Bruised Britain



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

One in four (26%) adults live in fear of having an accident. That rises to 31% among women and 34% among young people (aged 18-34).

When it comes to personal safety and the likelihood of having an accident, over half (51%) consider themselves to be 'risk-averse'.



Fears of permanent disability and financial impacts of an accident

Among those who are fearful of having an accident, their reasons include:



Accidents and unplanned time off



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 <u>nationalfriendly.co.uk/bruised-britain</u> Or view our product family at <u>nationalfriendly.co.uk/adviser</u>

The research was conducted by Opinium Research between 1-5 November 2024 among 2,000 UK adults. National Friendly is a trading name of National Deposit Friendly Society Limited. Registered office: 11-12 Queen Square, Bristol BS1 4NT. Registered in England and Wales no. 369F. National Deposit Friendly Society Limited is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. Our Financial Services Register number is 110008. You can check this at: https://register.fca.org.uk. National Deposit Friendly Society Limited is covered by the Financial Services Compensation Scheme and Financial Ombudsman Service. BB3 03.25