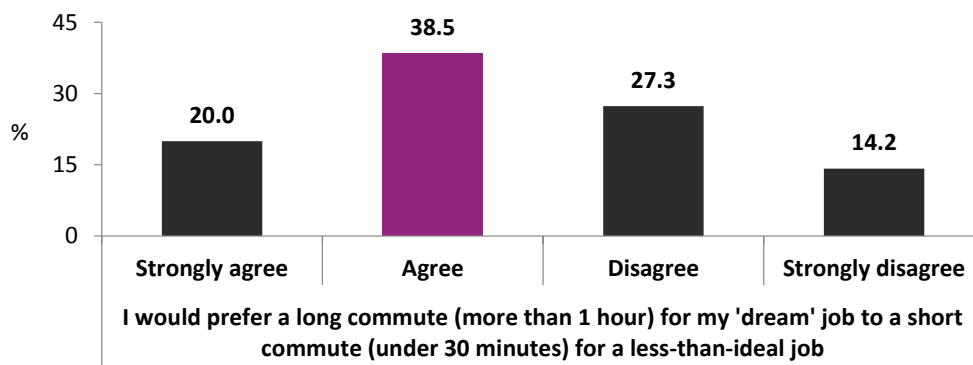
Source: CoreData Commuting Survey (October 2016)  
 Question: On a typical day, how long do you commute each way?

Three in five (60.5%) respondents say their commute takes less than 30 minutes each way on a typical day, while close to two in five (39.6%) claim their commute takes them 30 minutes or more each way.

Car commuters are more likely than public transport commuters to have a commute that takes less than 30 minutes each way on a typical day (65.3% vs. 45.3%). This difference is more notable when considering car-only commuters against public transport-only commuters (71.2% vs. 42.6%).

Across the states, Queenslanders are the most likely to commute less than 30 minutes each way on a typical day, while NSW residents are the least likely to do so (73.2% vs. 46.4%). Females are more likely to say their commute is less than 30 minutes each way on a typical day (66.0% vs. 54.4%).

**How much do you agree with the following statement?**



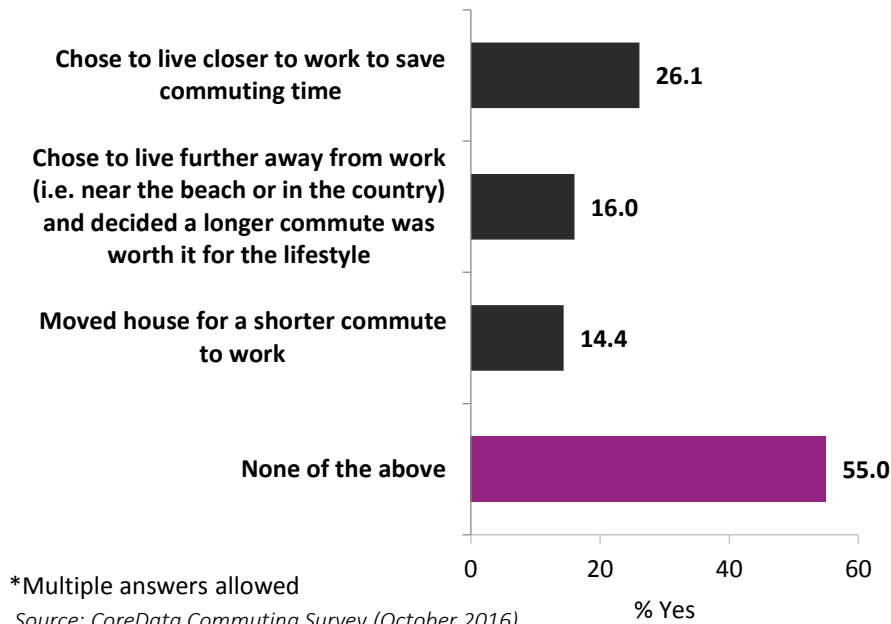
Source: CoreData Commuting Survey (October 2016)

Question: How much do you agree with the following statement? [I would prefer a long commute (more than 1 hour) for my 'dream' job to a short commute (under 30 minutes) for a less-than-ideal job]

Close to three in five (58.5%) respondents agree or strongly agree they would prefer a long commute (more than an hour) for their 'dream' job to a short commute (under 30 minutes) for a less-than-ideal job.

Public transport commuters are more likely than car commuters to hold this view (72.1% vs. 56.7%). By state, South Australians are the most likely to prefer a longer commute for their 'dream' job to a shorter commute for a less-than-ideal job (64.3%). Males are more likely to hold this view than females (67.3% vs. 50.6%).

Have you ever made any of the following lifestyle decisions regarding your commute to work?



Source: CoreData Commuting Survey (October 2016)  
 Question: Have you ever made any of the following lifestyle decisions regarding your commute to work?

More than one in four (26.1%) respondents say they have chosen to live closer to work to save commuting time, while close to one in six chose to live further away from work thinking the lifestyle trade-off is worth the commute (16.0%) or actually moved houses for a shorter commute to work (14.4%). However, most (55.0%) respondents claim they have not made any lifestyle changes in relation to their commute to work.

Queenslanders are the most likely to have chosen to live closer to work to save commuting time (32.6%), while NSW respondents are the most likely to admit they moved houses for a shorter commute to work (21.0%). Victorians are the most likely to say they have not made any lifestyle changes regarding their commute to work (61.7%).

What is the longest length of commute each way you could tolerate before you'd move house or get a different job?



Source: CoreData Commuting Survey (October 2016)  
 Question: What is the longest length of commute each way you could tolerate before you'd move house or get a different job?



On average, the longest length of commute each way respondents could tolerate before they decide to move house or get a different job is 56 minutes. Victorians are the most likely to tolerate a long commute (62 minutes on average) and Western Australians are the least tolerant of a long commute (52 minutes on average).

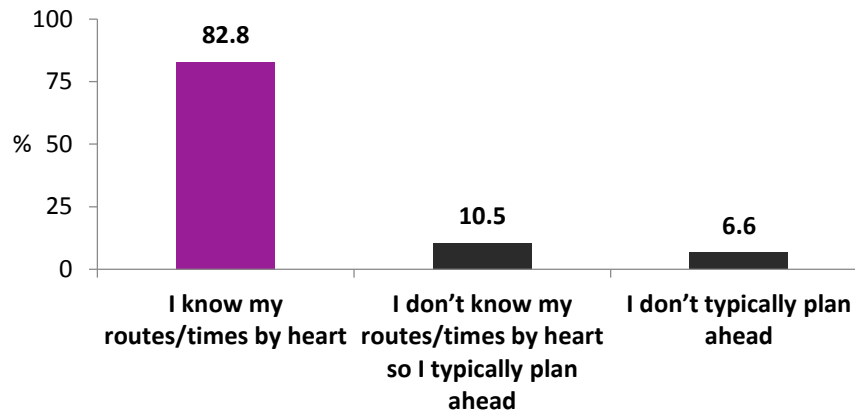
**In a typical week, how much do you spend on commuting?**



Source: CoreData Commuting Survey (October 2016)  
Question: In a typical week, how much do you spend on commuting?

Respondents spend an average of \$38 on commuting in a typical week.

**Which of the following best describes your typical planning method of commuting?**



Source: CoreData Commuting Survey (October 2016)  
Question: Which of the following best describes your typical planning method of commuting?

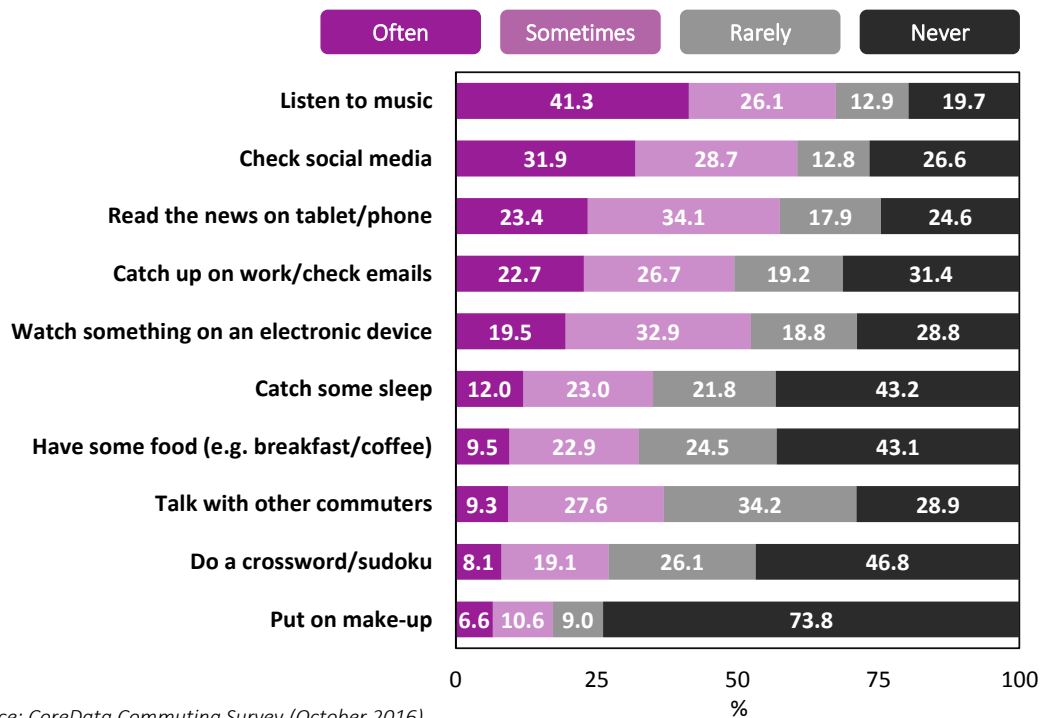
The vast majority (82.8%) of respondents claim to know their commuting routes/ times by heart. One in 10 (10.5%) don't know their routes/times by heart and typically plan ahead, while a minority (6.6%) do not plan ahead at all.

Across the states, South Australians are the most likely to say they know their commuting routes/times by heart, while Victorians are the least likely to say so (91.0% vs. 73.7%).

## PUBLIC TRANSPORT COMMUTING

- Poor manners and other questionable behaviours by fellow commuters are common pet peeves when commuting on public transport
- With technology making it easier to listen to music, stay connected on social media and read the news, it is little wonder that commuters typically prefer to retreat into a world of their own on public transport
- This finding is supported in that ‘Phone addicts’ are the most commonly encountered public transport users

How often do you typically do the following on your public transport commute?



Source: CoreData Commuting Survey (October 2016)

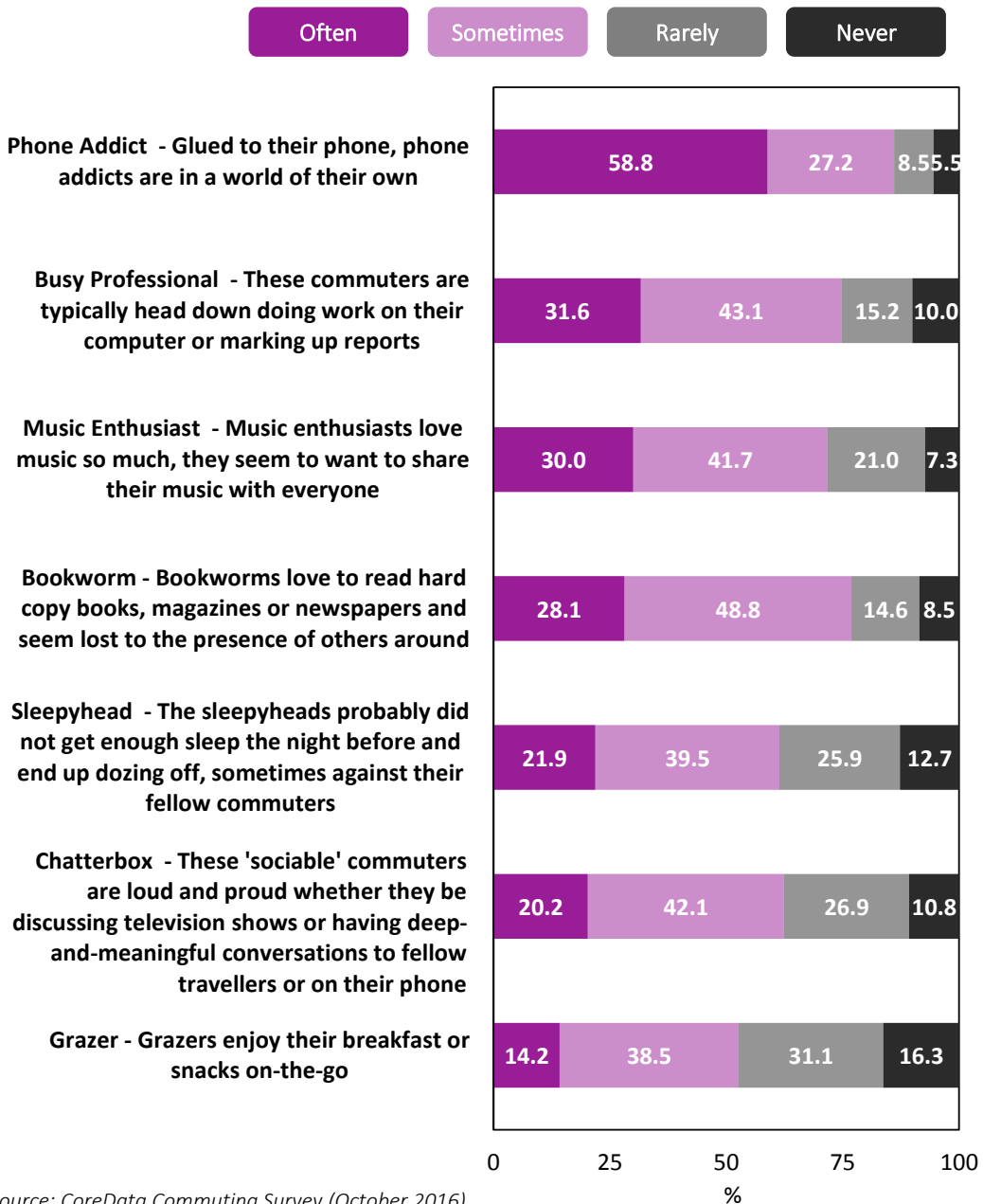
Question: How often do you typically do the following on your public transport commute?

The majority of public transport commuters typically listen to music (67.4%), check social media (60.6%) or read the news on a tablet/phone (57.5%) often or sometimes during their commute. Around half typically watch videos on a tablet/phone (52.4%) or catch up on work/check emails (49.4%).

Male public transport commuters are more likely to read the news on a tablet/phone (64.9% vs. 48.1%), watch videos on a tablet/phone (59.3% vs. 43.5%) or catch up on work/check emails (55.8% vs. 41.4%) during their commute.

Western Australian public transport commuters are the most likely to listen to music (75.4%) or read the news on their tablet/phone (61.1%) during their commute. Those in Queensland are the most likely to check social media (74.4%), watch videos on their tablet/phone (57.8%) or catch up on work/check emails (55.7%) while in transit.

How often do you encounter the following public transport users in your commute?



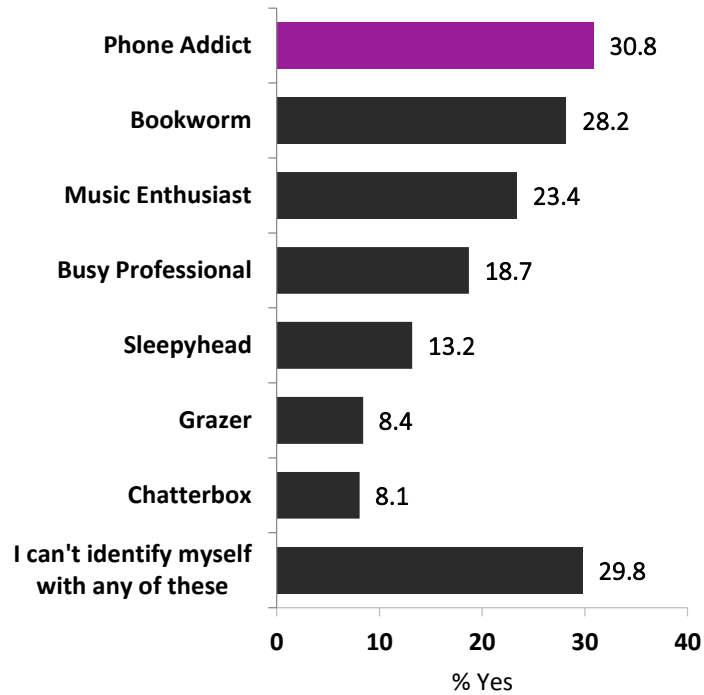
Source: CoreData Commuting Survey (October 2016)  
 Question: How often do you encounter the following public transport users in your commute?

A 'Phone Addict' is the most commonly encountered public transport user, with the vast majority (86.0%) of public transport commuters saying they often or sometimes encounter 'Phone Addicts' who are glued to their phone in their commute.

The large majority of public transport commuters also often or sometimes encounter 'Bookworms' (76.9%) or those who love to read hard copy books, magazines or newspapers; 'Busy Professionals' (74.7%) or fellow commuters who typically do work on their computer; and 'Music Enthusiasts' (71.7%) or those who love listening to music so much that it is loud enough for everyone to hear.

To a lesser degree, public transport commuters also often or sometimes encounter 'Chatterboxes' (62.3%) or those who conduct loud conversations with others; 'Sleepyheads' (61.4%) or fellow commuters dozing off during the commute; and 'Grazers' (52.7%) or those who enjoy eating their breakfast or snacks on-the-go.

**Can you identify yourself with any of these types of public transport users?**



\*Multiple answers allowed

Source: CoreData Commuting Survey (October 2016)

Question: Can you identify yourself with any of these types of public transport users?

