RAA Member Panel

Traffic Apps

Smartphones can alert us to almost anything – whether it's the latest weather forecast or help us to stay in touch with family and friends via social media. Recently we've noticed a number of new apps that provide motorists with traffic alerts. In particular the Department of Planning, Transport and Infrastructure released Addinsight, a smartphone app to alert motorists of traffic delays while on route, prompting RAA to see what, if any, in-car alerts our Members are using.

Only 15 per cent of RAA Member Panellists had heard of Addinsight. Of this group, 57 per cent had downloaded the app, with 66 per cent actually using the app while in their car. More than 85 per cent of RAA Member Panellists who have used Addinsight would recommend it to family and friends.

Of the Members who had downloaded the app, some of them weren't using it while in their car. The reasons they gave for this decision included:
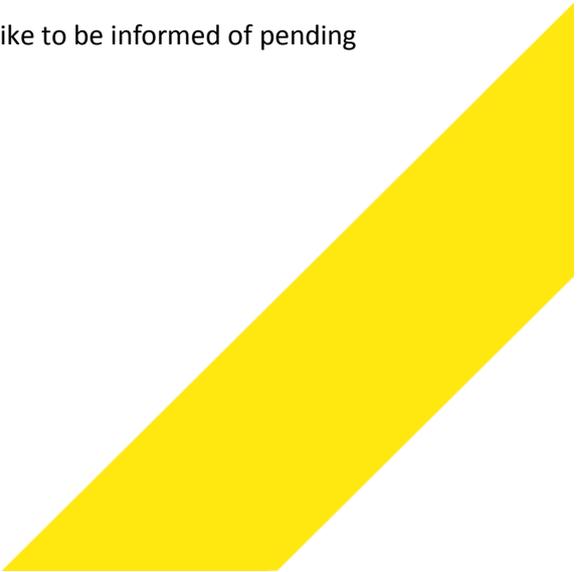
- Addinsight won't sync correctly with my Bluetooth
- My car GPS has inbuilt traffic management
- I find having smartphone apps open while driving a distraction
- To extend battery life on the mobile phone

Members where asked if they felt any improvements could be made to Addinsight. The following feedback has been shared with the Department of Planning, Transport and Infrastructure.

- It causes excessive battery use, with some smartphones advising to uninstall the app
- Ongoing Bluetooth connection issues, and return to radio often fails
- Improved sensitivity to direction and route of actual travel is needed
- Advice on why the delay is occurring, especially in the case of an accident
- Route planning capability to reduce unnecessary alerts
- Without Bluetooth capability in cars the app messaging cannot be heard
- Timeliness of the warnings, in some instances once you are on the road there is limited opportunity to change routes
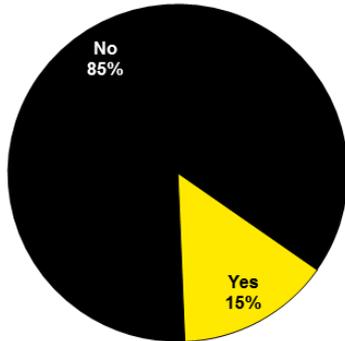- General connectivity to the network, and failure to notify

Motorists have a plethora of apps and devices that all claim to alert them to traffic conditions. The most common options used by RAA Member Panel respondents included Google, Tomtom, Garmin and a mix of pre-checked sites including RAA and Traffic SA.

In general, respondents were positive about the concept and would like to be informed of pending congestion and traffic conditions.
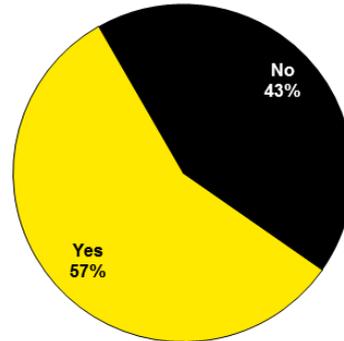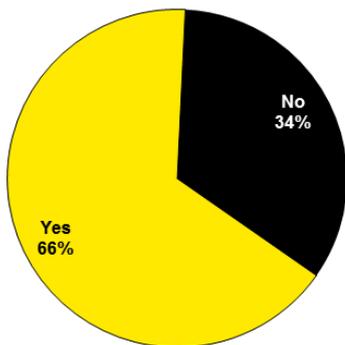
Appendix: Key Results

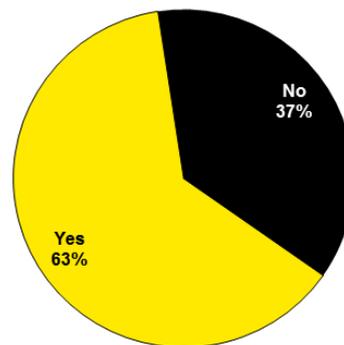**Had you previously heard of the 'AddInsight' smartphone app?**

No
85%

Yes
15%

Have you downloaded the AddInsight smartphone app once you heard about it?

No
43%

Yes
57%

Since you downloaded the AddInsight smartphone app, do you use it while in the car?

No
34%

Yes
66%

When you have used the AddInsight smartphone app, has its verbal traffic warnings come through your car's speaker system?

No
37%

Yes
63%

As you have used the AddInsight app, would you recommend it to your family and friends?

Yes
86%

No
14%