

Diamond Reveals Nation's Children Sick Of Car Journeys



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Author: [Diamond](#)

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Diamond has released the results of a new study that reveals one in four British children suffer from travel sickness. The research also suggests the affliction could run in the family.

The study of 2,000 parents by the [women's car insurance](#) specialist has shown even those whose children aren't regularly travel sick prepare for the worst with two fifths taking the precaution of keeping sick bags in the car just in case.

And for the parents of children who do get car sick, three quarters have to stop and pull over for their child to be ill, travelling an average of just 35 miles before halting the journey. The research also found two fifths of unlucky parents have been left cleaning up after their child was ill in the car mid journey, while a similar number avoid long car journeys altogether because of the stress of their children possibly getting sick.

Interestingly, the research suggests parents who suffered from travel sickness as a child themselves are five times more likely to have a child who also gets ill in the car, compared to parents who did not get sick as a child:

- 41% of parents who suffered from travel sickness as a child have a child who also suffers.
- 8% of parents who did not suffer from travel sickness as a child have a child who suffers.

Although many children will grow out of being car sick, the findings reveal this isn't always the case. Three in five parents who said they suffered from travel sickness as a child, still experience symptoms as an adult.

Diamond's managing director, Harriet Neale said: "Car journeys with children can be difficult at the best of times, but when you throw in travel sickness, they become even more stressful for parents and children alike.

"Our study certainly suggests travel sickness runs in the family so many parents will empathise with their children and hopefully know a few remedies to make car journeys that little bit easier."

The study found that many respondents found opening the windows and getting air circulating around the car as the best way to alleviate the symptoms of travel sickness, with three quarters saying it works. Almost half of parents said travel sickness pills or avoiding looking down will stop their children feeling sick, while acupuncture wristbands, chewing gum and closing eyes are the least likely to work.

About Diamond:

Diamond launched in 1997, when it was clear that there was a place for a woman only car insurance specialist, and has led the way for similar companies to follow. Diamond has been able to offer women cheaper car insurance for 14 years because on the whole women's car insurance claims cost less than men's. We understand what women motorists want from their insurance, and meet their needs by offering great service and a great price. We do not refuse to give insurance quotes to men and are more than happy to provide a quote if requested.

Diamond offers its customers up to £300 of Handbag Cover and £300 of Child Seat Cover free as part of their comprehensive policy.

Diamond's sales line is 0800 36 24 36. Its website address is diamond.co.uk.

Diamond is a trading name of EUI Limited, and is part of the Admiral Group. Diamond writes its motor insurance business to a consortium of insurers, these being: Admiral Insurance Company Limited, Admiral Insurance (Gibraltar) Limited, and Great Lakes Reinsurance (UK) plc.

PR Contact:

Natalie Grimshare
Diamond
Capital Tower
Greyfriars Road
Cardiff
CF10 3AZ
029 2043 4231
www.diamond.co.uk

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