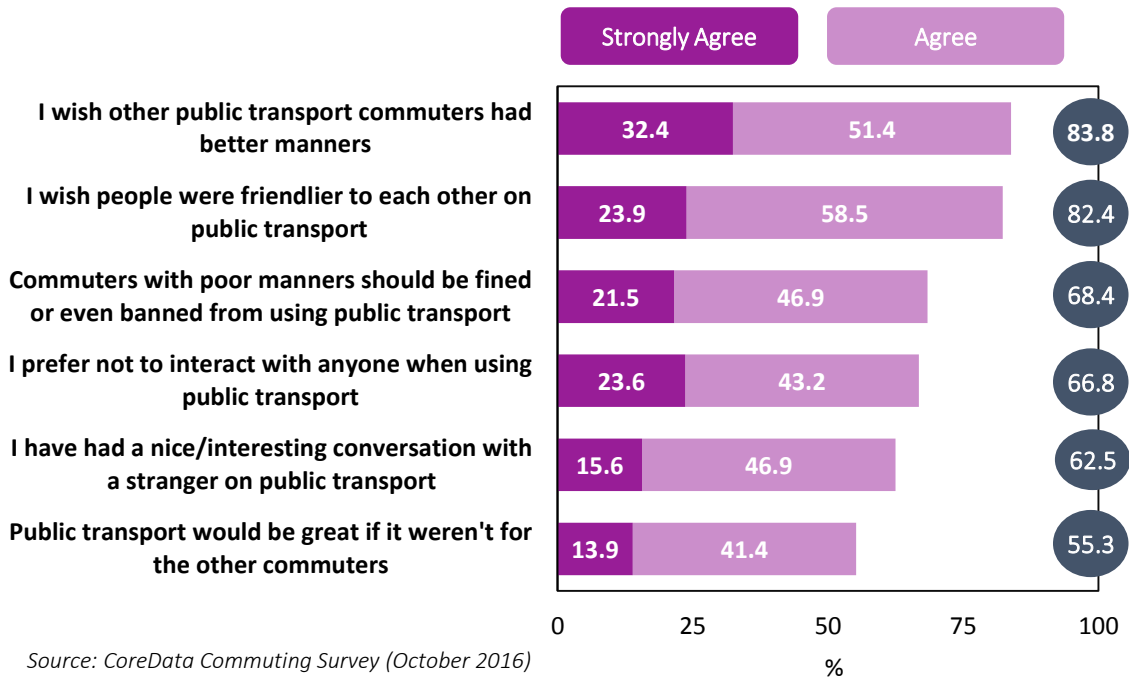
Australian public transport commuters most commonly identify themselves as a 'Phone Addict' (30.8%) or a 'Bookworm' (28.2%).

Close to a quarter (23.4%) describe themselves as a 'Music Enthusiast', while close to one in five (18.7%) admit they are a 'Busy Professional'.

Interestingly, three in 10 (29.8%) claim they do not identify with any of the listed public transport user types.

Victorian public transport commuters are the most likely to identify themselves as a 'Bookworm' (44.1%), while Queensland public transport commuters are the most likely to see themselves as a 'Phone Addict' (42.3%) or a 'Music Enthusiast' (39.5%). On the other hand, NSW public transport commuters are the most likely to describe themselves as a 'Busy Professional' (23.5%) or a 'Sleepyhead' (19.3%).

How much do you agree with the following statements?



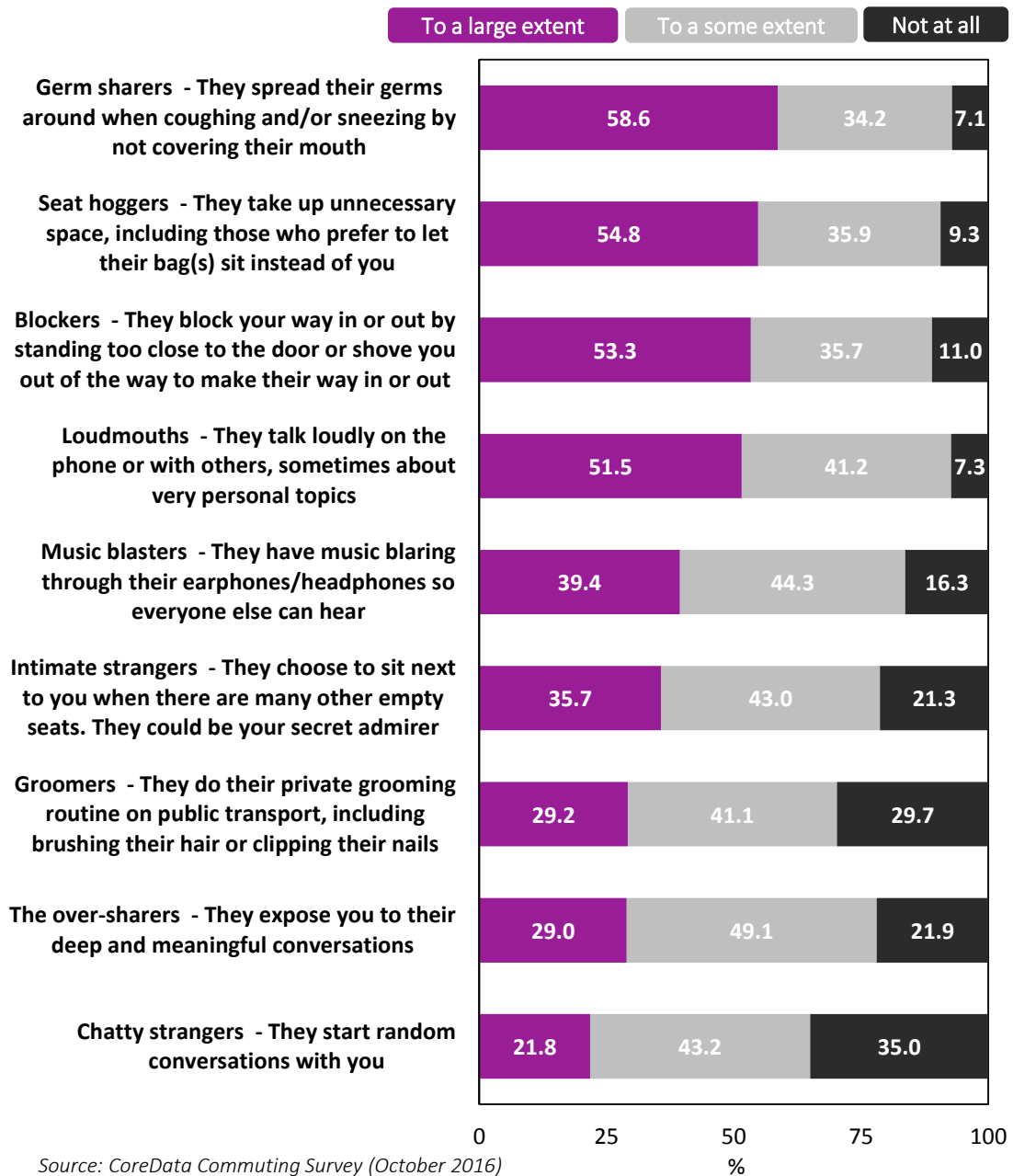
The vast majority of public transport commuters agree or strongly agree on wishing other commuters had better manners (83.8%) or were friendlier to one another on public transport (82.4%).

Around two in three also agree or strongly agree that commuters with poor manners should be fined or banned from using public transport (68.4%) or that they prefer not to interact with anyone while in transit (66.8%). However, more than three in five (62.5%) claim to have had a nice/interesting conversation with a stranger on public transport.

More than half (55.3%) agree or strongly agree that public transport would be great if it were not for the other commuters.

Queenslander public transport commuters are the most likely to agree or strongly agree on wishing other commuters had better manners (92.2%), while NSW public transport commuters are the most likely to agree or strongly agree that commuters with bad manners should pay fines or be banned them from public transport (72.6%).

How much are the following behaviours on public transport a 'pet peeve' for you?



Source: CoreData Commuting Survey (October 2016)  
 Question: How much are the following behaviours on public transport a 'pet peeve' for you?

The overwhelming majority of public transport commuters find 'Germ sharers' (92.8%), 'Loudmouths' (92.7%) and 'Seat hoggers' (90.7%) as their public transport 'pet peeves' at least to some extent. The majority of public transport commuters are also annoyed at least to some extent with 'Chatty strangers' (65.0%) or 'Groomers' (70.3%).

NSW public transport commuters are the most likely to nominate almost all of the listed behaviours as their public transport 'pet peeves' at least to some extent, particularly 'Germ sharers' (97.7%) and 'Loudmouths' (96.7%).

## Do you have any other public transport commuter 'pet peeves'?

*"Unfriendly bus drivers, people who put their feet up on the seats, men who don't stand for women, school children who refuse to stand up even after being requested to do so. Constantly they have their heads stuck in their phones, people who get off at 2 stops and race to get a seat in the middle of the packed train and then huff and puff because they cannot get out, people with backpacks on and they don't care who they hit - take the thing off, trains that are not on time because they saw 'one' person racing for the train and thought they would wait. If they planned earlier they would have caught the train, no one to check the tickets of people who have to buy them. I have seen people pick up a ticket off the ground and walk through, people who piggyback paying commuters through the turnstiles as if they paid on their card, people who do not give way to handicap commuters, the elderly or mothers/children. Sorry, bit of a rant."*  
(Female, 50 years old, WA, Public Transport Commuter)

*"Having to stand. It is just dangerous with buses having to stop heavily quite often. I have several times hurt my hands or arms in such situations plus stood on or been stood on. Particularly school kids with big bags have difficulty pushing through the crowded buses and step on you or knock you and on occasion send things like phones flying. I cannot rely on the arrival or arrival time of buses. Often that leads to 30 min waits, or if I switch to a different bus at a different stop after giving up at 5 mins, spend 5 mins walking to the other bus and then wait for arrival of another 5 mins. So min 15 mins lost. And then you have the same dilemma when that one doesn't come too."* (Male, 57 years old, Qld, Public Transport Commuter)

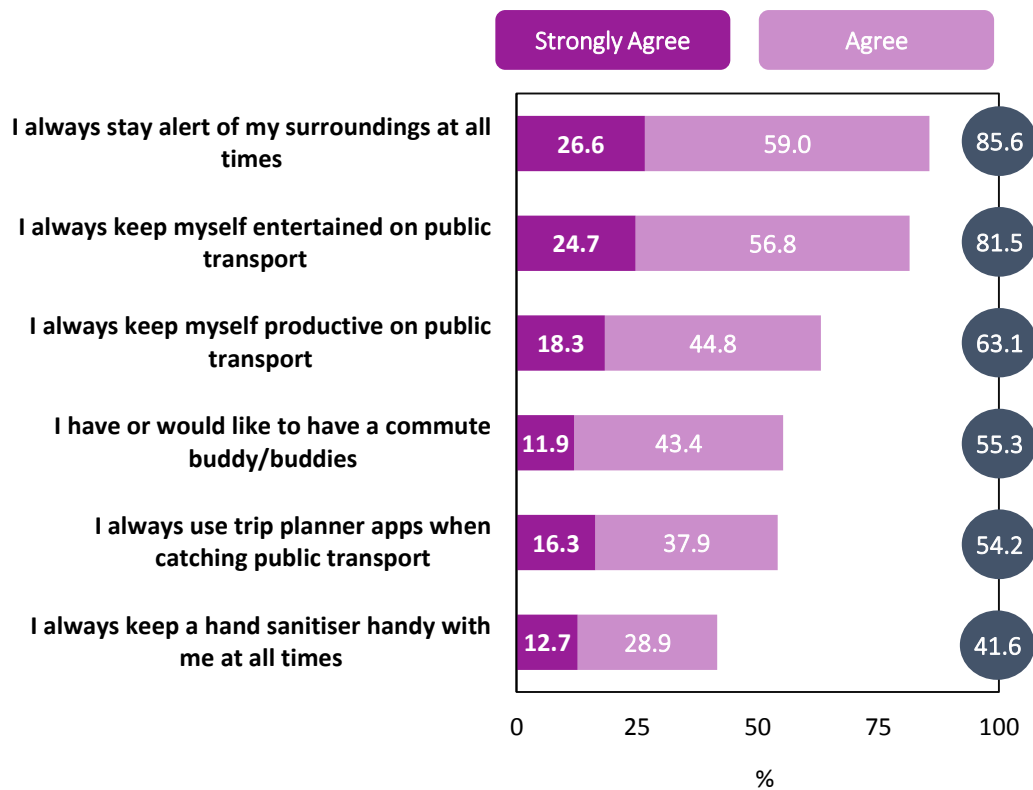
*"People travelling in peak times (i.e. weekdays between 5AM and 9AM and between 3PM and 7PM) when they should not be as they have obviously not been at work i.e. parents/grandparents with children and/or strollers - especially, but not limited to school holidays, also tourists, also students during school/university holidays and seniors - especially after attending a seniors' function in the CBD which concludes at 4PM. These examples are extremely annoying to all commuters and especially to this commuter who has been up since 5AM to get to work at 7AM and who leaves work at 4PM looking forward to a quiet restful journey home."* (Female, 64 years old, NSW, Public Transport Commuter)

*"Patience. I may be getting on, but I do not feel that people appreciate how good Public Transport is, and how it has improved with time. However the constant reliance of technology to fix problems, of which the MYKY card is a great example, is disappointing. Regardless of how much money is being spent no one appears to have stopped and thought what we the users of Public Transport want. I have watched ticket inspectors and some I feel are in the wrong job. Do they get a bonus for abusing people, particularly the young?"* (Male, 71 years old, Vic, Public Transport Commuter)

*"Delay the service on boarding - from variety of reasons - e.g. don't have prepaid ticket, or don't have change, or don't know what service they need, or don't know what ticket they need, or have to enquire about where to get off or change services, or need help with mobility or children - during peak hour travel when it is all about moving maximum people in minimum time."* (Male, 57 years old, Qld, Public Transport Commuter)

*"The typical bus driver is poorly trained. They run red lights, do not know how or where to stop at authorised bus stops. The last thing a typical bus driver wants is people on their bus routes. The sooner we get rid of bus drivers the better we will all be. Come on 'driverless buses' - Adelaide with all their faults have had driverless buses since the early 1970s."* (Male, 72 years old, NSW, Public Transport Commuter)

How much do you agree with the following public transport tips and tricks to make commuting better and safer?



Source: CoreData Commuting Survey (October 2016)  
 Question: How much do you agree with the following public transport tips and tricks to make commuting better or safer?

The vast majority of public transport commuters agree or strongly agree that always staying alert of their surroundings at all times (85.6%) or always keeping themselves entertained on public transport (81.5%) are tips to make commuting better and safer.

Other 'hacks' for making commuting better and safer are keeping themselves productive on public transport (63.1%), having commute buddies (55.3%) and using trip planner apps (54.2%).



## Do you have any other public transport tips and tricks to make commuting better and safer?

*"Actively discourage public transport travel by non-commuters by advertising heavily before EVERY school holidays that peak hours are between 5AM and 9AM and between 3PM and 7PM, not allow concession Opal cards to be used during these peak hours - or at least charge full peak fares if not more, advertise heavily that ALL pedestrians in CBD and elsewhere should keep to the left on footpaths and stairs and if in groups stay preferably in single file rather than 3 or more wide so that others can pass/walk in the opposite direction easily, stand back and wait for people to alight from buses and trains before trying to board." (Female, 64 years old, NSW, Public Transport Commuter)*

*"Always leave extra time to complete trip, especially if you have to change trains to get to destination. Sometimes you miss connecting train and have to wait. Don't be afraid to ask for help. Most people are only too willing to assist. Late at night travel in the first carriage. The proximity of the driver will provide some security. Avoid loud, drunk and obnoxious passengers. Group with other 'normal' commuters." (Male, 63 years old, Vic, Public Transport Commuter)*

*"If you think someone is following you or likely to follow you, move towards the door a stop or two before yours and see what they do. When the train stops, motion to leave the train and see if they move to exit as well. If they do, simply exit your carriage, walk to the next door and enter the next carriage. If they do not stay at on station platform but follow you instead, time to call for help." (Male, 32 years old, Vic, Public Transport Commuter)*

*"Improve audio system on platforms to make announcements more clear and understandable. Re install old type electronic indicator boards which had all stops displayed at a glance. Current rolling indicators on small screen take longer to read through the stops if you don't have enough time before the train arrives." (Male, 66 years old, NSW, Public Transport Commuter)*

*"Live in nice suburb with better bus routes and train lines where you can have your fellow passengers at least painfully tolerable. In worse suburbs with bad public transport, you'll see more stupid, bogan-style and dangerous acts and even crime acts happened to others or worse you'll be the victim." (Male, 45 years old, NSW, Public Transport Commuter)*

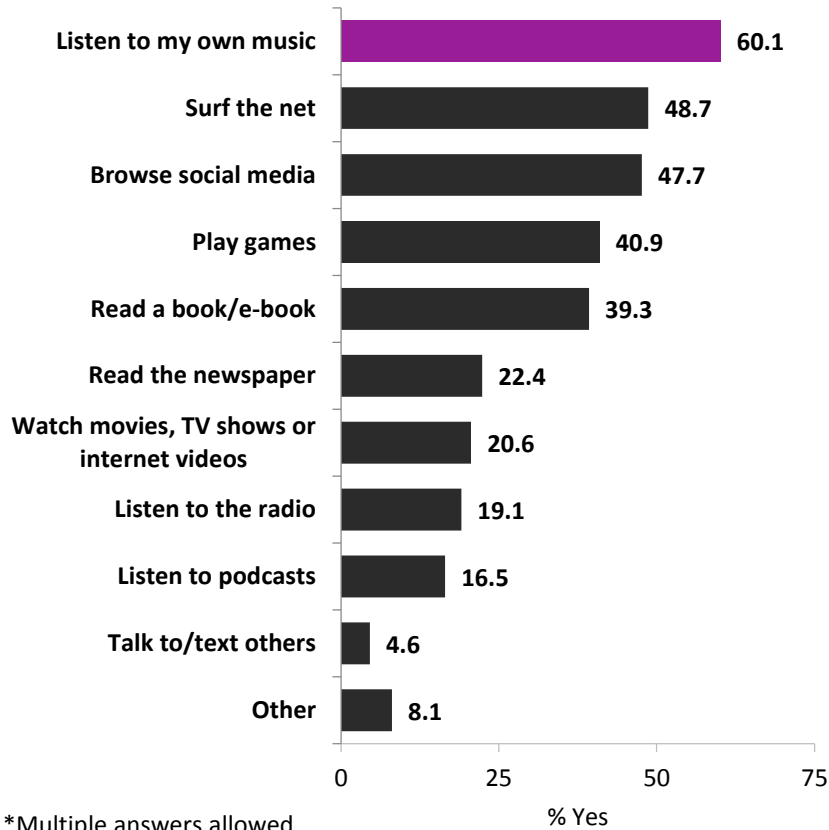
*"Make sure all your handbags/backpacks/bags are zipped up as you leave the train, look around before you exit, allow the elderly off first, if someone makes you feel uncomfortable, move seats or stand until one is available, talk to commuters - we are all human." (Female, 50 years old, WA, Public Transport Commuter)*

*"More services. More options on the longer services (i.e. reserved seating). More patrols of the train by guards in off peak times. A light rail or an underground would be a great addition. A circle line around the city would be a good idea." (Male, 40 years old, Qld, Public Transport Commuter)*

*"It would be nice to have a scrolling screen somewhere in the carriage that reiterates good manners, i.e. stand up for someone who is old or appears to have a disability. Just basic good manners." (Female, 43 years old, WA, Public Transport Commuter)*

*"Avoid eye contact with anyone that seems like they are under the influence. Always remember to bring your go card as paper tickets are really expensive. Always keep an eye on your surroundings." (Male, 23 years old, Qld, Public Transport Commuter)*

How do you keep yourself entertained while using public transport?



