

Bruised Britain



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



29%

of adults have experienced at least one accident in the last three years in the UK.



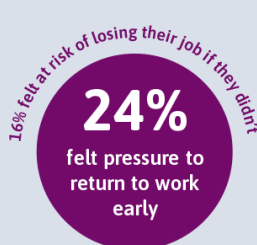
Rising to 22% among under-35s

Only **17%** claimed on insurance

Despite the clear financial strain caused by accidents, only 17% of people claimed on products such as Income Protection.

The hidden cost of everyday accidents

Accidents don't just disrupt lives physically – they also have profound financial consequences. Bruised Britain found that:



Everyday accidents in the UK: A closer look

Accidents can range from minor injuries to life-changing incidents.

The most common outcomes include:

35%

Bruising

21%

Sprained
muscles

21%

Grazes

13%

Broken
bones

In under-35s reported accidents
12%
Loss of hearing
or sight

9%

Whiplash or
concussion



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