



Media Release

May 2017

SURVEY REVEALS SOUTH AUSTRALIAN PARENTS ARE ESPECIALLY TRUSTING

Real Insurance survey shows only one quarter of South Australian parents utilise technology to monitor their children, a figure well below the national average.

New survey findings show that parents in South Australia allow their children a considerable amount of independence and do not feel the need to consistently monitor their children or regularly carry out background checks on temporary carers.

The *Real Insurance Family Protection Survey* is the seventh instalment in a series of national studies, which explores parents' habits towards the health and safety of their children.

Australian parents go to extremes to protect their family, even utilising technological monitoring devices to check on the wellbeing and whereabouts of their children. However, in South Australia, only one quarter of parents (24.9%) carry out this type of monitoring, a figure significantly lower than the national average of one in three parents (37.9%).

Protecting family is paramount for parents, particularly when this concerns the health and safety of their children. Nationally, 68 per cent of parents are committed to performing background checks on babysitters. In contrast, only three in five South Australian parents regularly vet their children's part-time carers (59.8%), perhaps suggesting that there is a higher level of trust in the Festival State.

While it appears parents in South Australia believe their children require autonomy when it comes to safety, the health of their children is evidently at the forefront of their minds, with four in five either always or usually sending their children to school with a healthy packed lunch (81.3%). Similarly, seven in 10 South Australian parents ensure that their whole family attend health checks on a regular basis (69.4%).

The findings suggest that parents in South Australia value their community and the level of safety offered for their families. It appears that knowing that their children are secure provides parents in South Australia with continual peace of mind and a strong sense of security.

Additional data:

- More than eight in 10 parents across Australia always or usually send their children to school with a healthy packed lunch (86.6%)
- Three quarters of parents in Australia ensure that their family attend regular health checks (76.4%)

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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).