\*Multiple answers allowed

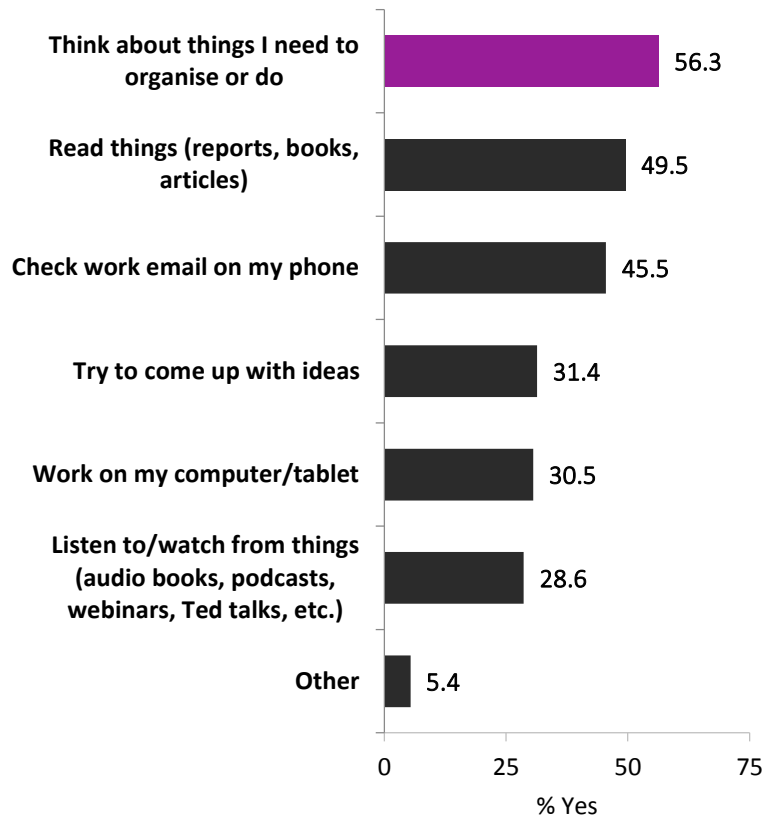
Source: CoreData Commuting Survey (October 2016)

Question: How do you keep yourself entertained while using public transport?

Listening to own music (60.1%), surfing the net (48.7%) and browsing social media (47.7%) are the most commonly cited ways for public transport commuters to keep themselves entertained while in transit. Playing games (40.9%) and reading a book/e-book (39.3%) are also commonly cited.

Queenslander public transport commuters are the most likely to cite listening to music (66.6%), browsing social media (60.5%), and surfing the net (56.1%) as ways to stay entertained on their commute, while NSW respondents are the most likely to cite reading books or e-books (49.9%) or newspapers (35.0%).

How do you keep yourself productive on public transport?



\*Multiple answers allowed

Source: CoreData Commuting Survey (October 2016)

Question: How do you keep yourself productive on public transport?

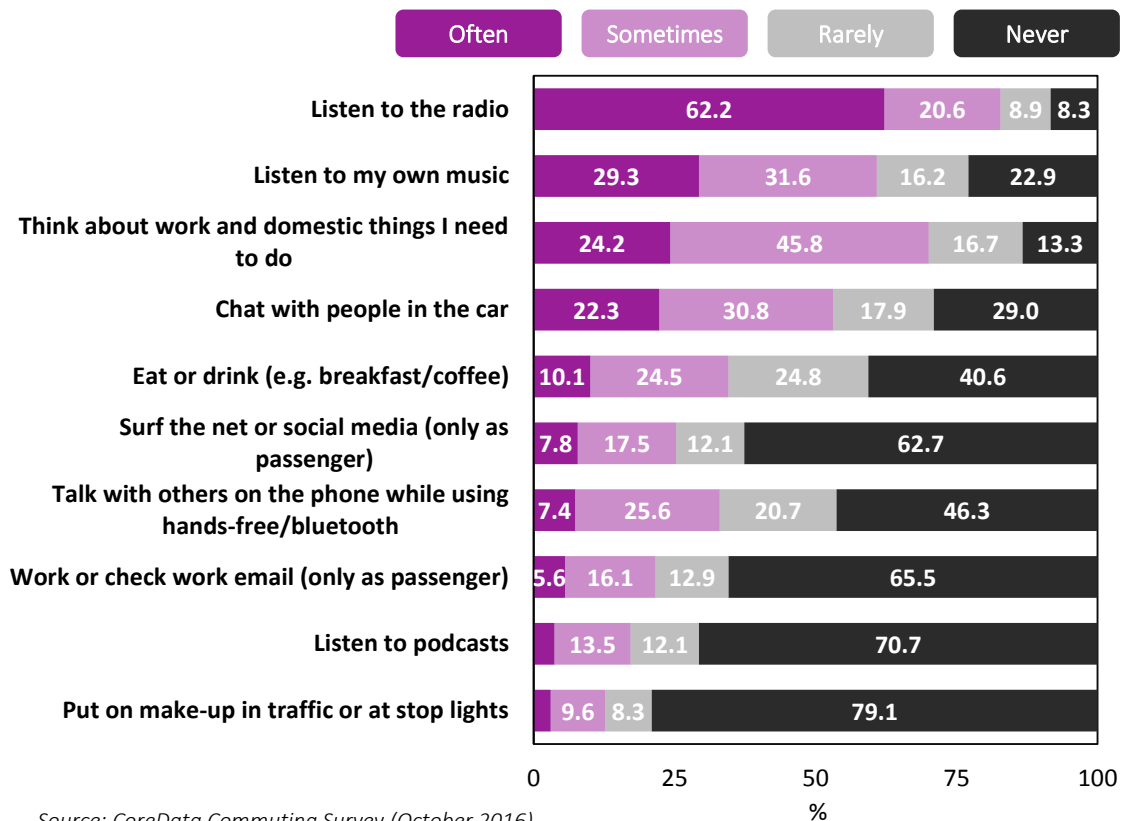
Thinking about things to organise or do (56.3%), reading things (49.5%) and checking work email (45.5%) are the most commonly cited ways for public transport commuters to keep themselves productive while in transit.

Queenslander public transport commuters are the most likely to keep themselves productive by thinking about things they need to organise or do (63.1%), while South Australian public transport commuters are the most likely to check their work email to be productive (57.1%). Victorian public transport commuters are the most likely to read things (56.4%) or try to come up with ideas (49.5%) to keep themselves productive while in transit.

## CAR COMMUTING

- The majority of commuters use a car to commute and the average car commuter spends more than seven hours in their car in a typical week – or nearly 400 hours per year
- With such a large amount of time spent in the car, the car is increasingly becoming an extension of the home, with multi-tasking and embarrassing habits quite common in the comfort of the car
- Other road users are common sources of pet peeves for car commuters and are possibly driving a need to keep themselves entertained and sane

How often do you typically do the following on your car commute?

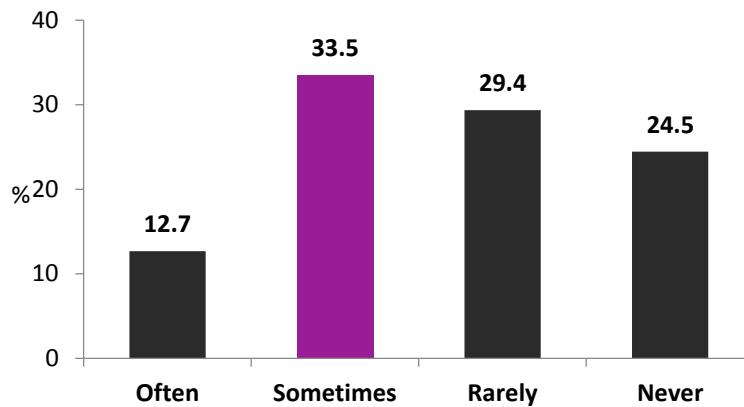


Source: CoreData Commuting Survey (October 2016)

Question: How often do you typically do the following on your car commute?

The vast majority (82.8%) of car commuters typically listen to the radio often or sometimes during their commute. The majority also think about work and domestic things they need to do (70.0%), listen to their own music (60.9%) or chat with others in the car (53.1%) at least sometimes while travelling.

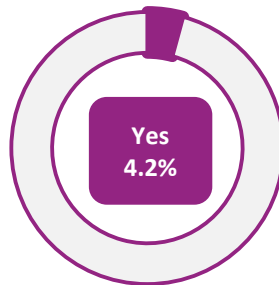
How often do you typically multitask three or more of these activities in one car journey?



Source: CoreData Commuting Survey (October 2016)  
 Question: How often do you typically multitask three or more of these activities in one car journey?

Nearly half of car commuters typically multitask three or more of the activities listed previously, with one in eight (12.7%) doing this often and a third (33.5%) doing this sometimes. The remaining portion of car commuters rarely (29.4%) or never (24.5%) multitask three or more of these activities in one car journey.

Is there anything you do in your car that you think might be a little bit unusual?



Source: CoreData Commuting Survey (October 2016)  
 Question: Is there anything you do in your car that you think might be a little bit unusual?

The overwhelming majority (95.8%) of car commuters say they do not do anything in their car that they think might be a little bit unusual.

## Would you care to briefly share this slightly unusual car habit?

*"Sometimes I sing along or hum along with music that I am familiar with. If I am driving along a familiar country route, I see rubbish like plastic bottles and cans and pick up at least 5 of them take home and put in recycle bin, don't understand just why people are throwing out this junk on the beautiful country roads or anywhere. I wish they would make these junk containers have a deposit price attached to them and maybe prevent some of it going out the car. I just really hate seeing it and it's a distraction on the side of the road." (Female, 59 years old, NSW, Car Commuter)*

*"I sometimes do exercise when I am in a commuter car park - i.e. when it's bumper to bumper and no-one is moving much. I do leg pumps and arm pumps, alternating each leg and arm. I get bored just sitting there, doing nothing, waiting to be able to drive." (Female, 49 years old, ACT, Public Transport Commuter)*

*"I have to have the radio/music volume on an even number at all times, and I always check what speed other cars have their window wipers on in order to determine how much to put mine on." (Female, 21 years old, Vic, Car Commuter)*

*"Not a habit but sometimes I get car sick while driving so I need a plastic bag close by - this happens at least once a fortnight." (Female, 46 years old, Vic, Car Commuter)*

*"I talk to myself a lot, like what I should have done before I left home, what I need to buy etc." (Female, 57 years old, Vic, Public Transport Commuter)*

*"Praying to my God for safe journey and no problem at all to reach and safely park." (Male, 56 years old, SA, Public Transport Commuter)*

*"I put a TV show on my phone and have that one while I drive." (Female, 46 years old, Tas, Car Commuter)*

*"Floss teeth. Have shaved while driving. Have a cold beer." (Male, 55 years old, Qld, Car Commuter)*

*"Brush my teeth when I don't have time." (Male, 35 years old, Qld, Car Commuter)*

*"I like to drive at night on highways." (Female, 39 years old, ACT, Car Commuter)*

*"I frequently check my trip computer." (Male, 48 years old, Vic, Public Transport Commuter)*

*"Dry my hair with the heater." (Female, 40 years old, SA, Car Commuter)*

*"I sing along with the music." (Female, 43 years old, NSW, Public Transport Commuter)*

*"Singing and dancing." (Male, 51 years old, SA, Car Commuter)*

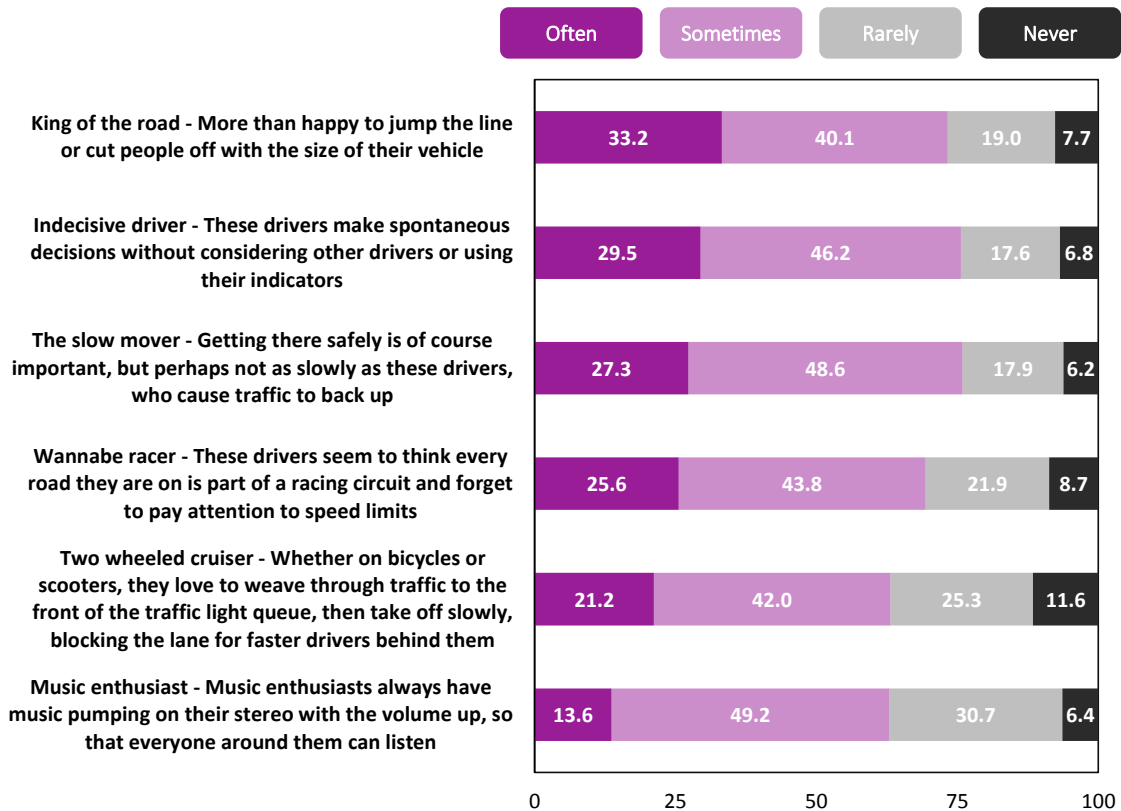
*"I drive shoeless." (Female, 18 years old, SA, Car Commuter)*

*"Sing weird songs." (Male, 21 years old, SA, Car Commuter)*

*"Brush my teeth." (Female, 37 years old, SA, Car Commuter)*

*"I pray & sing." (Male, 58 years old, SA, Car Commuter)*

How often do you encounter the following road users in your car commute?



Source: CoreData Commuting Survey (October 2016)

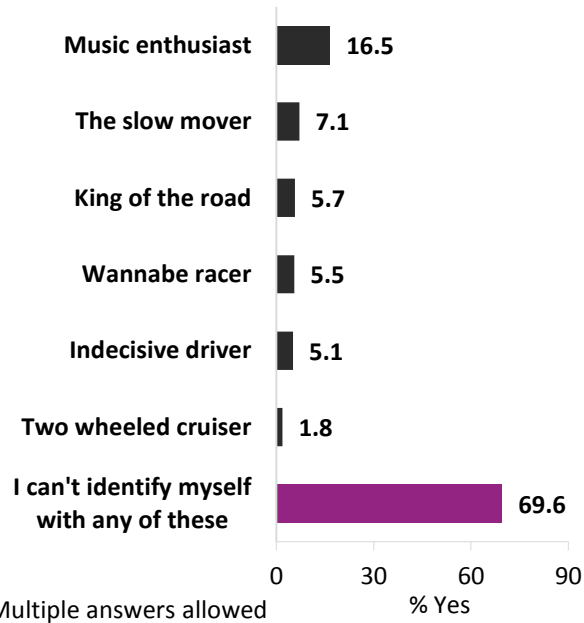
Question: How often do you encounter the following road users in your car commute?

Three in four car commuters say they often or sometimes encounter 'Slow movers' (75.9%) or those whose slow pace causes traffic to back up or 'Indecisive drivers' (75.7%) who make spontaneous decisions on the road without considering other drivers.

A similar proportion also say they often or sometimes encounter 'Kings of the road' who are more than happy to cut people off with the size of their vehicle (73.3%) or 'Wannabe racers' who seem to think every road is part of a racing circuit (69.4%).

More than three in five also often or sometimes encounter 'Two-wheeled Cruisers' (63.2%) who love to weave through traffic on their motorcycle or bicycle or 'Music Enthusiasts' (62.8%) who blast their music loud enough for other people to hear.

Can you identify yourself with any of these types of road users?

