



## Media Release

May 2017

### **NEW FINDINGS SHOW BIGGEST CONCERNS FOR AUSSIE PARENTS**

*Real Insurance survey reveals parents' habits towards the safety and wellbeing of their families and the wider community*

A new study released today by Real Insurance shows that family safety is at the forefront of the minds of Australian parents, with four in five parents admitting to worrying about their family on a daily basis.

The *Real Insurance Family Protection Survey* is the seventh instalment in a series of national studies, and explores how Aussie parents are carrying out varying degrees of altruistic acts to help alleviate their on-going concern for their family's health and security.

One in four Aussie parents (24.9%) worry about their family for more than one hour each day and it appears this worry manifests itself in many ways. The findings show that four in five parents (81.7%) usually escort their children to school, and two thirds of parents regularly carry out background checks on babysitters (67.7%). A further 83 per cent of parents are committed to reiterating stranger danger warnings as a means of protecting their children and monitor their children's safety through the likes of tracking apps with over one third of parents using mobile technology to keep a close watch on their young ones (37.9%).

When asked about health in children, the majority of parents agree that a key concern was to ensure their young ones have a nutritious diet outside of the home, with almost nine in 10 parents sending their children to school with a healthy packed lunch (88.6%).

Dr Greta Goldberg, Clinical, Forensic and Neuropsychologist at Psychelp Sydney, said, "It is most parent's instinct to continuously look for ways to ensure their children are living healthier and safer lives; whether this is by monitoring their whereabouts, online activity, or eating habits. These parental behaviours are often the foundations that encourage children to grow into happy, healthy adults."

Selfless acts carried out by Australian parents exist in differing levels and despite their commitment to their family's health and day-to-day security, it appears many parents have not considered longer term protection for their family. In fact, the survey reveals that two in five have not chosen caretakers for their children in the event of their death (40.4%), and more than half have not set a will (56.4%).

Representing an opportunity to alleviate anxiety to some extent, nine in 10 parents agree that life insurance is important and provides peace of mind. In fact, securing life cover could be the key for three in 10 Australians who admit that their family would be financially burdened if they were to pass away (34.8%), or for one in eight people (13.3%) who have experienced a financial burden as a result of a loved one passing away with insufficient or no life insurance cover.

It appears parents are also leading by example outside of the home, teaching their children the importance of honesty, compassion and mateship for one another. An almost sweeping majority of parents believe it is important to go out of their way to let someone know if they dropped money on the floor (93.6%), while a further nine in 10 emphasise the importance of helping a parent in public who may be struggling to balance their children with the task at hand (91.2%).

Putting words into action, Aussies seem to be demonstrating kindness to one another by always or usually holding the door open for strangers (78.2%), helping unknown elderly people across the street (62.4%) and offering up their seats on public transport to those who are older (77.4%).

“Selflessness is an innate human trait competing with our instinct for self-interest. We can often get caught up in personal and work schedules, or in worrying about trivial tasks, however looking at the results it is enlightening to see that Australians are still devoting time to doing things for their community and those around them,” added Dr Goldberg.

Interestingly, while not practised as frequently, more traditional ways of carrying out acts of kindness are still common among Australians with one third volunteering their time for charities or the community (32.2%), or saying they would always or usually help someone in need of assistance on the road (35%).

Parents continue to do what is within their power to protect their family, whether this is teaching their children what to do in emergencies (75.9%), using mobile technology to monitor their children (37.9%), or demonstrating the importance of caring for others in the community, even if they are strangers.

Parents can't predict every circumstance their family will encounter, however they can at least ensure their family's continued health, wellbeing and long-term financial security through a variety of selfless acts.

ENDS

Media Enquiries:

Heather Doherty  
Account Manager  
Hill + Knowlton Strategies  
p: 02 9286 1257 m: 0452 582 305  
[heather.doherty@hkstrategies.com](mailto:heather.doherty@hkstrategies.com)

Ben Ingram  
Account Executive  
Hill + Knowlton Strategies  
p: 02 9286 1246 m: 0401 554 097  
[ben.ingram@hkstrategies.com](mailto:ben.ingram@hkstrategies.com)

## **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).