



## Media Release

May 2017

### **PARENTS IN NSW ARE AMONG THE MOST CAUTIOUS IN AUSTRALIA**

*Real Insurance Survey shows the lengths NSW parents go to in ensuring protection of their family and community*

New survey findings show that parents in New South Wales (NSW) are some of the most cautious across the country, with three quarters admitting that they regularly carry out background checks on babysitters (75.3%).

The *Real Insurance Family Protection Survey* is the seventh instalment in a series of national studies, which explores the lengths parents go to in order to protect their family and the community.

Protecting family is paramount for parents, particularly when this concerns the health and safety of their children. It appears that parents in NSW are cautious when it comes to keeping their children safe when they are not around; almost half of parents admit they regularly use mobile technology to monitor their children (48.1%) and three quarters of parents regularly escort their children to school (76.1%).

Parents are naturally altruistic and go out of their way to ensure their children maintain a nutritious diet, with nine in 10 parents in NSW making sure that their children go to school with a healthy packed lunch (88.6%).

Australians are typically conscientious and charitable individuals outside the home as well, regularly contributing to their community. Selfless acts of kindness are particularly common among those in NSW, with four in five stating they would always or usually offer their seat on public transport to someone older than them (82.8%), and two in five claiming they would help someone in need of assistance on the road (41.7%).

It is evident that for the vast majority of parents in NSW, remaining committed to carrying out selfless acts in day-to-day life is at the forefront of their minds. Philanthropic habits are clearly not uncommon in NSW, especially where children's safety, the community and looking out for those within it are concerned.

**Additional data:**

- Two thirds of parents across Australia regularly carry out background checks on babysitters either always or usually (67.7%)
- One third of parents across Australia regularly use mobile technology to monitor their children (37.9%)
- Four in five parents escort their children to school either always or usually (81.7%)
- Four in five parents send their children to school with a healthy packed lunch either always or usually (86.6%)
- Four in five parents in Australia would always or usually offer their seat on public transport to someone older than them (82.8%)
- One in three parents in Australia agreed that they would help someone if they had pulled over with a flat tyre, or were in need of assistance on the road (35%)

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## **About Real Insurance**

Real Insurance is an award-winning Australian insurer, with a goal to protect the quality of people's lives. Real Insurance has been named as the top Risk and Life Insurer in Roy Morgan's 2015 annual Customer Satisfaction Awards and was also awarded the 2014 Highly Commended Trusted Brand Award in the Life and Funeral Insurance categories, as voted for by Australian consumers. The company has been in the Australian market since 2005 with product offerings in car, home, life, income, pet, funeral, travel and bike insurance. Real Insurance is a trading name of Greenstone Financial Services Pty Ltd and The Hollard Insurance Company Pty Ltd.

## **About the 'Real Insurance Family Protection Survey'**

In order to explore the methods Australian parents use to protect their families, CoreData surveyed 1000 Australian parents across the nation in April 2017.

Hard quotas by state were also engaged to ensure all the main states were represented with sufficiently robust samples (NSW = 200, VIC = 200, QLD = 200, WA = 200, Remaining states/territories = 200).