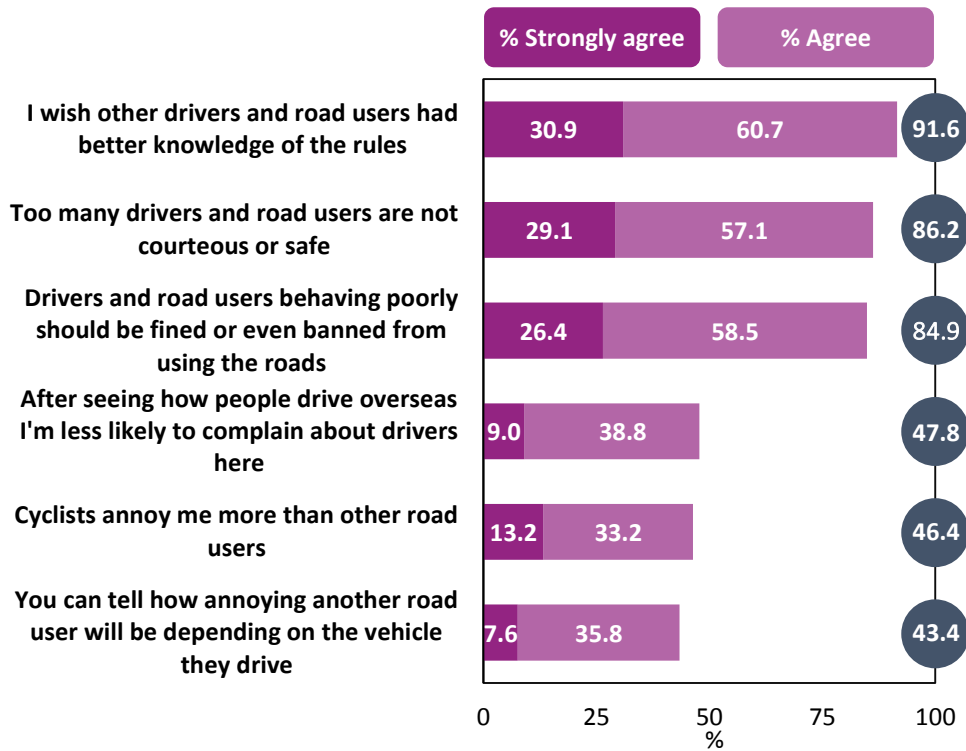


\*Multiple answers allowed  
 Source: CoreData Commuting Survey (October 2016)  
 Question: Can you identify yourself with any of these types of road users?

Car commuters are more cautious in identifying themselves as one the listed types of road users, with only one in six (16.5%) admitting they are a 'Music enthusiast' and less than one in 10 (7.1%) saying they are a 'Slow mover'. Seven in 10 (69.6%) claim they do not identify with any of these types of road users.



How much do you agree with the following statements?



Source: CoreData Commuting Survey (October 2016)

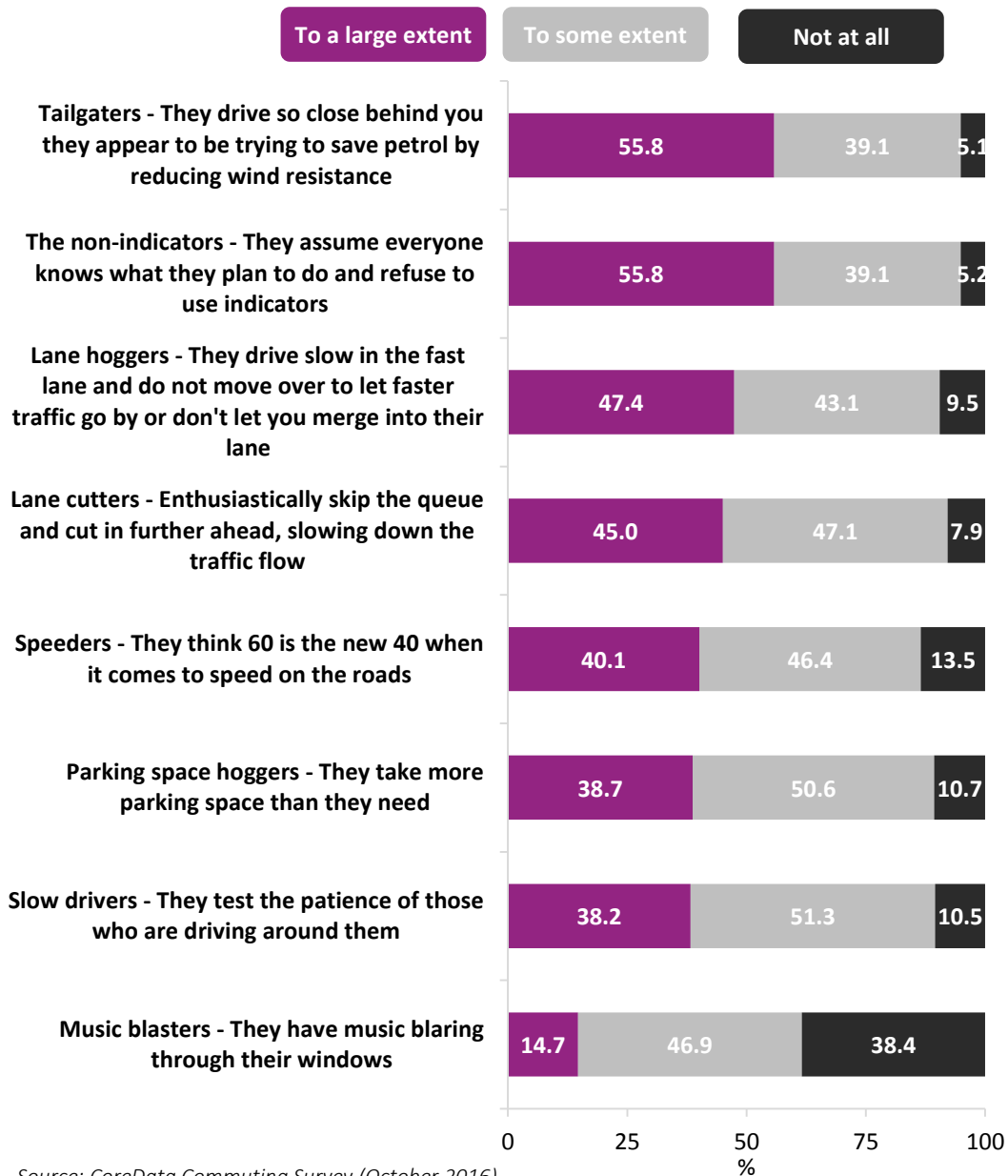
Question: How much do you agree with the following statements?

The overwhelming majority (91.6%) of car commuters agree or strongly agree that they wish other drivers and road users had better knowledge of the rules.

The vast majority also agree or strongly agree that too many drivers and road users are not courteous or safe (86.2%) or those who behave poorly should be fined or even banned from using the roads (84.9%).

To a lesser extent, car commuters agree or strongly agree that after seeing how people drive overseas they are less likely to complain about Australian drivers (47.8%), that cyclists annoy them more than any other road users (46.4%), or that they can tell how annoying another road user can be based on the vehicle they drive (43.4%).

How much are the following behaviours on the roads a 'pet peeve' for you?



Source: CoreData Commuting Survey (October 2016)

Question: How much are the following behaviours on the roads a 'pet peeve' for you?

The overwhelming majority of car commuters consider 'Tailgaters' and 'Non-indicators' (both 94.9%) as pet peeves on the roads at least to some extent. They also feel aggravation at least to some extent towards 'Lane cutters' (92.1%) and 'Lane hoggers' (90.5%).

Furthermore, the vast majority count 'Slow drivers' (89.5%), 'Parking space hoggers' (89.3%), and 'Speeders' (86.5%) as pet peeves on the roads at least to some extent. Only three in five (61.6%) say they are annoyed by 'Music blasters' on the road.

## Do you have any other driver 'pet peeves'?

*"Road work speed limits. I think I might be the only one that observes them. The government to make a fortune if they set up speed cameras there. Speeders sometimes pass me on the freeway, I am on 100 and they pass sometimes at 130. Where are the police when you need them? Bikies who believe the speed limits don't apply to them. I am sure they sometimes are travelling at 160 or more. Traffic bottlenecks on freeways, when there is a perfectly good emergency lane that could be used to ease the congestion. Parked vehicles near intersections on busy roads especially near traffic lights, forcing 2 lanes crossing the intersection into one lane on the other side. Causes traffic to bank up over the intersection and even affects those trying to turn into the road from the intersection. Should make those roads clearways (e.g. Chapel St and Dandenong Road, Windsor)." (Male, 63 years old, Vic, Public Transport Commuter)*

*"People who wait until you're close to them, and then they go and almost hit you. This can be at a roundabout, or at a T-section or just a straight road, where they are trying to come through on the perpendicular. And they'll do this when there is no-one behind you, so waiting a few seconds would have been safer for everyone. And then the roundabouts - everyone is in such a hurry and while they're meant to give way for people on their right, they cut right in front of you and you have to slow down to avoid hitting them, when they're totally in the wrong." (Female, 49 years old, ACT, Public Transport Commuter)*

*"Just generally, irritable, aggressive and angry drivers. Impatient drivers who always try to hurry you up. Drivers who think that their time is worth more than yours. The worst, I believe, are the drivers who take the left-hand lane, even though they know the lane is about to end, or they can see there are cars parked in that lane. They then cut into the right-hand lane ahead of all the poor, but patient drivers who have waited their turn. As I said, they think that their time is more valuable than everyone else's, so they don't want to wait." (Male, 48 years old, Vic, Public Transport Commuter)*

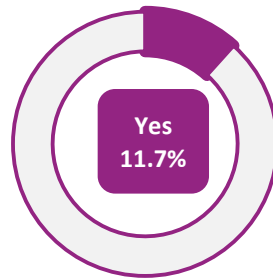
*"Those that do not thank you for letting them do things like take the first car bay, let you out first in standing traffic, indicate there is something wrong with their car e.g. petrol cap open, light not working on the rear - a simple wave is all it takes - a one finger job does not cut it when it comes to the courtesy you have shown or so you think - I have encountered that numerous times and I cannot believe how rude people are when I'm trying be nice - just don't get it." (Female, 50 years old, WA, Public Transport Commuter)*

*"Inattentive drivers at stop lights, they are either asleep or using their phones and fail to go on green causing the drivers behind them to wait for another light rotation while they speed on through. Drivers who don't look when coming on to a main road, who cut in front of you causing you to brake until your tyres screech, while blasting on your horn in order to avoid a serious accident." (Female, 61 years old, SA, Car Commuter)*

*"Not driver peeves, but cyclist peeves - Why do cyclists ride on the road when there is a perfectly good bike path next to the road. When they do ride on the road, why don't they ride on the edge of the road, instead of on the white line, or even in the actual driving lane? Complete lack of courtesy for others and think they are better than everyone else." (Male, 42 years old, Vic, Car Commuter)*

*"Those who cannot decide what speed they wish to sit on. They'll dawdle along stretches of road where they cannot be safely passed due to crests, corners or solid lines, and then speed up to the speed limit or more where they can be passed. It's almost as if they are trying to play some stupid and dangerous game." (Female, 43 years old, SA, Car Commuter)*

Do you drive as a primary function of your work (e.g. taxi, courier, truck driver, etc.)?



Source: CoreData Commuting Survey (October 2016)  
Question: Do you drive as a primary function of your work (e.g. taxi, courier, truck driver, etc.)?

A minority (11.7%) of car commuters say they drive as a primary function of their work (taxi/truck driver, courier, etc.).

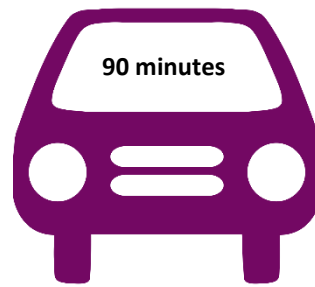
How long would you estimate you spend in a car during a typical weekday?



Source: CoreData Commuting Survey (October 2016)  
Question: How long would you estimate you spend in a car during a typical weekday?

Car commuters estimate they spend an average of 71 minutes or a little over an hour in a car during a typical weekday. This average is highest among South Australian car commuters (79 minutes) and lowest among those in NSW (64 minutes).

How long would you estimate you spend in a car during a typical entire weekend?



*Source: CoreData Commuting Survey (October 2016)  
Question: How long would you estimate you spend in  
a car during a typical entire weekend?*

Car commuters estimate they spend an average of 90 minutes or one and a half hours in a car during a typical weekend. This average is again highest among South Australian car commuters (105 minutes). It is lowest among those in WA (74 minutes).

How much do you agree with the following driving tips and tricks to make commuting better?



Source: CoreData Commuting Survey (October 2016)  
 Question: How much do you agree with the following driving tips and tricks to make commuting better?

The large majority (73.0%) of car commuters agree or strongly agree that they always keep themselves entertained in the car to make commuting better. However, this is the only tip and trick that is used by most car commuters.

To a lesser extent, less than two in five agree or strongly agree on keeping themselves productive (38.7%) or having adequate body support devices (35.8%) as their go-to driving tip and trick to improve their commuting experience.

Less than a quarter cite using apps to find cheap petrol (23.7%) or convenient and cheap parking (19.8%) as tips and tricks to make commuting better.

## Do you have any other driving tips and tricks to make commuting better?

*"Try not to get upset at other drivers. Listen to relaxing music or even try to learn something by listening to an e-book or lecture. Allow plenty of space between your car and the car in front of you, even if another driver cuts in front of you. Just allow other drivers to do their thing and focus on your own driving. Even if another driver beeps the horn or yells at you, they will most probably do nothing worse than that. So don't escalate things. And never, never, never get out of the car to argue with someone." (Male, 48 years old, Vic, Public Transport Commuter)*

*"Always treat other drivers with caution. Expect them to do something unexpected anytime. Always allow plenty of room between you and the car in front. Do not assume that truck drivers can see you. Always err on the side of caution. Don't accelerate to beat lights or train. Be courteous even if the other driver appears to be a road rager or an idiot (or both)." (Male, 63 years old, Vic, Public Transport Commuter)*

*"I know the value of my time. This means that using the toll-roads and tunnels is worth it for the savings in my time - if the roads and tunnels travel at the signed speeds. Action should be taken against those whose travel well below the signed speeds as they are actively discouraging others, who want a fast commute, from using these facilities." (Male, 61 years old, Qld, Car Commuter)*

*"Maybe have an interactive program on the radio? Or interactive road signs that are funny and comical - to help reduce the stress on the road trips - where the signs change every day, so it's not the same thing all the time, as that would be boring and a waste of resources." (Female, 49 years old, ACT, Public Transport Commuter)*

*"The same old saying - plan ahead the night before, get your clothes ready and lunch to take to work ready the night before - make sure you have enough fuel on the night before and clean the car out of rubbish - it's helpful - planning - it's always helpful for doing anything." (Female, 59 years old, NSW, Car Commuter)*

*"Leave plenty of time to get to your destination, allowing time for changes in traffic conditions/accidents. Listen to the radio for any changes in route so that different routes maybe taken. Ensure there is plenty of petrol in the car. Regularly conduct car maintenance." (Female, 42 years old, Vic, Car Commuter)*

*"Our public transport system is hopeless. Our roads are even worse. Letting too many people into Australia. When they cannot even give us all full-time jobs. Main jobs are casual. No notice. No job security. How do you feed a family or keep your house?" (Male, 41 years old, WA, Car Commuter)*

*"Acknowledge that even a short commute is going to be slow work and therefore stressing yourself and others out by trying to undertake on the inside and or merge aggressively in traffic is actually counter-productive." (Male, 60 years old, NSW, Car Commuter)*

*"Lol beyond the car in front and you can often tell what to expect. If I see a car further in front put on his brakes I can usually slow before the driver immediately in front of me takes any action." (Male, 62 years old, SA, Car Commuter)*

*"Patience. Try to work out the best time to leave/arrive (when there may be lulls in the traffic). Have an alternative route in case of traffic snarls." (Female, 55 years old, Qld, Car Commuter)*

*"If possible, drive outside of peak hours or allow for bad traffic. Check traffic reports prior to leaving home so an alternate route can be planned." (Female, 32 years old, Qld, Car Commuter)*

## How do you keep yourself entertained during your car commute?

*"Check out other drivers' bad habits and comment on them to myself or other passengers. Check out other makes and models of cars, sing to the radio." (Female, 48 years old, Vic, Car Commuter)*

*"If there is someone else in the car I will talk to them. If there isn't, I listen to my favourite music." (Male, 48 years old, Vic, Public Transport Commuter)*

*"Listen to the radio or chat if I'm driving. Chat, social media, emails, sleep, daydream if not driving." (Female, 59 years old, Vic, Public Transport Commuter)*

*"Music. Or blue tooth phone calls with friends/family. On long trips I tend to listen to audiobooks. ." (Female, 32 years old, Qld, Car Commuter)*

*"I don't need other entertainment, I enjoy driving, but I do listen to the radio and make calls." (Male, 34 years old, SA, Car Commuter)*

*"Listen to ABC News Radio, it keeps me up to date with the news and traffic information." (Male, 63 years old, Vic, Public Transport Commuter)*

*"Morning radio, and abusing State and Local Government politicians who may be on the ABC." (Male, 60 years old, SA, Car Commuter)*

*"Listen to music, sing along sometimes and admire the beautiful place where I live." (Female, 57 years old, WA, Car Commuter)*

*"Listen to music, sing, daydream about having a laser to blow others off the road." (Male, 52 years old, WA, Car Commuter)*

*"Music cigarettes or sometimes no music because I don't want to hear anything." (Female, 44 years old, WA, Car Commuter)*

*"Not much, I mostly pay attention to the road, just a little bit music though." (Female, 33 years old, NSW, Public Transport Commuter)*

*"See previous answers: radio, own music (CD and some mp3 music from home)." (Male, 63 years old, Vic, Car Commuter)*

*"Music on my IPOD, talking on the phone (hands free/Bluetooth set up)." (Female, 35 years old, SA, Car Commuter)*

*"Music that I can sing along too or call friends whilst on blue tooth." (Female, 24 years old, Vic, Car Commuter)*

*"Listen to commercial radio. Talk to friends within the car. Sing." (Female, 42 years old, Vic, Car Commuter)*

*"Listen to music - but focus on the road and the traffic around me." (Male, 61 years old, Qld, Car Commuter)*



**How do you keep yourself productive during your car commute?**

*"Whenever stopping at a traffic light or stop sign (if I have time) I will wipe down my dash board and where my speedo is." (Female, 21 years old, WA, Car Commuter)*

*"Reading notes from school or work. Thinking about the days tasks. Finishing getting ready make up and teeth." (Female, 37 years old, SA, Car Commuter)*

*"Listen to music to relax, it puts me in a better mood and head space for the day ahead so I can focus." (Female, 28 years old, SA, Car Commuter)*

