

AAMI Back to School – State breakdown of Consumer Research

Response	NAT	NSW	VIC	QLD	SA	WA
Which of the following have you ever done while driving in or around a school zone?						
Speeding through a school zone because I didn't notice the signs.	21%	19%	17%	29%	13%	28%
Being confused about school zones – including speed limits, times and what the signs mean.	35%	36%	37%	31%	37%	29%
Speeding through school zones when I don't see any children around.	8%	9%	8%	4%	11%	11%
Being involved in a car accident or near miss in or around a school zone.	7%	5%	6%	6%	6%	10%
Being distracted by my phone while driving in a school zone i.e. Quickly checking my phone, taking/making a call/texting.	6%	6%	7%	4%	3%	5%
Being distracted by my phone while queuing in my school's 'Stop Drop and Go' area i.e. Quickly checking my phone, taking/making a call/texting.	7%	7%	7%	6%	6%	8%
Being confused by a school's 'Stop Drop and Go' area rules.	24%	25%	21%	24%	27%	20%
Not always following the rules of my school's 'Stop Drop and Go' area.	9%	7%	10%	9%	9%	14%
Overtaking and/or changing lanes in a school zone.	6%	7%	7%	5%	5%	8%
Double parking and/or stopping in the middle of the road in front of a school.	7%	7%	8%	4%	10%	7%
Should children be allowed to ride an e-bike/e-scooter to and from school?						
Yes.	20%	18%	23%	19%	19%	16%
Yes – but only with a supervising adult accompanying them.	29%	28%	28%	28%	31%	31%
No.	52%	55%	49%	53%	50%	53%
What's the reason/s you believe children should not be allowed to ride e-bikes or e-scooters to and from school?						
The speed they can reach.	67%	66%	65%	74%	60%	74%
Visibility to drivers.	42%	43%	43%	39%	38%	40%
Not understanding road rules at intersections and roundabouts.	52%	51%	49%	55%	60%	53%
Other e-bike riders (reckless teens, adults, delivery drivers etc).	17%	17%	19%	21%	7%	13%
Riding on or near busy roads.	41%	40%	38%	41%	49%	43%
Riding in bad weather or low light.	9%	7%	9%	9%	10%	9%
Lack of dedicated bike lanes.	8%	9%	11%	6%	5%	6%
Lack of supervision.	16%	16%	16%	15%	19%	15%
Device malfunction.	3%	4%	3%	2%	8%	3%

Theft of the device while at school	2%	1%	3%	1%	5%	5%
Do you believe e-bikes/e-scooters should be allowed in school zones during drop off and pick up times?						
Yes – that way we can encourage more students to ride to and from school and alleviate traffic.	10%	10%	11%	10%	15%	8%
Yes – it provides parents with another option for getting their children to and from school.	15%	14%	18%	13%	13%	15%
No – they are too dangerous.	36%	37%	34%	38%	31%	34%
No – kids don't know how to ride safely, and it will cause accidents.	16%	18%	14%	17%	16%	19%
No - they don't provide much needed exercise for kids, and they should be on more traditional bikes and scooters.	4%	3%	5%	5%	5%	7%
No – e-bikes and e-scooters are not reliable.	3%	3%	2%	2%	3%	3%
No – there is not enough legislation to ensure everyone is safe and protected.	15%	16%	15%	16%	18%	13%
What behaviours should be enforced for children on e-bikes and e-scooters?						
Always wear a helmet.	87%	86%	84%	90%	92%	88%
Must use a lower speed mode.	73%	71%	72%	77%	73%	72%
Only allowed to ride on bike or shared paths – no road riding.	58%	54%	53%	67%	61%	66%
Not to be ridden in school zones.	39%	38%	35%	44%	33%	41%
Must have lights/reflectors – on the bike/scooter and rider.	56%	54%	53%	60%	60%	62%
Must check in with me when they arrive at school/home safely.	31%	29%	29%	29%	42%	38%
What improvements would make you MORE comfortable with children riding to and from school on e-bikes/e-scooters?						
More separated bike lanes.	37%	38%	35%	39%	39%	37%
Wider footpaths.	36%	36%	36%	34%	34%	37%
Lower local traffic speeds.	24%	25%	25%	21%	22%	25%
Better/more supervision at school crossings.	28%	29%	27%	24%	25%	33%
Safer bike/scooter parking at school.	25%	23%	28%	23%	21%	28%
More driver awareness campaigns around kids and e-bikes and e-scooters.	32%	31%	34%	28%	32%	31%
More legislation around speed limits.	30%	29%	30%	36%	24%	31%
Nothing would make me more comfortable.	28%	28%	25%	31%	29%	30%

[ENDS]

Notes to Editor

The research findings were compiled through a national survey with a representative sample of 2,005 Australian car drivers aged 18+ and was conducted by Pure Profile from 1-28 November 2025 on behalf of AAMI. (State specific statistics are available on request).

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