

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.

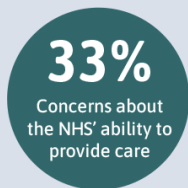
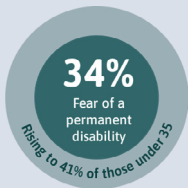
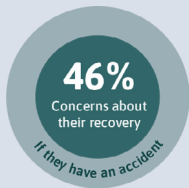
One in four (26%) adults live in fear of having an accident. That rises to 31% among women and 34% among young people (aged 18-34).

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

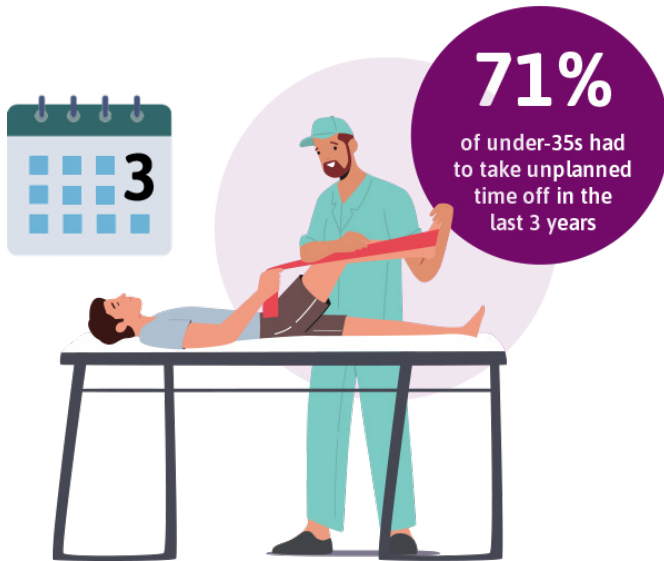


Fears of permanent disability and financial impacts of an accident

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 nationalfriendly.co.uk/bruised-britain

Or view our product family at nationalfriendly.co.uk/adviser