



Media Release

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VICTORIANS ARE AMONG THE MOST CHARITABLE IN AUSTRALIA

Real Insurance Survey shows the lengths Victorians go to in protecting their community, environment and family

New survey findings show that Victorians are some of the most charitable people in Australia, especially when this concerns the environment and caring for the local community.

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, the community and the environment around them.

Caring for the environment is a value close to the hearts of many Australians, and this appears to be the way for the vast majority of Victorians who always or usually clean up rubbish found in parks or public spaces across the state (54.1%).

A community mindset is also common among Victorians, with the new findings showing that two thirds of people in the state would let someone with only a few items cut in line at the grocery store (65.7%).

While generosity towards others in the community and protecting the local environment appear to be key priorities for Victorians, the findings also reveal specific measures people go to in ensuring their family are protected. Parents in Victoria are extra cautious when it comes to keeping their children safe on the school run, with almost nine in 10 parents escorting their children to school on a regular basis (88.2%).

Parents are naturally altruistic and go out of their way to care for their family's overall wellbeing. When compared to those in mainland states, it seems Victorian parents excel in monitoring their family's health, with over eight in 10 parents ensuring their whole family attend regular health checks (84.4%).

Victorians appear to be committed to safe-guarding their families and homes, and this extends to implementing strong home security. In fact, two in five Victorian families have CCTV installed in their home (40.4%), which is substantially higher than the national average of one in four people (28.6%).

The findings of the report demonstrate that the state of Victoria is a philanthropic one, particularly in regards to commitment to the community and environment. It appears that for many Victorians, selfless acts of kindness begin in the home and extend outwards, and are valued as a key priority in everyday life.

Additional data:

- Just over half of parents in Australia would clean up rubbish found in a park or public space (51.5%)
- Three in five parents in Australia would let someone with only a few items cut in line at the grocery store (61.3%)
- Four in five parents in Australia agreed that they would always or usually escort their children to school (81.7%)
- Three quarters of families in Australia 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).