*"Hard enough keeping track of the bloody idiot on the road at the moment and what they will do." (Male, 64 years old, WA, Car Commuter)*

*"Make any calls I haven't had time for, plan out my day, reflect on what I've done etc." (Female, 46 years old, Tas, Car Commuter)*

*"Either make phone calls and catch up with friends or think of tasks needing doing." (Female, 53 years old, Vic, Car Commuter)*

*"Music and staying focused at all times on the road and other vehicles around me." (Female, 41 years old, Vic, Public Transport Commuter)*

*"Breakfast or lunch on the go. Counting and singing with my kids (teaching them)." (Female, 32 years old, WA, Car Commuter)*

*"Being alert to all what is happening in all lanes and plan for the unexpected." (Female, 54 years old, NSW, Public Transport Commuter)*

*"Listen to podcasts. Answer my work phone after stopping then make bookings." (Male, 62 years old, SA, Car Commuter)*

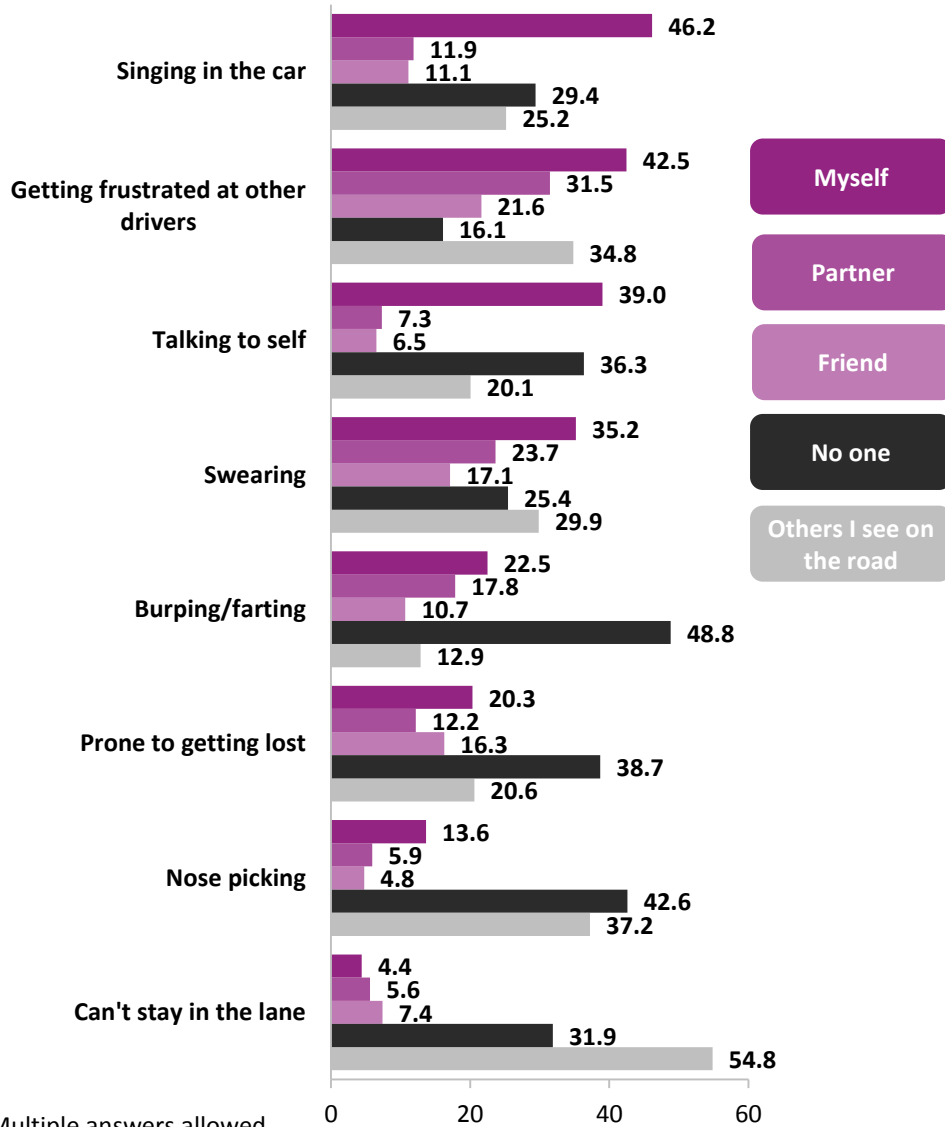
*"Recap work done and plan for the day, think of activities after work etc." (Female, 61 years old, WA, Car Commuter)*

*"Concentrate on all the cars around me and know what they are all doing." (Female, 45 years old, Vic, Car Commuter)*

*"Eye exercises, stretching, observing others as well as my surroundings." (Female, 57 years old, Qld, Public Transport Commuter)*

*"Using Siri I can make notes if I remember something that I need to do." (Female, 24 years old, Vic, Car Commuter)*

Do you know anyone with the following embarrassing driving habits?



\*Multiple answers allowed

Source: CoreData Commuting Survey (October 2016) % Yes

Question: Do you know anyone with the following embarrassing driving habits?

Singing in the car (46.2%) and getting frustrated at other drivers (42.5%) are the embarrassing driving habits car commuters most commonly admit to doing themselves. They also admit to talking to themselves (39.0%) and swearing (35.2%) as their embarrassing driving habits.

Car commuters claim other people they see on the road have embarrassing driving habits, particularly the inability to stay in the lane (54.8%) or nose picking (37.2%).

**What song(s) do you typically sing during your car commute?**

*"Anything and everything, but have been known to belt out a good Taylor Swift tune if I don't think anyone can hear." (Female, 44 years old, WA, Car Commuter)*

*"Hip-Hop/Rap, country, all pop, heavy metal, reggae, R&B, Rock & Roll, Rockabilly, surfing, folk-rock, yes typically." (Male, 60 years old, ACT, Public Transport Commuter)*

*"Anything that's on my Ipod - mixture of rock, heavy metal, pop, alternative - depends what mood I'm in." (Female, 35 years old, SA, Car Commuter)*

*"I have a playlist I update often with the newer pop songs that I learn and sing along too." (Female, 21 years old, Tas, Car Commuter)*

*"Anything that might be playing on the radio at the time and which I know well." (Female, 43 years old, SA, Car Commuter)*

*"Werewolf of London, driving wheels, or any of my music from 60, 70, 80, 90." (Male, 64 years old, WA, Car Commuter)*

*"Usually kid's songs - anything to keep my toddler entertained." (Female, 32 years old, WA, Car Commuter)*

*"Songs that happen to be playing on the radio if I like them." (Male, 23 years old, WA, Public Transport Commuter)*

*"Only songs I like that are on the radio when I feel like it." (Female, 46 years old, Vic, Car Commuter)*

*"Any that takes my fancy, usually rock music from my youth." (Male, 52 years old, WA, Car Commuter)*

*"I just hum tunes that I know when they come on the radio." (Female, 59 years old, NSW, Car Commuter)*

*"Many different songs, Sia, or whatever is on the radio." (Female, 41 years old, Vic, Public Transport Commuter)*

*"Whatever is playing on the radio or on cd or mp3 player." (Female, 52 years old, Vic, Car Commuter)*

*"Anything that's on my playlist or radio at the moment." (Female, 26 years old, SA, Public Transport Commuter)*

*"Whatever is on the radio or that I choose to play." (Female, 35 years old, NSW, Public Transport Commuter)*

*"Whatever is on the radio (generally happy songs)." (Female, 21 years old, WA, Car Commuter)*

*"Disco or rock. Born to be Wild. Disco Inferno." (Male, 63 years old, Vic, Public Transport Commuter)*

*"Songs that I am familiar with that are upbeat." (Female, 48 years old, Tas, Car Commuter)*

**What song(s) does your partner typically sing during your car commute?**

*"That talking to cell phone up there it's not they're talking on their parking phones in the car." (Male, 45 years old, SA, Car Commuter)*

*"Random songs off the top of their head." (Male, 20 years old, WA, Public Transport Commuter)*

*"Whatever is on the radio at the time." (Male, 38 years old, NT, Car Commuter)*

*"What is on the radio - rock and roll." (Female, 59 years old, Qld, Car Commuter)*

*"All different types of music." (Female, 50 years old, Qld, Car Commuter)*

*"Pop, hip hop, 80s 90s 2000s." (Male, 34 years old, ACT, Public Transport Commuter)*

*"Everything on the radio." (Male, 41 years old, SA, Car Commuter)*

*"Mirror by Abandon Kansas." (Male, 31 years old, ACT, Car Commuter)*

*"Lots of old rock music." (Female, 18 years old, SA, Car Commuter)*

*"Old time favourites." (Female, 60 years old, WA, Car Commuter)*

*"Whatever is playing." (Female, 19 years old, Qld, Public Transport Commuter)*

*"Cry on my shoulder." (Male, 36 years old, NSW, Public Transport Commuter)*

**What song(s) do your friend(s) typically sing during your car commute?**

*"Anything and everything, if you don't know the word make them up." (Female, 29 years old, WA, Car Commuter)*

*"Anything that's on their playlist of radio station at that moment." (Female, 26 years old, SA, Public Transport Commuter)*

*"Anything country or embarrassing from our teenage years." (Female, 32 years old, Qld, Car Commuter)*

*"Pegboard nerds are bae like your gun to your brain." (Male, 37 years old, NSW, Car Commuter)*

*"Whatever is on the radio/they are listening to - pop." (Female, 30 years old, WA, Public Transport Commuter)*

*"Whatever the most recent hit song is." (Female, 20 years old, SA, Car Commuter)*

*"What their interest in songs." (Female, 19 years old, Qld, Car Commuter)*

*"Sing along with the radio." (Male, 35 years old, Qld, Car Commuter)*

*"Songs that everyone knows." (Male, 20 years old, WA, Public Transport Commuter)*

*"Get the party started." (Female, 31 years old, WA, Public Transport Commuter)*

*"What they are playing." (Female, 45 years old, NSW, Public Transport Commuter)*

*"Songs they know well." (Male, 51 years old, SA, Public Transport Commuter)*

*"Song from the radio." (Male, 43 years old, WA, Public Transport Commuter)*

*"Heavy metal." (Male, 25 years old, WA, Car Commuter)*

*"K-pop songs." (Female, 21 years old, Vic, Car Commuter)*

*"Radio songs." (Female, 34 years old, NSW, Car Commuter)*

*"60's music." (Female, 60 years old, Vic, Car Commuter)*

*"Disney." (Female, 22 years old, Qld, Car Commuter)*

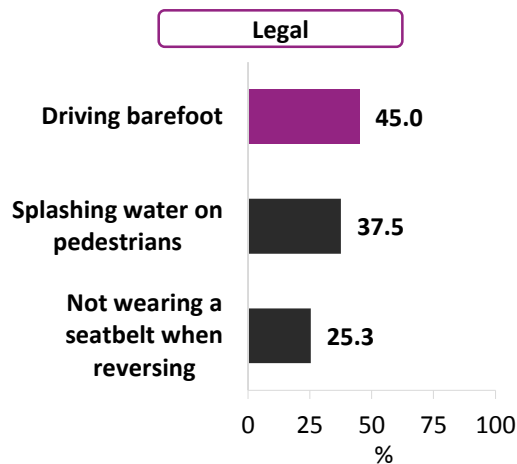
*"Oldies." (Male, 52 years old, NSW, Public Transport Commuter)*

*"Top 40." (Female, 50 years old, WA, Public Transport Commuter)*

## ROAD RULES

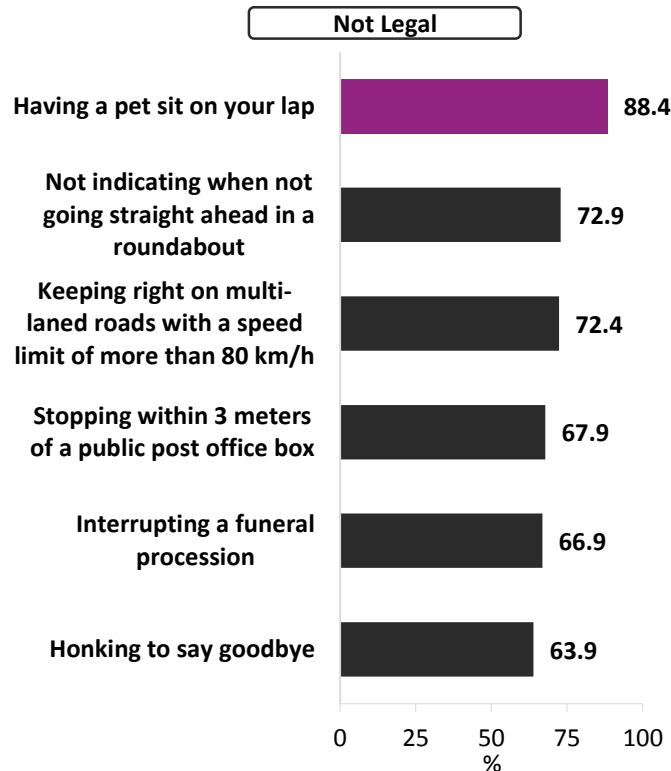
- When it comes to what's legal on the road, Australians tend to err on the side of caution
- Australian road rules are not always well-understood with many Australians mistakenly believing that some legal driving actions are illegal – and less commonly, that some illegal driving actions are legal

Road rules can be a source of confusion, particularly as they can vary depending on where you are. However, there are some driving actions that are clearly legal or not legal, regardless of where you are. But which ones are which? For the below driving actions, please indicate whether you believe they are legal or not legal.



Source: CoreData Commuting Survey (October 2016)  
 Question: For the below driving actions, please indicate whether you believe they are legal or not legal.

Respondents are rather poor in identifying whether specific driving actions are legal, with less than half (45.0%) correctly identifying that driving barefoot is legal and less than two in five (37.5%) correctly identifying that splashing water on pedestrians is legal. Furthermore, only one in four (25.3%) are correct in identifying that not wearing a seatbelt when reversing is legal.



Source: CoreData Commuting Survey (October 2016)  
 Question: For the below driving actions, please indicate whether you believe they are legal or not legal.

However, respondents are much better in identifying driving actions that are not legal. The vast majority (88.4%) correctly identify that having a pet sit on the driver’s lap is illegal. The large majority also correctly identify that not indicating when not going straight ahead in a roundabout or keeping right on multi-laned roads with a speed limit of more than 80 km/h is illegal (72.9% and 72.4% respectively).

Likewise, around two in three correctly identify that stopping within three metres of a public post office box or interrupting a funeral procession is illegal (67.9% and 66.9% respectively). More than three in five (63.9%) also correctly identify that honking to say goodbye is illegal.

## What do you think is the most often flouted road rule by road users that you encounter?

"Tailgating is the worst. Some drivers always seem to want to make other drivers go faster than they want to, so they drive very closely behind them, hoping to intimidate them. Also, moving into lanes that are clearly about to end in order to cut back into the original lane further up the road, and thus get ahead of the traffic." (Male, 48 years old, Vic, Public Transport Commuter)

"Just as many cars drive around illegally with fog lights on as those that do not indicate when exiting a roundabout. Irrelevant if straight ahead or not, it's exiting the roundabout that the driver must indicate if practical and I have not come across a roundabout where it is not practical to indicate." (Male, 60 years old, ACT, Public Transport Commuter)

"When you have that left slip lane to turn a corner at an intersection with a right hand turning section too - when the people turning left think that they have right of way. Also the 4-way intersection where people don't know the sequence of who gives way to who." (Female, 35 years old, SA, Car Commuter)

"Tailgating. When you're on a highway, the bogans are right behind you tailgating you, no matter which lane you're in, they're tailgating, because you see they're the police and everyone needs to get out of their way, because they are so important." (Female, 49 years old, ACT, Public Transport Commuter)

"Using mobile phones - talking and/or texting/looking at phone. Speeding. Hogging right hand lane instead of moving to the left when not overtaking. Changing 3 or more lanes of traffic to get from right to left." (Female, 47 years old, Qld, Public Transport Commuter)

"Not using indicators correctly or not at all especially when exiting roundabouts. U turns at traffic lights. Tailgating. Going through red lights." (Male, 60 years old, NSW, Car Commuter)

"Travelling in the right hand lane when they should be in the left. Right is for overtaking only. Lane changing without using indicators." (Female, 61 years old, Qld, Car Commuter)

"Stopping at stop signs - especially when the stop signs are in really stupid places that have excellent visibility and minimal traffic." (Male, 30 years old, ACT, Car Commuter)

"Driving without working headlights (none or one) or driving with high beam/fog lights/driving lights on when there is other traffic." (Male, 57 years old, Qld, Public Transport Commuter)

"When a yellow light comes on you should slow down but I feel a lot of people would speed up regardless of if they have time to stop." (Male, 27 years old, Qld, Car Commuter)

"Thinking that they're in a race with people, thus speeding after a light turns green or feeling the need to overtake desperately." (Male, 23 years old, ACT, Public Transport Commuter)

"Crossing solid white line dividing merging lane & thru traffic lanes on freeway (not waiting until it becomes a broken line)." (Female, 44 years old, Vic, Car Commuter)

"Incorrect indication at roundabouts. You are expected to be a mind reader to know what the other motorists' intentions are." (Male, 67 years old, WA, Car Commuter)

"Speeding up for Amber lights, driving through red lights and driving across pedestrian crossing zones in both those cases." (Female, 53 years old, Vic, Public Transport Commuter)



## What do you commonly see as the most dangerous behaviour by other road users?

*"Failure to leave adequate space between self and car in front. Sometimes I see drivers speeding on the freeway and are less than a car length behind the lead car. Often there are a group of cars doing it and it is easy to see the potential for a serious multicar accident, especially when the road is wet." (Male, 63 years old, Vic, Public Transport Commuter)*

*"Not paying attention texting and those that do not know how to merge. Why brake, slow down or stop in the merging lane, need to get to the same speed as the traffic you are merging with to then slot in." (Male, 60 years old, ACT, Public Transport Commuter)*

*"Using mobile phones - talking and/or texting/looking at phone. Speeding. Hogging right hand lane instead of moving to the left when not overtaking. Changing 3 or more lanes of traffic to get from right to left." (Female, 47 years old, Qld, Public Transport Commuter)*

*"Pulling up to a T Junction too quickly - looks like they will not stop and will pull out in front of me when I am on the straight and they are on the side road coming out." (Female, 20 years old, WA, Car Commuter)*

*"Tailgate, indecisive, stop suddenly or decided to make a U-turn when no U turn allowed texting, saw a car swerve all over the road and the driver annoyed when I beep the horn." (Female, 44 years old, WA, Car Commuter)*

*"Speeding along in their lane of choice to then suddenly switch lane by cutting in in front of the car in front thus causing everyone behind to slam on their brakes." (Female, 61 years old, Qld, Car Commuter)*

*"Again, tailgating so close you can see the expression of hate on the face of the usually male bogan and usually in a Holden. Intimidation of women is so not okay." (Female, 49 years old, ACT, Public Transport Commuter)*

*"Driving slowly in the fast lane because they have their 'cruise control' on - not every car is built the same, drivers who weave because of these slow drivers." (Female, 50 years old, WA, Public Transport Commuter)*

*"Racing across traffic light controlled intersections and driving very slowly and not pulling over on one lane major roads (with 100km/h speed limit)." (Female, 48 years old, Tas, Car Commuter)*

*"Texting or talking on mobiles every time I drive I suspect I see people talking or texting on phones often and especially police talking on mobiles." (Male, 51 years old, NSW, Car Commuter)*

*"Cyclists come from a bikeway on road without working, cyclists running through red light, or opposite direction. Cyclists without lights at night. ." (Male, 51 years old, Qld, Public Transport Commuter)*

*"Not using indicators correctly – i.e. - putting the indicator on as they change lanes, instead of a few seconds before they start to change lanes." (Male, 42 years old, Vic, Car Commuter)*

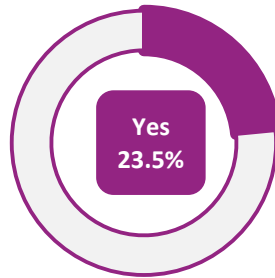
*"Changing lanes without indicating or cars and cyclists trying to cut off the bus as it pulls out of bus stop or at traffic lights." (Female, 64 years old, NSW, Public Transport Commuter)*

*"Road Rage. People not understanding how to use roundabouts. People going through red lights and not understand road crossings." (Female, 52 years old, NSW, Public Transport Commuter)*

## ROAD TRIPS

- While the traditional social elements of a road trip remain, technology means that phones and tablets/laptops have become integral elements of the modern Australian road trip

Do you have plans to go on a road trip during the upcoming Christmas/New Year holiday period?



