

SCOOTING ONLY EXERCISE 40% OF PRIMARY SCHOOL CHILDREN GET

Submitted by: Mad as a March Hare

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Scooting "Only Exercise" 40% Primary School Children Get Outside School

This week sees the start of the new school year throughout the UK and, with it, lots of children will be scooting to school on their much-loved, iconic three-wheeled Micro Scooters. Micro Scooters are now the preferred method of sustainable transport for the school run.

But a survey by www.micro-scooters.co.uk has found that, despite Olympic mania having swept through Britain, scooting is often the only exercise many children get outside school.

Parents of around 700 children aged between 4 and 11 throughout the UK were asked about their children's attitude towards sport and exercise compared to other aspects of their lives.

- What method of transport do you use for the school run?

Car	50%
Scooter	15%
Bus	11%
Bike	14%
Walk	10%

- Why does your child enjoy scooting?

It's cool	60%
It's fun	30%
It's cheap	7%
It's healthy	3%

- Other than scooting, which of these sports does your child regularly participate in outside school?

Only scooting	40%
Football	30%
Netball	15%
Cycling	10%
Swimming	5%

- Of the following, which would your child choose if only allowed to keep one item?

Phone	45%
Laptop	30%
Scooter	15%

PlayStation / X Box 10%

- On average, how much time does your child spend on a scooter each day?

1 hour	37%
30 minutes	32%
2 hours	20%
4 hours	11%

Commenting on the findings, Micro Scooter's founders, Anna Gibson and Philippa Gogarty, said:

"Scooting is accessible to children everywhere – it's affordable and it's fun.

Team GB athlete, Louis Smith's appearance on a Micro in the Olympic closing ceremony has seen a surge in sales of three-wheeled scooters for adults. More parents are choosing to join their children on a scooter, it seems."

ENDS

For further information, images and samples, please call Sara Stewart on 01684 575207 or email sara@madasamarchhare.com

Micro Scooters has scooters and accessories available to journalists for product reviews.