AAMI Back to School Road Safety Campaign – State Breakdown of Consumer Research

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|   | **NATIONAL**  | **NSW** | **VIC** | **QLD** | **SA** | **WA** | **ACT** |
| **When you were younger and in primary school, did you or were you allowed to ride your bike/ walk/ scoot to and from school?**  |
| Yes, I used to do this by myself/with siblings/ with kids from my neighbourhood   | 69%  | 69% | 68% | 65% | 77% | 75% | 62% |
| Yes, I used to do this with my parents or another adult   | 10%  | 8% | 11% | 10% | 5% | 9% | 14% |
| No, I took public transport with my parents/another adult   | 4%  | 4% | 6% | 3% | 0% | 3% | 19% |
| No, I took the school bus by myself   | 8%  | 11% | 5% | 8% | 10% | 6% | 0% |
| No, I used to get driven to or from school   | 10%  | 8% | 10% | 14% | 8% | 6% | 5% |
| **Do you (as a parent) or would you, allow your children to ride their bike/ scoot or walk to and from primary school?**  |
| Yes, I allow them to do this by themselves/ with other children in their neighbourhood/ siblings   | 38%  | 42% | 34% | 35% | 29% | 40% | 33% |
| Yes, I allow them to do this, but only with me or another adult   | 25%  | 24% | 32% | 22% | 17% | 26% | 29% |
| No, we catch public transport to and from school   | 5%  | 5% | 5% | 5% | 5% | 3% | 10% |
| No, they catch the school bus by themselves   | 7%  | 9% | 5% | 6% | 12% | 5% | 5% |
| No, they are driven to and from school.   | 26%  | 21% | 25% | 32% | 38% | 27% | 24% |
| **What’s the reason why you do not/ would not allow your child to ride their bike/ scoot or walk to and from primary school on their own/ with other kids?**  |
| Distance - school is too far away from our home   | 41%  | 39% | 43% | 43% | 44% | 39% | 33% |
| Because it’s not safe – I'm worried/ concerned about their safety i.e. crossing major roads, other drivers not paying attention   | 61%  | 63% | 60% | 60% | 58% | 63% | 67% |
| My children don’t have the awareness and road safety sense   | 17%  | 15% | 16% | 18% | 18% | 17% | 10% |
| My kids don’t own/ or aren’t confident on a bike/ scooter.   | 7%  | 8% | 8% | 8% | 8% | 6% | 5% |
| **Which of the following do you admit to doing previously?** |
| Speeding through a school zone because I didn’t notice the signs   | 25%  | 26% | 20% | 31% | 18% | 29% | 19% |
| Being confused about school zones – including speed limits, times and what the signs mean   | 28%  | 25% | 38% | 20% | 34% | 30% | 24% |
| Speeding through school zones when I don’t see any children around   | 12%  | 11% | 13% | 12% | 16% | 7% | 10% |
| Being involved in a car accident or near miss in or around a school zone   | 6%  | 8% | 6% | 2% | 3% | 5% | 14% |
| Being distracted by my phone while driving in a school zone i.e.. Quickly checking my phone, taking/making a call/texting   | 7%  | 9% | 8% | 6% | 7% | 6% | 0% |
| Being distracted by my phone while queuing in my school’s ‘Stop Drop and Go’ area i.e.. Quickly checking my phone, taking/making a call/texting   | 5%  | 4% | 5% | 8% | 4% | 6% | 5% |
| Being confused by my school’s ‘Stop Drop and Go’ area rules   | 22%  | 24% | 18% | 23% | 26% | 21% | 38% |
| Not always following the rules of my school’s ‘Stop Drop and Go’ area  | 12% | 10% | 13% | 13% | 12% | 11% | 19% |
| Overtaking and/or changing lanes in a school zone  | 7% | 7% | 5% | 7% | 8% | 9% | 5% |
| Double parking and/or stopping in the middle of the road in front of my children’s school  | 11% | 12% | 13% | 10% | 13% | 6% | 5% |