

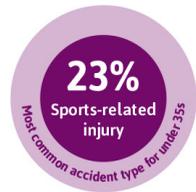
# Bruised Britain



Part two of our latest consumer research study, *Bruised Britain*, sheds light on the physical and financial impacts that accidents have on people across the UK.

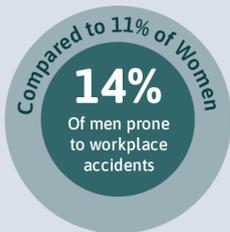
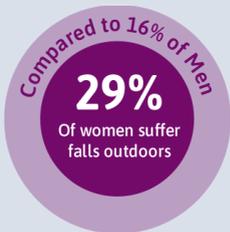
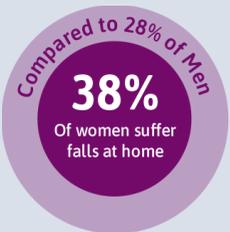
Over a third (37%) of under-35s experienced an accident in the past three years, significantly higher than the national average.

Younger individuals are also more likely to experience accidents involving:



## Gender differences in accident risk

Women are more likely to suffer falls at home and outdoors, while men are more prone to workplace accidents and car-related incidents.



# Younger people are more likely to link accidents to:

13%

Mobile  
Phones

vs. 5% of 35-44 yr olds

and 0% of those aged 55+



10%

Weather  
conditions

vs. 5% of over 55s



14%

Alcohol  
or drugs

vs. 7% of 35-44 yr olds

and 2% of those aged 55+



## How National Friendly can support your clients

We have a product family that meets the needs highlighted in the Bruised Britain report: **Friendly Shield**, **Accident Only Income Protection** and standard **Income Protection**.

All policies include immediate access to Friendly GP+, our 24/7 virtual GP service which provides families with on-demand GP consultations, private prescriptions, physiotherapy, counselling, and more.



To find out more visit [nationalfriendly.co.uk/bruised-britain](https://nationalfriendly.co.uk/bruised-britain)

Or view our product family at [nationalfriendly.co.uk/adviser](https://nationalfriendly.co.uk/adviser)