



KEY FINDINGS



55% would pay more for a vehicle with advanced safety features. **81%** would spend up to £2,000 more



81% think in-car gadgets pose a hazardous distraction to drivers



51% of Brits think HGVs pose the biggest safety threat on UK roads



77% want theory and practical driving skills taught in schools



60% believe police on-the-spot fines for careless driving will fail to improve driver safety



98% fear government is failing to improve safety on UK roads

