

PRESS RELEASE
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London: Home to the UK's safest drivers
-Least safe drivers live in Southampton according to Telematics expert-

- **Drivers in London overall safest, followed by Newcastle and Cardiff**
- **Bristol drivers record highest number of journeys over 75mph**
- **Regionally, drivers in the South East are most likely to get a low score for their driving**
- **Belfast is home to the smoothest drivers behind the wheel**

London has been named home to the UK's safest drivers, according to the nation's biggest provider of telematics insurance, [Admiral](#) while motorists in Southampton are the least safe.

Analysis of data from thousands of telematics black boxes' by Admiral LittleBox revealed that of all the major cities in the UK, drivers in Southampton are more likely to be heavy footed on the brakes, more likely to accelerate excessively during their journey and overall least likely to record a top score for their driving from the insurance provider.¹

Home to the safest drivers is London where, overall, drivers are most likely to be given a top score for their driving than any other city in the UK.

Top: The safest drivers overall by UK city

Rank	City
1	London
2	Newcastle
3	Cardiff
4	Norwich
5	Edinburgh

The UK's least safe drivers overall by UK city

Rank	City
1	Southampton
2	Leeds
3	Glasgow
4	Bristol
5	Birmingham

Extreme Speeding

Thankfully, just over 4% of motorists with Admiral LittleBox drivers recorded speeds of over 100mph with the overwhelming majority of drivers unlikely to hit such excessive speeds when behind the wheel.

Looking at extreme speeds, Admiral found that despite drivers in London being most likely to record a high score overall for their driving there are some exceptions. A higher percentage of drivers in London hit speeds of over 100mph than in any other city in the UK, with 5.7% of drivers recording this dangerous level despite recording an average journey distance of just 4.28 miles.



Meanwhile, drivers in Cardiff - who record an average journey distance of 4.77 miles- are least likely to hit speeds of over 100mph, with just 1.9% of motorists there recording the high speed.

Despite a national speed limit of 70mph, drivers in Bristol record the highest percentage of journeys at speeds over 75mph, with over 4.6% of journeys recorded at 5mph above the national speed limit. Bristol drivers are followed closely by those in London (4.5%) and then Edinburgh with 4% of journeys above 75mph.

LittleBox Speed tip: Speed limits are set based on the type of road for a reason therefore, keeping within the specified speed limit will allow you enough time to react to hazards and should mean safer driving. Make sure you know the speed limit wherever you are and stick to it. Driving over the designated speed limit in the UK is illegal and can result in a speeding conviction if you're caught. An accident at higher speed is also more likely to result in serious injury.

Heavy-brakers

When it comes to heavy braking, those in Southampton are more likely to brake harshly than drivers in any other city in the UK, excessively applying the brakes an average of four times per journey. That's twice as many times as drivers in Belfast, Edinburgh and Liverpool, where drivers brake harshly an average of twice per journey.

Regionally, those in the North West of the UK are least likely to brake harshly – recording less than one occasion per journey.

When it comes to fast acceleration, drivers in Southampton are also more likely to put their foot to the metal more times while driving than anywhere else, with an average of 2.3 times per journey.

Comparatively, those in Belfast are least likely to accelerate quickly, recording an average of 1.5 instances per journey.

LittleBox tip for lighter braking: You should leave enough space between your car and the car in front to ensure harsh braking is not needed and stay alert to the hazards around you. Safe drivers will reduce their speed gradually, showing awareness of upcoming hazards such as a zebra crossing or queuing traffic. This will allow you to use your brake gently and reduce the speed of your car using the gears instead of harsh braking.

Smooth operators

Analysing data that combines harsh braking and excessive acceleration, Admiral LittleBox has been able to crown the smoothest operators on the UK roads.

Drivers in Belfast come up trumps with the best score for smooth driving, followed by drivers in Edinburgh, Liverpool, and Manchester.



Meanwhile, drivers in Southampton scored lowest for smooth driving.

LittleBox Tip for smoother driving: If you are driving in an area with a higher speed limit or pulling away from stationary you should increase your speed gradually, over a longer distance, rather than increasing to the new speed limit as soon as possible. This makes the acceleration smoother and gives you much better control of your car. Crucially it also gives you more time to react to sudden hazards, making driving safer for you and other road users.

Admiral LittleBox has shared [the full results of its analysis here](#)

The technology in Admiral LittleBox measures things such as speed, braking, acceleration and cornering. Based on these metrics, drivers receive a score for their driving and more than 80% of LittleBox customers receive a discount at renewal based on their driving score.²

Head of LittleBox at Admiral, Gunnar Peters, said: “Our analysis of telematics policies has found some big differences between the cities and regions across the UK when it comes to driving behaviour. Of course, every driver is different, and telematics measures an individual’s driving, but it’s interesting to see that overall drivers in some areas show better driving habits than in others.”

“The information collected by our telematics technology is used to help people get a car insurance premium based on how they drive, not how their peer group drives. We actively provide customers with feedback on their driving behaviour and, if applicable, tips on how they can improve behind the wheel.”

“If you feel like you're being punished for other people's bad driving, and particularly if you're a new driver or young driver then LittleBox could help you get a lower price for your policy.”

Ends

Notes to editors

Results for each city and region can be shared upon request

¹LittleBox gives drivers a week-by-week or month-by-month basis medal scoring system based on driving behaviours including speeding, braking, accelerating and cornering.

²Based on 3 months' worth of renewals (01/03/19 – 31/05/19) 81.3% of customers with Admiral LittleBox received a renewal discount based on their driving score

Media contacts:

Laura Jones – laura.jones@brandcontent.co.uk 07825 226 438

Zoe Paines – Zoe.paines@brandcontent.co.uk 07812 050 395

Rhian Davies - Rhian.davies@brandcontent.co.uk 02920 566 220

**About Admiral:**

Admiral (a trading name of EUI Ltd and part of Admiral Group plc) is a UK based insurance company, founded in 1993 to specialise in car insurance. In 2005, it launched MultiCar, a product designed to help people with two or more cars get a better deal and in 2013, it launched its telematics product LittleBox which helps safe drivers receive discounts based on their driving style. Admiral also offers other insurance products including home insurance, travel insurance, pet insurance, van insurance, learner driver insurance and MultiCover, enabling customers to insure their cars and home on one policy. Admiral was also voted the UK's Best Car Insurance Provider at the 2018/19 Personal Finance Awards and the Admiral Group employs over 7,400 people in the UK and has over 5 million UK customers.