*Source: CoreData Commuting Survey (October 2016)  
Question: Do you have plans to go on a road trip during the upcoming Christmas/New Year holiday period?*

Close to one in four (23.5%) respondents plan to go on a road trip during the upcoming Christmas/New Year holiday period.

Queenslanders are the most likely to have plans to go on a road trip this Christmas/New Year, while South Australians are the least likely to (28.6% vs. 15.5%).

**Where do you plan to go to?**

*"Not sure yet, probably we will drive somewhere inland, because there will be less traffic." (Male, 51 years old, Qld, Public Transport Commuter)*

*"Perhaps to a beach side area in Victoria." (Male, 48 years old, Vic, Public Transport Commuter)*

*"Travel about 2 hours to a caravan park." (Female, 40 years old, SA, Car Commuter)*

*"Mandurah, Jurien bay, Margaret river." (Female, 21 years old, WA, Car Commuter)*

*"Country Victoria and New South Wales." (Female, 41 years old, Vic, Public Transport Commuter)*

*"Not yet decided may be country side." (Male, 42 years old, Vic, Car Commuter)*

*"New South Wales central coast." (Male, 63 years old, Vic, Car Commuter)*

*"Down the South Coast of NSW." (Female, 43 years old, NSW, Public Transport Commuter)*

*"For a trip around Tasmania." (Female, 48 years old, Tas, Car Commuter)*

*"Local area Capertee valley." (Female, 59 years old, NSW, Car Commuter)*

*"South Australia and Mildura." (Male, 56 years old, Vic, Public Transport Commuter)*

*"Down southern parts of WA." (Female, 43 years old, WA, Public Transport Commuter)*

*"Riverland South Australia." (Male, 55 years old, SA, Car Commuter)*

*"Around western Australia." (Female, 33 years old, WA, Car Commuter)*

*"Canberra, Central Coast." (Male, 55 years old, NSW, Public Transport Commuter)*

*"Follow the Murray River." (Male, 72 years old, NSW, Public Transport Commuter)*

*"Brisbane - Rockhampton." (Male, 48 years old, Qld, Public Transport Commuter)*

*"Camping in the country." (Female, 46 years old, SA, Car Commuter)*

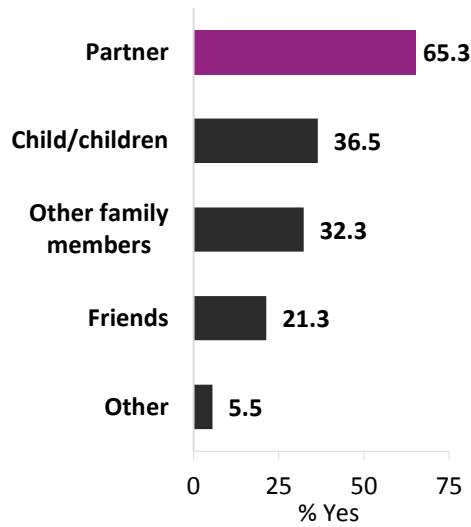
*"Locally, within 200kms." (Male, 50 years old, NSW, Public Transport Commuter)*

*"Sydney to southern NSW." (Male, 61 years old, Qld, Car Commuter)*

*"Raymond terrace N.S.W." (Female, 51 years old, Qld, Car Commuter)*

*"Various country areas." (Male, 76 years old, NSW, Public Transport Commuter)*

Who do you plan to go with?



\*Multiple answers allowed

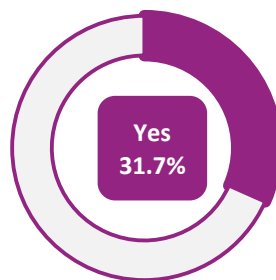
Source: CoreData Commuting Survey (October 2016)

Question: Who do you plan to go with?

Among respondents who plan to go on a road trip this Christmas/New Year, close to two in three (65.3%) say they will go with their partner.

Around one in three plan to go with their child/children or other family members (36.5% and 32.3% respectively), while more than one in five (21.3%) plan to go with their friends.

Have you been on a road trip in the last 12 months?

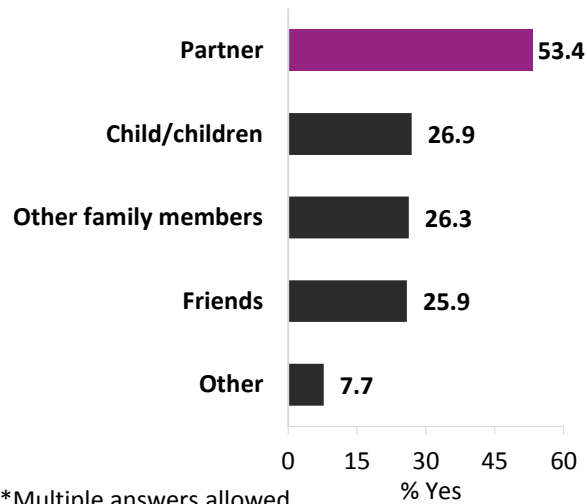


Source: CoreData Commuting Survey (October 2016)

Question: Have you been on a road trip in the last 12 months?

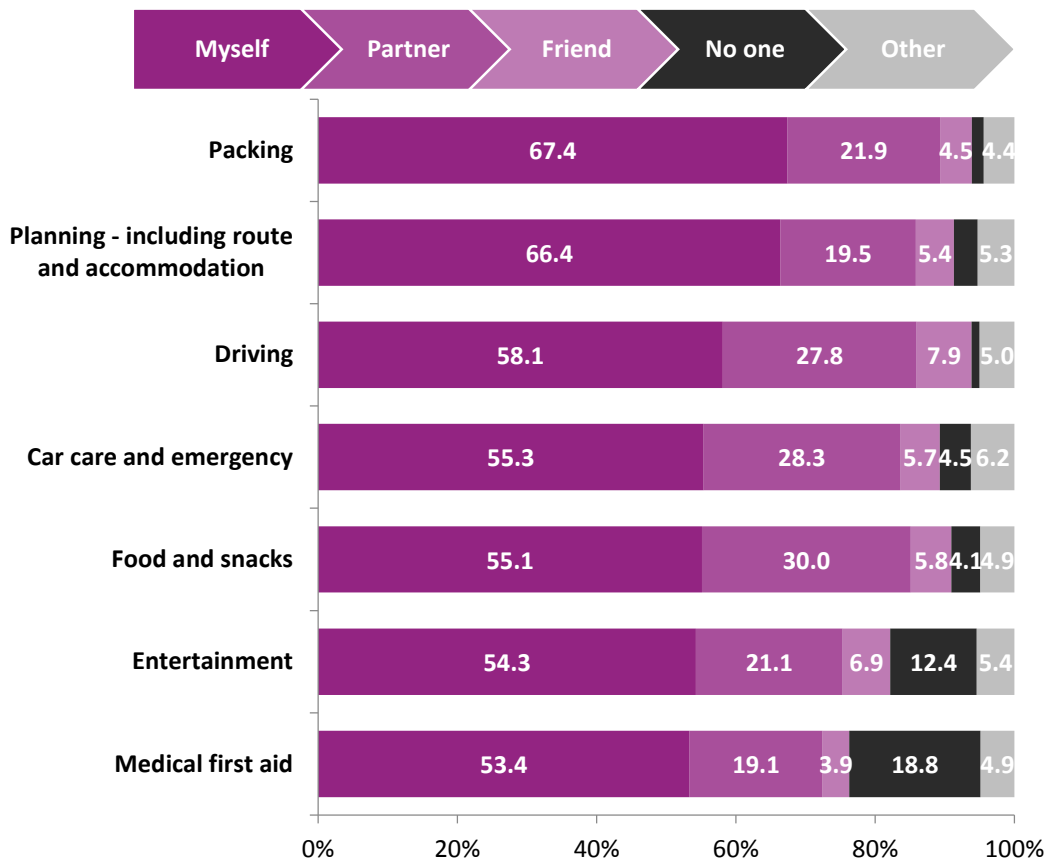
Among respondents who have no road trip plans this Christmas/New Year, close to one in three (31.7%) have been on a road trip in the last 12 months.

Who did you go with on your last road trip?



Among those who have been on a road trip in the last 12 months, more than half (53.4%) went with their partner. Similar proportions say they went on their last road trip with their child/children (26.9%), other family members (26.3%) or friends (25.9%).

On a typical road trip, who would be the one primarily in charge of the following?



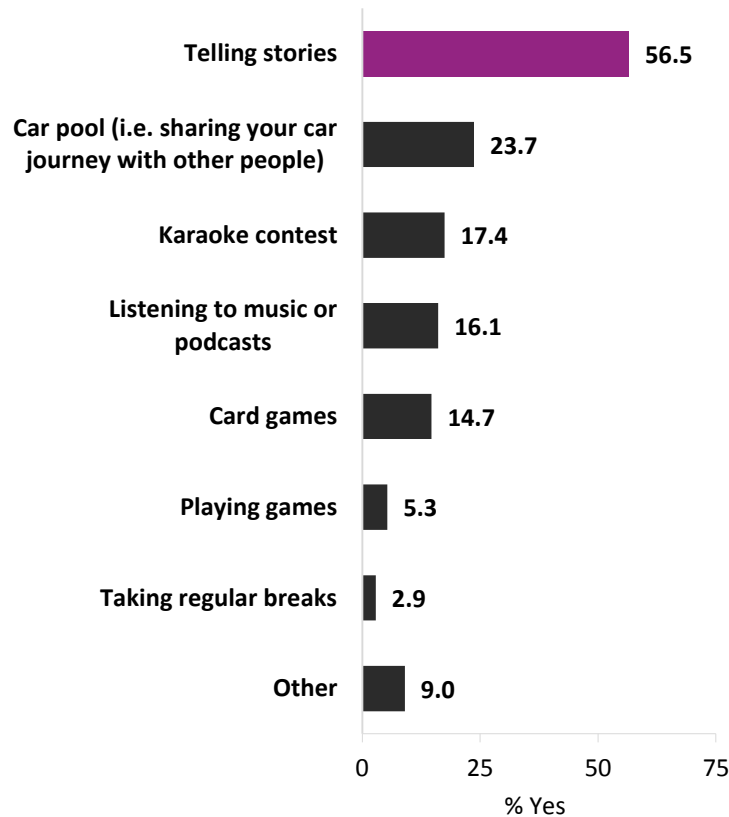
Source: CoreData Commuting Survey (October 2016)

Question: On a typical road trip, who would be the one primarily in charge of the following?

The majority of those who plan to take a road trip this Christmas/New Year or have been on a road trip in the last 12 months are the ones who are/were primarily in charge of various aspects, particularly packing (67.4%), planning (66.4%) and driving (58.1%).

Partners are/were most commonly in charge of food and snacks (30.0%), car care and emergency (28.3%) and driving (27.8%).

Road trips can be long and dull, even with family and friends. How would you make a road trip more entertaining?



\*Multiple answers allowed

Source: CoreData Commuting Survey (October 2016)

Question: Road trips can be long and dull, even with family and friends.

How would you make a road trip more entertaining?

Among respondents who plan to take a road trip this Christmas/New Year or have been on a road trip in the last 12 months, by far the most commonly cited way to make a road trip more entertaining is telling stories (56.5%).

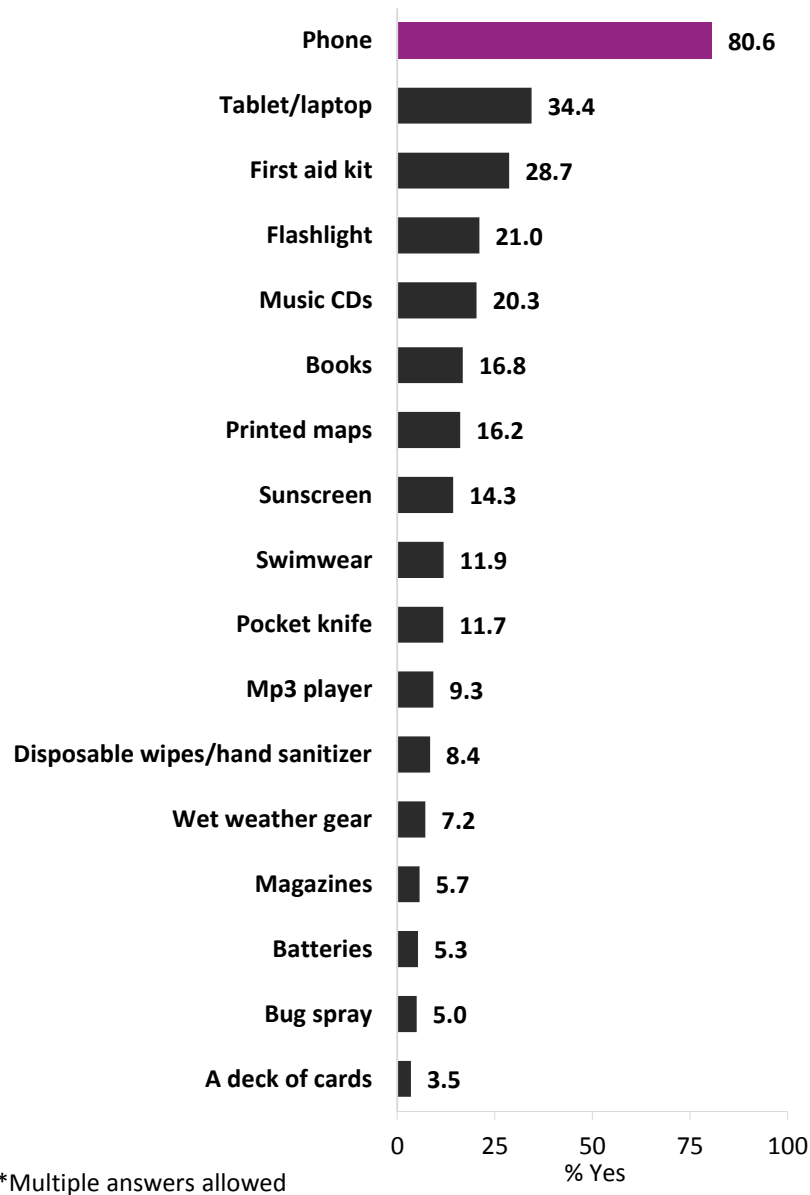
Close to a quarter (23.7%) cite carpooling with others, while close to one in five point to karaoke contests (17.4%) and listening to music or podcasts (16.1%) as activities that can make road trips more interesting.

**What songs would you be likely to sing in a karaoke contest on a road trip? Please specify song(s) and artist(s) if you can.**

- "Taylor Swift, Miley Cyrus, Selena Gomes, Demi Lovato, Ed Sheeran, any current pop song and some Country - partner like Metallica and Iron Maiden." (Female, 21 years old, Tas, Car Commuter)*
- "Olden Goldie's, Michael Jackson's songs, Alicia Keys, Mariah Carrie." (Female, 21 years old, WA, Car Commuter)*
- "Thunder Road and other songs by Bruce Springsteen. Fleetwood Mac." (Male, 57 years old, WA, Car Commuter)*
- "Any pop songs from the 70s, 80s and 90s. The cheesier the better." (Male, 40 years old, NSW, Public Transport Commuter)*
- "Cold water - Justin Bieber. Dear no one. All rise- Blue." (Female, 21 years old, Qld, Public Transport Commuter)*
- "We are going on a summer holiday by Sir Cliff Richard." (Female, 67 years old, WA, Car Commuter)*
- "Justin Bieber, Taylor Swift and Drake songs." (Male, 26 years old, Qld, Public Transport Commuter)*
- "My girls will pick anything from Frozen." (Male, 36 years old, NSW, Public Transport Commuter)*
- "Country, Keith Urban, Def Leppard, pop." (Female, 19 years old, Vic, Car Commuter)*
- "TLC, Christina Aguilera, Britney Spears." (Female, 28 years old, SA, Car Commuter)*
- "Any big ballad tunes from the 90's." (Female, 42 years old, NSW, Public Transport Commuter)*
- "Chinese, Korean and Japanese music." (Male, 19 years old, NSW, Public Transport Commuter)*
- "The song that's in the radio." (Male, 21 years old, SA, Car Commuter)*
- "Music from 50', 60', 70'." (Male, 56 years old, SA, Public Transport Commuter)*
- "Anything and everything." (Female, 33 years old, Vic, Car Commuter)*
- "Pogues, Abba, any really." (Male, 47 years old, Qld, Car Commuter)*
- "ABBA, Elvis, Perry Como." (Male, 56 years old, SA, Public Transport Commuter)*
- "Oh Mickey, Toni Brazell." (Female, 39 years old, NSW, Public Transport Commuter)*
- "Whatever's on the radio." (Female, 30 years old, Qld, Public Transport Commuter)*
- "Downtown pink paradise." (Female, 59 years old, Qld, Public Transport Commuter)*



If you had to suddenly run out the door and only take three of the following items with you for a road trip, what would they be?



