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Look out! Look out! There are children about!

AAMI warns lead-foot drivers to slow down & pay attention in school zones

Are you one of the 46 per cent of Australian drivers who admit to exceeding the speed limit because they don't notice road signs indicating a speed change? Or perhaps you're the one in 10 drivers who is unaware of when school zone speed restrictions come into play?

These shocking statistics and more have been released today by leading motor insurer AAMI – as children across the country prepare to head back to school for 2023.

Research conducted by AAMI reveals some additional insights into our lead-foot tendencies in the past year, including:

- A quarter (25 per cent) of Aussie drivers admit to exceeding the speed limit by 10km per hour
- Almost one in ten (9 per cent) exceeded the speed limit by 15km per hour
- Six per cent exceeded the speed limit by 20km per hour

This means that for every ten Aussie drivers on our roads – **four** are exceeding the speed limit by a minimum of 10km per hour.

When asked why they speed, Aussies have a mountain of excuses to justify their behaviour, including:

- Not noticing the signs indicating a change in speed limit – 46 per cent
- Not knowing what time school zones apply – 9 per cent
- Driving on auto-pilot – 31 per cent
- Rushing to collect children from school or child-care because they're running late – 8 per cent
- Impatience – 24 per cent
- Rushing to get to next destination – 26 per cent
- Rushing to get to an afterschool/work activity – 12 per cent
- Attempting to beat traffic – 16 per cent

Even more alarmingly, five per cent of drivers admit to having sped through a school zone in the past year because there were no children in sight, and a further five per cent admitted to driving through a red light because there were no cars or pedestrians.

Regardless of the rationale, or the lack of children or pedestrians around, **AAMI spokesperson Kahl Dwight** said there is no excuse for reckless behaviour behind the wheel.

"School aged children, especially in their younger years are still learning about road safety and road rules, so it's up to us as adults and drivers to wear that responsibility and ensure that we're doing the right thing," Mr Dwight said.

"Speed limits and school zones protect our children and the community – but they won't work unless drivers slow down and pay attention."



According to more than 350,000 motor insurance claims across the Australia from 1 July 2021 to 30 June 2022, Fridays were the worst day of the week for accidents (16 per cent), while afternoons between 1.00pm -4.30pm (which coincides with school pick-up) proved the most common time with almost one third (29 per cent) of crashes occurring during this timeframe.

Russell White, CEO and Founder of the Australian Road Safety Foundation said road safety is all drivers’ responsibility, and urged Aussies behind the wheel to follow the road rules, pay attention and help save lives this year.

“People don’t realise that speeding, even a few kilometres over the speed limit in a school zone, can be the difference between life and death for our children.

“With the new school year upon us, we’ll be seeing kids as young as five starting school for the first time, many of which will not have developed strong road safety skills, and so it is up to drivers to ensure we are following the road rules, adhering to speed limits, and being attentive when behind the wheel.

“No one leaves home with the intention of having a crash, let alone a road incident that involves a child, and that is why we’re partnering with AAMI to encourage Aussies to take care on our roads – especially around schools.”

AAMI’s Top Tips for Back to School Road Safety

- Expect the unexpected - children have limited road-safety awareness and experience
- Always look out for children disembarking from buses or cars
- If dropping off or picking up your children, follow your school’s safety directives
- Avoid driving distracted, and follow all road rules and signage.

[ENDS]

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Notes to Editor

The research findings were compiled through a national survey with a representative sample of 1,000 Australians aged 18+ and was conducted by Kantar in December 2022 on behalf of AAMI.

Notes to Editor – state-based stats

	QLD	VIC	NSW/ACT	SA	WA	TAS
Speeding						
Drivers admitting to exceeding the speed limit by 10km per hour	25%	23%	23%	25%	31%	30%
Drivers admitting to exceeding the speed limit by 15km per hour	8%	10%	10%	5%	10%	10%
Drivers admitting to exceeding the speed limit by 20km per hour	6%	6%	8%	4%	4%	3%



Reasons for speeding						
Not noticing the signs indicating a change in speed limit	45%	46%	47%	45%	46%	43%
Not knowing when school zone speed limits apply	7%	11%	9%	4%	8%	7%
Driving on auto-pilot	32%	27%	32%	32%	34%	47%
Rushing to collect kids from school/childcare	6%	11%	8%	8%	11%	7%
Impatience	17%	25%	27%	27%	25%	20%
Rushing to get to the next destination	20%	30%	27%	33%	26%	23%
Rushing to get to an after school/work activity	9%	12%	12%	16%	19%	17%
Attempting to beat traffic	14%	14%	19%	15%	15%	17%
Driver behaviours						
Drivers admitting to having sped through a school zone in the past year because no children were in sight	5%	4%	4%	4%	10%	3%
Drivers admit to driving through a red light because there were no cars or pedestrians	3%	6%	7%	4%	5%	7%
Crash statistics						
Worst day of the week for crashes	Friday	Friday	Friday	Thursday	Friday	Friday
Worst time of the week for accidents	9-11am	Afternoon	Afternoon	Afternoon	Afternoon	Afternoon