



## **Hit the brakes: speeding drivers putting school kids at risk**

Aussie drivers may need to head back into the classroom to brush up on road safety, as new research from insurer AAMI reveals almost half (46 per cent) admit to speeding because they didn't notice signs indicating a change in the speed limit.

Of those who admit to speeding, over half (56 per cent) claim to only do so by less than 10km/hr over the speed limit.

Other top reasons Aussie drivers give for speeding include:

- Driving on auto pilot (35 per cent)
- Being distracted and thinking about something else (29 per cent)
- Rushing to get to their destination (23 per cent)
- Impatience (20 per cent).
- Not knowing what time school zones apply (8 per cent)

According to more than 360,000 motor insurance claims across the country (from 1 July 2020 – 30 June 2021), afternoons during school pick-up hours (between 1 – 4:30pm) is the most common time for crashes.

Statistics released from the Australian Road Safety Foundation shows:

- In 2021, there were 1,127 people killed on Australian roads (up 2.9 per cent from 2020)
- Of those fatalities, 11 per cent were children under the age of 18 years
- 19 pedestrian children were killed on Australian roads last year.

### ***Australian Road Safety Foundation CEO, Russell White said:***

“People don't realise that speeding, even a few kilometres over the speed limit in a school zone, can be the difference between life and death for our children.

“With the new school year upon us, we'll be seeing preppies starting school for the first time, and many children returning to school after what has been an incredibly interrupted two years due to COVID. Some children may not have developed – or may have forgotten – their road safety skills, and so it is up to drivers to ensure they are following the road rules, adhering to speed limits, and staying alert when behind the wheel.

“No one leaves home with the intention of having a crash, let alone a road incident that involves a child, and that is why we're partnering with AAMI to encourage Aussies to take care on our roads – especially around schools.”

### ***AAMI Executive Manager Motor and Specialty Claims, Kahl Dwight said:***

“Our data tells us Aussie drivers are getting distracted behind the wheel and lack of attention is the common theme running through the reasons drivers give for speeding. Distracted drivers and the unpredictable nature of children around roads is a recipe for disaster.

“Speed limits and school zones protect our children and the community – but they won't work unless drivers pay attention.



“Now, before all the kids head back, is the time to familiarise yourself with the times when school zones apply and where they are located in your local area.”

AAMI’s Top Tips for Back to School Road Safety

- Expect the unexpected - children have limited road-safety awareness and experience
- Always look out for children disembarking from buses or cars
- If dropping off or picking up your children, follow your school’s safety directives

**Notes to Editor**

The research was conducted by Kantar Insights in October 2021, sampling n=1491 nationally representative Australians.

***State breakdowns***

	National	NSW/ACT	VIC	QLD	SA	WA	NT	TAS
Admit to speeding less than 10 kms/hr over the speed limit	56%	54%	60%	57%	60%	57%	23%	49%
Reasons for speeding: Not noticing the signs to indicate a change in speed limit	46%	47%	44%	50%	48%	46%	44%	25%
Reasons for speeding: Driving on ‘auto pilot’	35%	34%	33%	37%	32%	38%	33%	36%
Reasons for speeding: Being distracted/thinking about something else	29%	27%	29%	31%	31%	34%	23%	25%
Reasons for speeding: Rushing to get to next destination	23%	25%	23%	19%	16%	30%	34%	14%
Reasons for speeding: Impatience	20%	21%	23%	19%	20%	14%	23%	28%
Reasons for speeding: Not knowing what time school zones applied	8%	10%	9%	5%	6%	9%	NA	5%

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