



State of Australian Road Safety Report

Why did Nextbase invest significant resources into a study about Australian road behaviour?

As the world's leading Dash Cam manufacturer, they wanted to truly understand the market when they launched their products for sale in Australia for the first time towards the end of 2020.

With the pandemic impacting international travel, Australians are spending more time than ever travelling in their cars venturing around their beloved country and exploring new lands, just much closer to home.

Nextbase was interested in finding out more about their driving habits, how they perceive others on the road, and helping to explain the many ways in which motorists can benefit from driving with a Dash Cam installed.

One in four

Australian drivers have a Dash Cam installed in their main vehicle

45%

of Australians believe that Dash Cams should be mandatory for all drivers. Half believe that Dash Cams should be standard in new cars

One in four

Australian drivers change their driving behaviour when they're aware a Dash Cam may be recording them

80%

of Australian drivers would install a Dash Cam in their vehicle in exchange for a discount on car insurance

One in five

Australian drivers spent money on accident-related repairs in the last twelve months

39%

of respondents rate Australian drivers as either good, or very good

57% of Australian drivers don't believe that they have any bad habits behind the wheel

23%

of Australian drivers exceed speed limits

17%

of Australian drivers proceed through amber lights

7%

of Australian drivers send text messages when they're driving

80% of Australian drivers have experienced road rage

48%

received rude gestures

52%

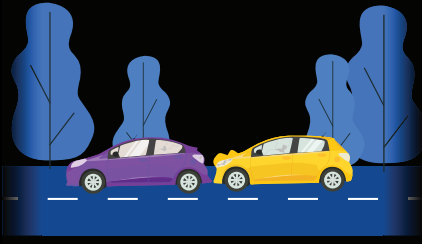
aggressive tailgating

64%

beeped at

13%

have felt like they were being run off the road



34% of Australian drivers slow down when being tailgated
13% brake suddenly



51%

Australian drivers believe that they drive more safely with their children in the vehicle



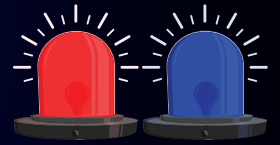
44%

carrying something fragile



36%

partner in the car



33%

double demerits

35% of Australian women drivers feel nervous when they drive around a cyclist (28% overall drivers)

27%

of drivers feel annoyed

6%

feel frustrated

16%

feel impatient

96%

of drivers believe that they adhere to the state legislation for minimum distance between them and cyclists

Clear features that make Australian drivers more wary of others on the road:

26%

loud music

24%

loud exhaust modifications

21%

vehicle modifications

“Nextbase are the market leader and create such excellent products – like me, they are committed to constant improvement and are aspirational. Driving with a Dash Cam influences human behaviour and actions on the road for the better. It’s exciting to be working together.”

V8 Supercars Driver Dave Reynolds

“We entered the Australian and New Zealand market in September 2020, and as we celebrate our one year anniversary, this report is an accurate reflection of our commitment to understand road behaviour here and how best to address it.

“Nextbase Dash Cams are committed to providing the best-in-class service for road users through our product range and technological innovation, specifically our Emergency SoS functions and built-in Alexa voice control.

“We still have work to do here but the shift towards understanding the benefits of Dash Cams Down Under is growing, and so too is the desire for the best quality products to capture those on-road moments.

“26% of Australians say that they would change their driving behaviour when they know a Dash Cam is recording them, so you should always drive as if you’re being filmed. With the continued increase of Dash Cam sales Down Under, that’s the future that we see for Aussie drivers anyway – so it’s time to get with the program.”

Richard Browning: Managing Director, Nextbase





About Nextbase

Forward-thinking, independent British brand Nextbase is a world-leading designer and manufacturer of best-in-class, innovative, connected dash cams that make a positive difference to people's journeys and lives when on the road. The company is the largest dash cam brand in the world, holding an over-80% share of the UK market by volume (GfK) and significant market shares in the USA and Europe. Sales of dash cams have increased by 850% in the past 4 years, making it one of the fastest-growing consumer tech sectors in the world.

Contact details:

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About the research:

Nextbase commissioned Antenna who surveyed a national representative sample of Australians to understand opinions and attitudes towards driving. 1,014 respondents contributed between 16 November and 20 November 2020, and 1,019 respondents contributed between 17 May and 24 May, 2021.