Source: CoreData Commuting Survey (October 2016)  
 Question: If you had to suddenly run out the door and only take three of the following items with you for a road trip, what would they be?

For respondents who plan to take a road trip this Christmas/New Year or have been on a road trip in the last 12 months, the vast majority (80.6%) would take their phone if they had to suddenly run out the door and only had to take three items for a road trip. Rounding out the top three are tablets/laptops (34.4%) and first aid kit (28.7%).

## What are your tips and tricks to make road trips more fun?

*"Have a good well maintained vehicle with good tyres with plenty of tread and preferably two spare tyres.*

*Take plenty of water and a good plank to put the jack on in case you get a flat tyre. The plank stops the weight of the car pushing the jack into the ground. Take a round mouth shovel. A pair of jumper leads and a pair of overalls. Take some dried fruit and some snack size tins of tuna. Also take some fresh fruit and a block of cheese which is quite refreshing." (Male, 61 years old, WA, Car Commuter)*

*"Emphasise to my husband that the journey is just as important as the destination. To make the journey fun I like to stop regularly and go swimming at the beach, go shopping for crafts and vintage stuff, trawl country op shops or have a picnic. I also think it's fun to travel along country back-roads and look at cute little historic villages. For longer journeys, if we have the time I like to travel slowly, and stay overnight at interesting places." (Female, 51 years old, WA, Public Transport Commuter)*

*"As I travel alone, frequent breaks, spend time checking out interesting places along the way. I always like to have plenty of water and a cup of coffee and easy to manage nibbles readily available and I usually check in with family members when I reach each destination." (Female, 61 years old, SA, Car Commuter)*

*"Having music if I am by myself or if with children our family games, our alphabet games where one starts with a geographical place and the next person has to find a place starting with the last letter of the previous place (Google was not allowed until recently)." (Female, 63 years old, Qld, Car Commuter)*

*"If there are kids in the car take turns at playing 'I spy with my little eye'. Each person picks something starting with a letter of the alphabet and everyone else has to guess what that object is." (Female, 43 years old, SA, Car Commuter)*

*"Food. Regular stops, every hour or so. Don't go on a road trip with someone who doesn't like windows being open, or they will make your life hell and you will suffocate to death." (Female, 20 years old, Vic, Car Commuter)*

*"Make regular stops for breaks to stretch legs. Also, have a meal / coffee, and buy some snacks / coffee / drinks to take with you when you get back into the car." (Male, 48 years old, Vic, Public Transport Commuter)*

*"On some trips in Country Qld there are Trivia Questions which are entertaining. Should be more. Play a game making up things from Registration Number." (Male, 64 years old, Qld, Car Commuter)*

*"Planning. Plan breaks, stops, how long it will take to get between stops. Research things you can see on the way to your ultimate destination." (Female, 29 years old, SA, Car Commuter)*

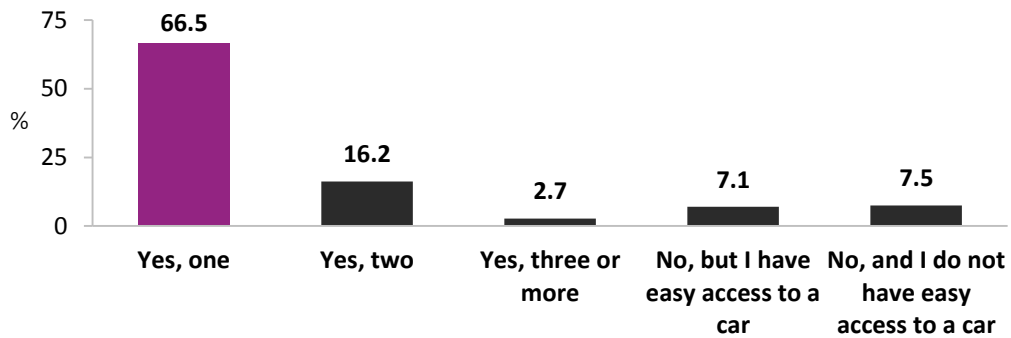
*"Bring plenty of material that you want to listen to, whether music, podcasts, audiobooks or whatever, and stop every few hours for a break." (Female, 49 years old, ACT, Car Commuter)*

*"Don't do a road trip in Australia. Do one in the USA. They are great road sharers and do not abuse or show disrespect to other road users." (Female, 61 years old, Qld, Car Commuter)*

## CAR PREFERENCES

- SUV, sedan and hatchback are the three most preferred car types, whether for leisure or non-leisure activities
- Among the more modern cars, there is a preference for 'green' cars over electric or driverless cars

### Do you own a car?

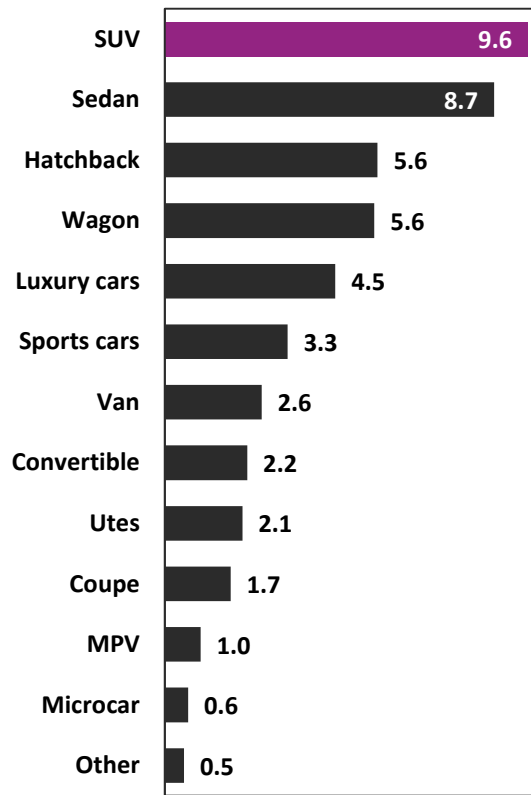


Source: CoreData Commuting Survey (October 2016)

Question: Do you own a car?

Two in three (66.5%) respondents own one car, while close to one in five (18.9%) say they own two or more cars. Similar proportions say they do not own a car but either have easy access to one (7.1%) or do not (7.5%).

What type of car would you most prefer for leisure activities (e.g. family activities or road trip)?  
Please rank your top three so that the first is your most preferred.

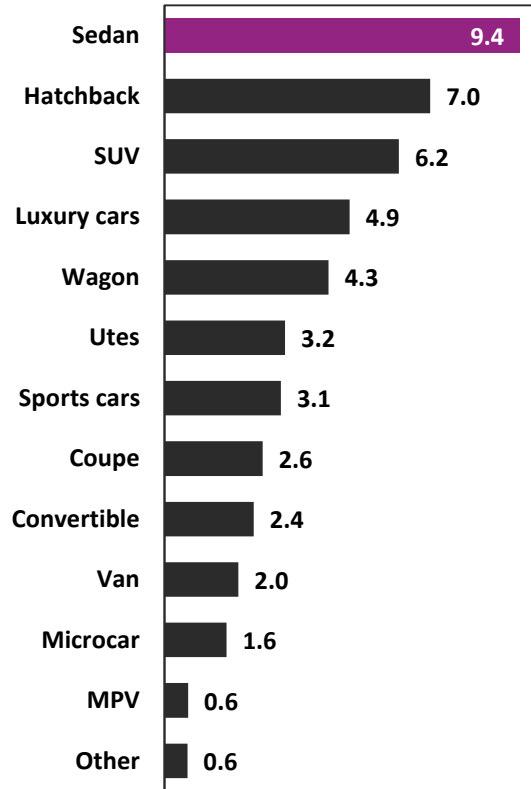


Average ranking score (0 - 10)

Source: CoreData Commuting Survey (October 2016)  
Question: What type of car would you most prefer for leisure activities (e.g. family activities or road trip)?

Respondents rank an SUV as their most preferred type of car for leisure activities like road trips or family activities, with an average ranking score of 9.6 out of 10. Rounding out the top three preferred cars for leisure activities are a sedan (8.7), a hatchback and a wagon (both 5.6).

What type of car would you most prefer for non-leisure activities (e.g. work or business trips)?  
Please rank your top three so that the first is your most preferred.

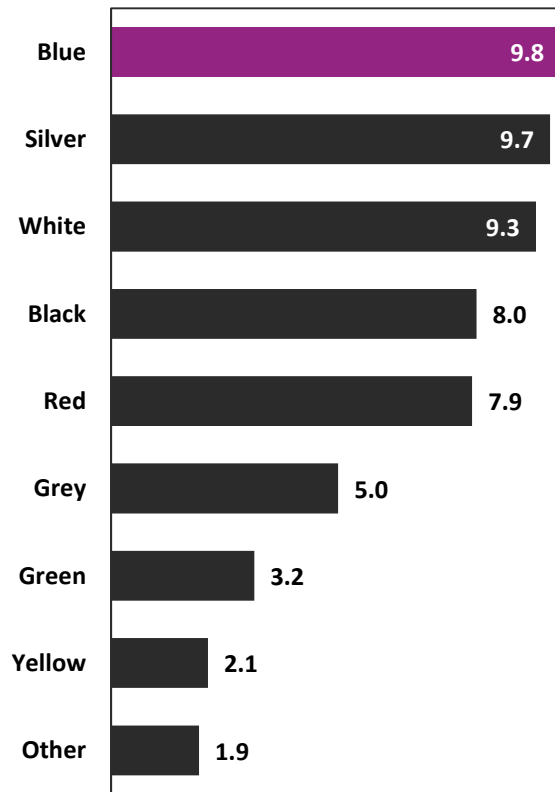


Average ranking score (0 - 10)

Source: CoreData Commuting Survey (October 2016)  
Question: What type of car would you most prefer for non-leisure activities (e.g. work or business trips)?

On the other hand, respondents rank a sedan as their most preferred type of car for non-leisure activities like work/business trips, with an average ranking score of 9.4 out of 10. A hatchback (7.0) and an SUV (6.2) round out the top three preferred cars for non-leisure activities.

If you were to buy a car, what colour would you most prefer? Please rank your top three so that the first is your most preferred.

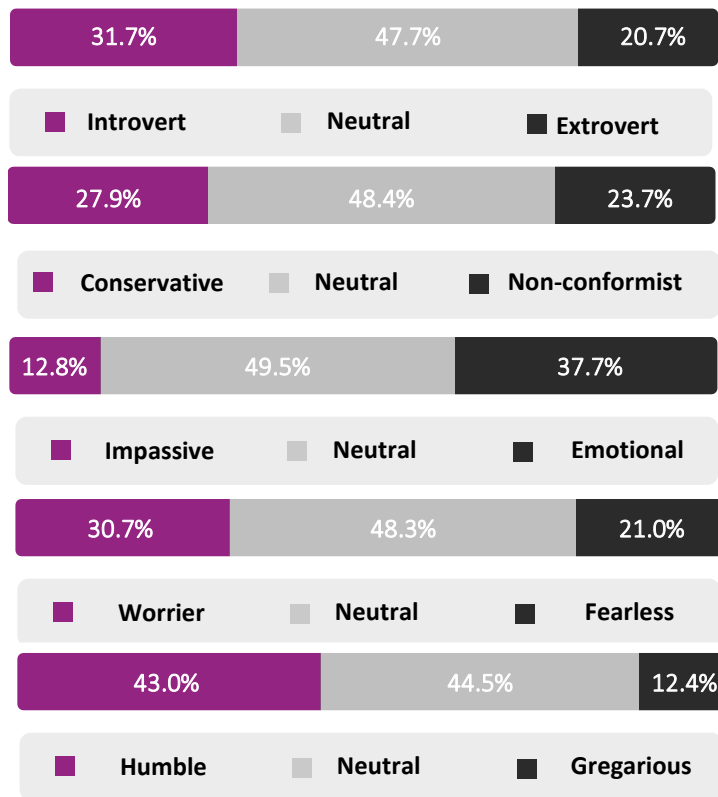


Average ranking score (0 - 10)

Source: CoreData Commuting Survey (October 2016)  
 Question: If you were to buy a car, what colour would you most prefer?

If they were to buy a car, respondents say blue is the colour they most prefer, with an average ranking score of 9.8 out of 10, followed closely by silver (9.7) and white (9.3).

Which of the following best describes your personality?



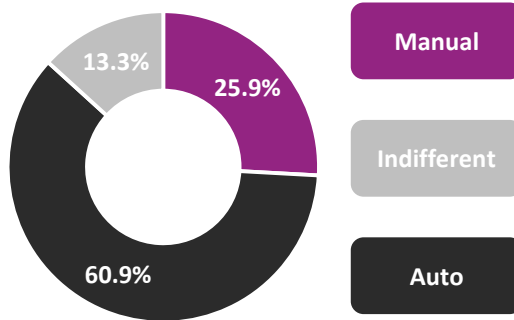
Source: CoreData Commuting Survey (October 2016)  
 Question: Which of the following best describes your personality?

When asked which of the pair of words best describes their personality, more respondents say they are humble rather than gregarious (43.0% vs. 12.4%) and emotional rather than impassive (37.7% vs. 12.8%).

They also lean more towards describing themselves as an introvert rather than an extrovert (31.7% vs. 20.7%) and worrier rather than fearless (30.7% vs. 21.0%).

However, across all pairs of personalities, close to half of respondents place themselves on the neutral position.

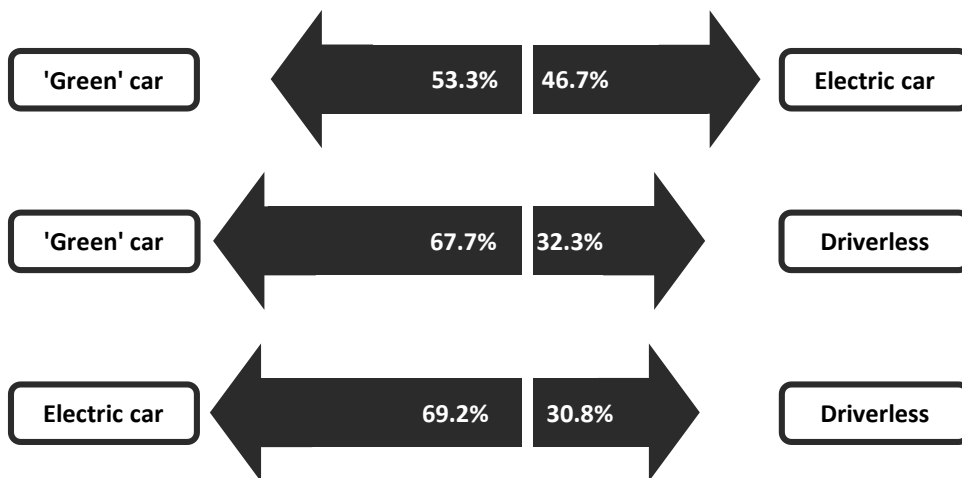
If you were to buy a car, would you prefer a manual car or an automatic car?



Source: CoreData Commuting Survey (October 2016)  
 Question: If you were to buy a car, would you prefer a manual car or an automatic car?

More than three in five (60.9%) respondents would prefer an automatic car, while a quarter (25.9%) would prefer a manual if they were to buy a car.

Car technology has come a long way in the past decade. If you were to buy a car and could only pick from one of the two choices, which one would you buy?



Source: CoreData Commuting Survey (October 2016)  
 Question: Car technology has come a long way in the past decade. If you were to buy a car and could only pick from one of the two choices, which one would you buy?

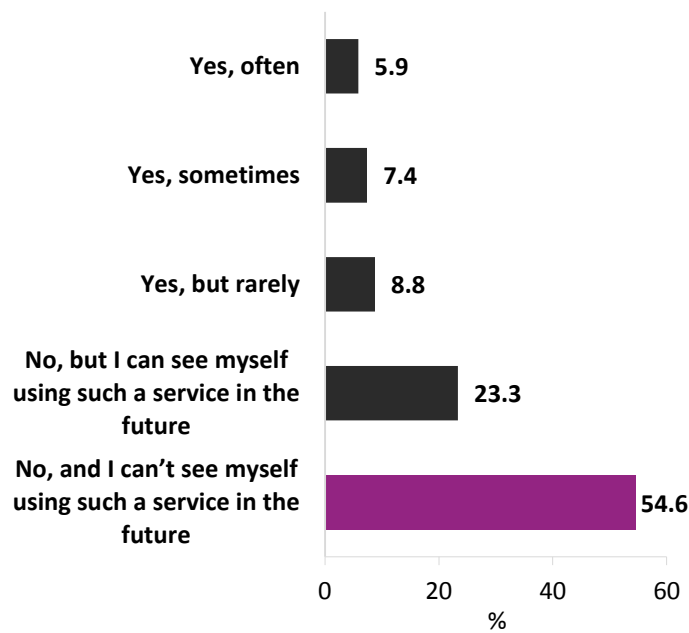
A 'green' car seems preferred to an electric car and a driverless car. When given a choice between the two if they were to buy a car, respondents lean towards choosing a 'green' car over an electric car (53.3% vs. 46.7%). They also lean towards choosing a 'green' car over a driverless car (67.7% vs. 32.3%) and an electric car over a driverless car (69.2% vs. 30.8%).



## RIDE AND CAR SHARING

- Although less than a quarter of Australians have used ride and car sharing services in the last year, these services are expected to become more prevalent in Australia in the future
- Those who have used them cite cost and convenience as the primary drivers
- Nonetheless, many still believe that the Great Australian Dream of owning two cars in the driveway remains alive despite the rapid growth of ride and car sharing services tipped to continue

Have you used a ride-sharing service (such as Uber or GoCatch) in the last 12 months?



Source: CoreData Commuting Survey (October 2016)  
 Question: Have you used a ride-sharing service (such as Uber or GoCatch) in the last 12 months?

More than one in five (22.1%) respondents have used ride-sharing services like Uber or GoCatch in the last 12 months. Close to a quarter (23.3%) admit they have not but can see themselves using a ride-sharing service in the future.

However, more than half (54.6%) of respondents say they have not used such a service and cannot see themselves using it in the future.

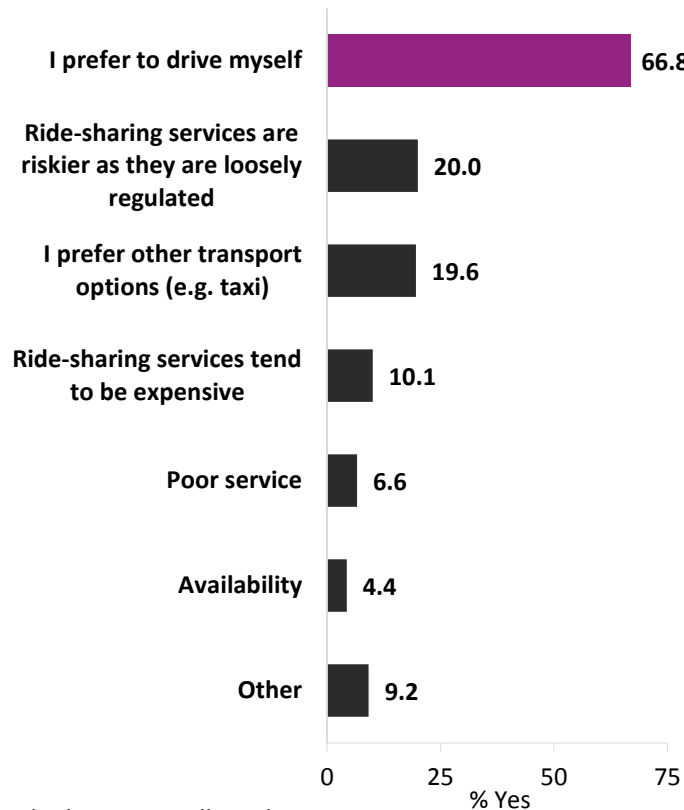
Why do you use/plan to use ride-sharing services?



Source: CoreData Commuting Survey (October 2016)  
 Question: Why do you use/plan to use ride-sharing services?

Among respondents who have used or plan to use a ride-sharing service, close to half (49.8%) cite this as a cheaper option than other transport options. Other commonly cited reasons for using or planning to use a ride-sharing service are the view that it is more convenient than other transport options (38.9%), the ability to drink alcohol and still have an option to get home safely (33.4%) and good service (27.9%).

Why can't you see yourself using ride-sharing services in the future?



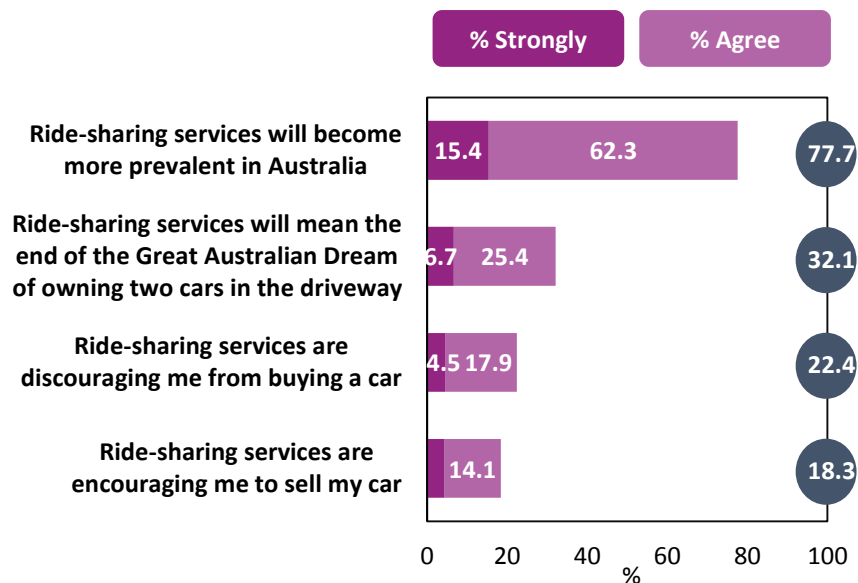
\*Multiple answers allowed

Source: CoreData Commuting Survey (October 2016)

Question: Why can't you see yourself using ride-sharing services in the future?

Among respondents who cannot see themselves using a ride-sharing service in the future, a preference to drive themselves is by far the most commonly cited reason (66.8%). Respondents also cite the higher risk of ride-sharing services due to loose regulation (20.0%) and a preference for other transport options (19.6%).

Regardless of whether or not you have used ride-sharing services, how much do you agree with the following statements on ride-sharing services?



Source: CoreData Commuting Survey (October 2016)  
 Question: Regardless of whether or not you have used ride-sharing services, how much do you agree with the following statements on ride-sharing services?

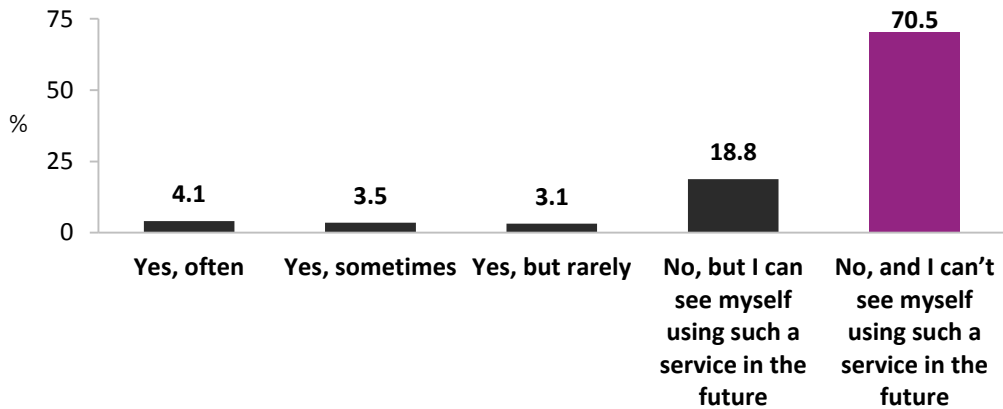
The large majority (77.7%) of respondents agree or strongly agree that ride-sharing services will become more prevalent in Australia.

Close to one in three (32.1%) agree or strongly agree that ride-sharing services will mean the end of the Great Australian Dream of having two cars in the driveway.

However, only around one in five agree or strongly agree that ride-sharing services are discouraging them from buying a car (22.4%) or encouraging them to sell their car (18.3%).

Queenslanders are the most likely to agree or strongly agree that ride-sharing services will be more prevalent in Australia (83.1%). NSW respondents are the most likely to agree or strongly agree that ride-sharing services will mean the end of the Great Australian Dream of having two cars in the driveway (44.3%), discouraging them from buying a car (30.5%) or encouraging them to sell their car (24.6%).

Have you used a car-sharing service (such as GoGet or Car Next Door) in the last 12 months?

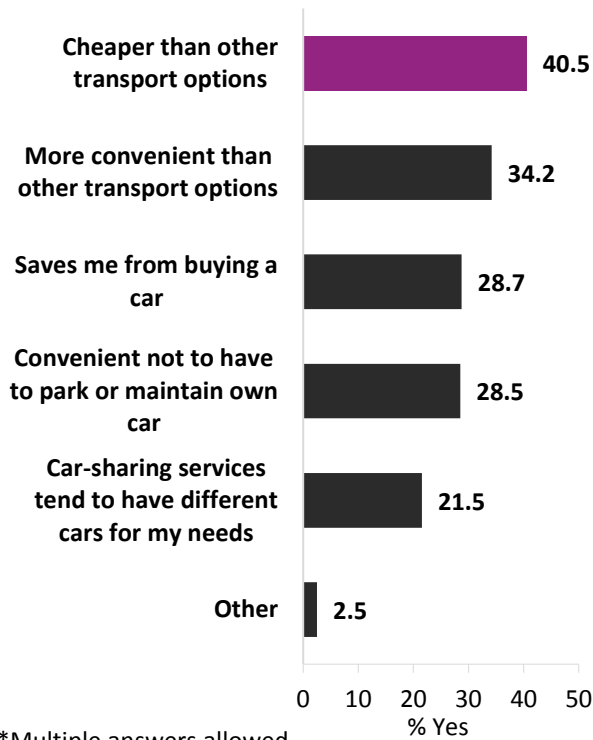


Source: CoreData Commuting Survey (October 2016)

Question: Have you used a car-sharing service (such as GoGet or Car Next Door) in the last 12 months?

More than one in 10 (10.7%) respondents have used a car-sharing service such as GoGet or Car Next Door in the last 12 months, while close to one in five (18.8%) say they have not but can see themselves using such a service in the future. However, more than seven in 10 (70.5%) have not used such a service and cannot see themselves using it in the future.

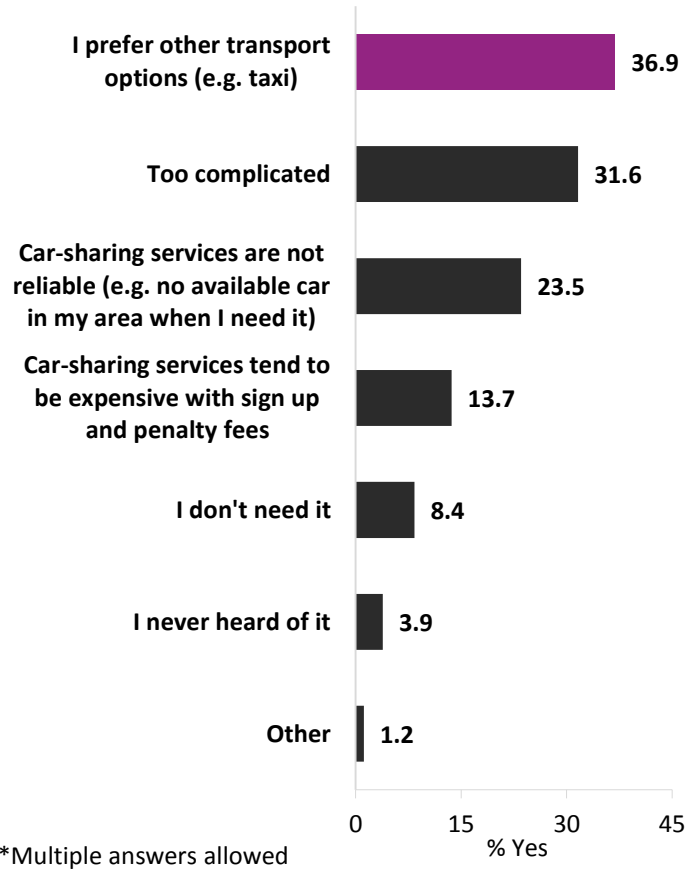
Why do you use/plan to use car-sharing services?



\*Multiple answers allowed  
 Source: CoreData Commuting Survey (October 2016)  
 Question: Why do you use/plan to use car-sharing services?

Among respondents who have used or plan to use a car-sharing service, more than two in five (40.5%) say it is cheaper than other transport options. Other commonly cited reasons are a view that it is more convenient than other transport options (34.2%) and saves them from buying a car (28.7%).

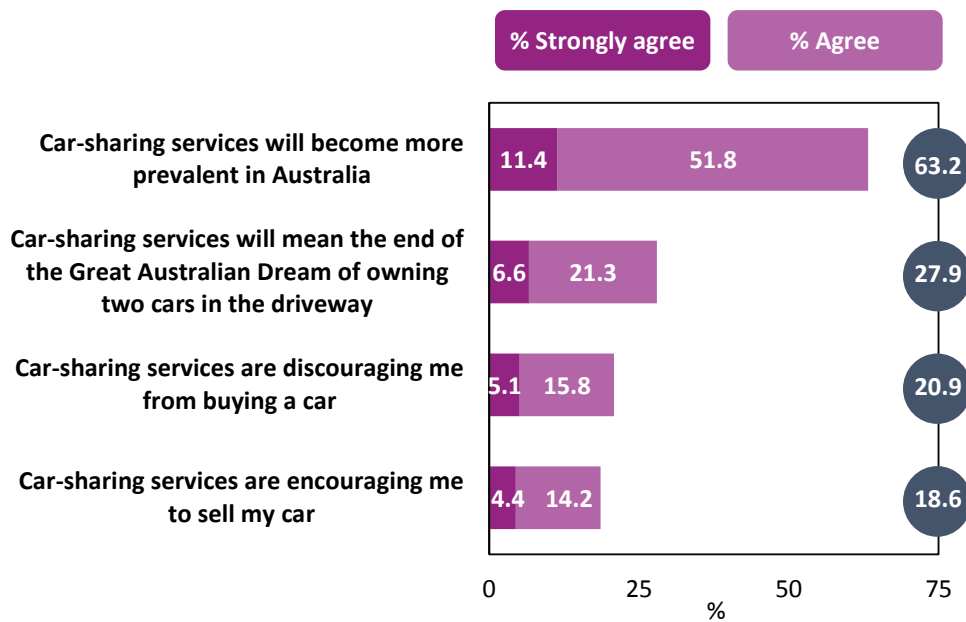
Why can't you see yourself using car-sharing services in the future?



Source: CoreData Commuting Survey (October 2016)  
 Question: Why can't you see yourself using car-sharing services in the future?

Among respondents who cannot see themselves using a car-sharing service in the future, around one in three prefer other transport options or think it is too complicated to use (36.9% and 31.6% respectively) as reasons for not planning to use such a service. Close to one in four (23.5%) view car-sharing services as not reliable.

Regardless of whether or not you have used car-sharing services, how much do you agree with the following statements on car-sharing services?



Source: CoreData Commuting Survey (October 2016)

Question: Regardless of whether or not you have used car-sharing services, how much do you agree with the following statements on car-sharing services?

More than three in five (63.2%) agree or strongly agree that car-sharing services will become more prevalent in Australia. Considerably fewer agree or strongly agree that car-sharing services will mean the end of the Great Australian Dream of owning two cars in the driveway (27.9%).

Around one in five agree or strongly agree that car-sharing services are discouraging them from buying a car or encouraging them to sell their car (20.9% and 18.6% respectively).



## DEMOGRAPHICS

Gender	
Female	52.8%
Male	47.2%
Total	100.0%

Age Group	
29 years old and below	19.9%
30 - 39 years old	20.1%
40 - 49 years old	20.7%
50 - 59 years old	18.6%
60 years old and above	20.8%
Total	100.0%

State	
NSW	19.1%
QLD	21.8%
VIC	19.1%
WA	18.7%
Other states and territories	21.3%
Total	100.0%

Household Income	
\$50,000 or less	32.4%
\$50,001 to \$75,000	20.6%
\$75,001 to \$100,000	15.4%
\$100,001 to \$125,000	12.2%
\$125,001 to \$150,000	7.9%
\$150,001 to \$200,000	6.5%
\$200,001 to \$250,000	2.1%
\$250,001 to \$350,000	2.1%
\$350,001 or more	0.6%
Total	100.0%

Personal Income	
\$20,000 or less	16.0%
\$20,001 to \$30,000	17.8%
\$30,001 to \$40,000	13.2%
\$40,001 to \$50,000	10.4%
\$50,001 to \$60,000	9.9%
\$60,001 to \$70,000	6.2%
\$70,001 to \$80,000	6.0%
\$80,001 to \$90,000	5.3%
\$90,001 to \$100,000	4.0%
\$100,001 to \$125,000	6.0%
\$125,001 to \$150,000	2.8%
\$150,001 to \$200,000	1.7%
More than \$200,000	0.7%
Total	100.0%

Area of Residence	
The capital city of my state / territory	69.6%
A regional centre	21.0%
A rural area	9.5%
Total	100.0%

Age Generation	
Generation Y (35 years old & below)	33.4%
Generation X (36 - 50 years old)	29.1%
Baby Boomers (51 - 70 years old)	35.0%
Pre-Boomers (71 years old and above)	2.4%
Total	100.0%

Driver's Licence	
Full licence	86.9%
Provisional licence	3.6%
Learner licence	3.3%
I do not have a driver's licence	6.2%
Total	100.0%

Investment Portfolio Size		Percent
I have no investments		40.0%
\$50,000 or less		16.7%
\$50,001 to \$150,000		14.0%
\$150,001 to \$250,000		7.8%
\$250,001 to \$350,000		6.3%
\$350,001 to \$450,000		3.5%
\$450,001 to \$550,000		3.3%
\$550,001 to \$650,000		1.9%
\$650,001 to \$750,000		2.3%
\$750,001 to \$1 million		2.3%
More than \$1 million to \$3 million		1.5%
More than \$3 million to \$5 million		0.3%
More than \$5 million		0.1%
Total		100.0%

# CORE DATA

## ABOUT US

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on five different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



## HEADQUARTERS

### AUSTRALIA

CoreData Pty Limited  
Suite 7, Level 9, 66 Hunter St  
Sydney, NSW, 2000

T: +61 2 9376 9600

E: [coredata@coredata.com.au](mailto:coredata@coredata.com.au)

### PHILLIPINES

CoreData Research Services Inc.  
Unit E-1608 Philippine Stock Exchange  
Centre,  
Exchange Rd, Ortigas, Pasig City, 1605

T: +63 2 667 3996

E: [info\\_ph@coredataresearch.com](mailto:info_ph@coredataresearch.com)

### UK

CoreData Research Ltd  
6 Foster Lane,  
London ECV 6HH  
United Kingdom

T: +44 (0)207 600 5555

E: [info\\_uk@coredataresearch.com](mailto:info_uk@coredataresearch.com)

### US

CoreData Research LLC  
15 Court Square, #450  
Boston, 02108

T: +1 (857)239 8398

E: [info\\_us@coredataresearch.com](mailto:info_us@coredataresearch.com)