

Our research shows* ...

*All figures obtained from research commissioned by AXA of 1,500 parents in the UK with children ages 0-4 years old, carried out by One Poll in August 2014



77% of people have not heard about new i-Size regulations



54% of parents sing to children to keep them entertained on car journeys



51% voted *The wheels on the bus* as the most popular song sung on family car journeys



“Are we nearly there yet?”
Is the most common phrase said by children in car journeys

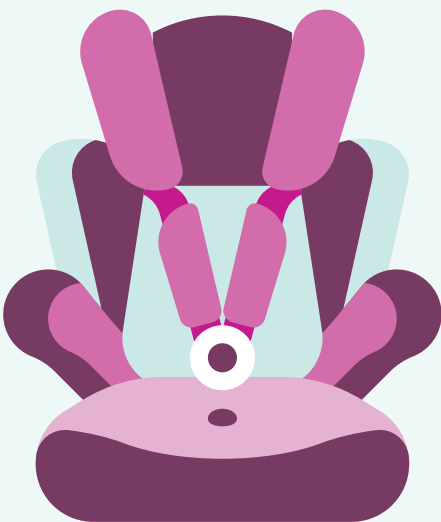


‘Eye Spy’ is the most popular game played on car journeys



Crying is the most annoying thing children aged 0-4 do on a car journey

Has there been enough publicity and communication surrounding the changes to car seat legislation?



Yes - I've seen lots of information **7%**

Yes - but it's relatively limited **17%**

No - there's been barely any **27%**

No - not at all **27%**

No - I did not know about these changes **22%**

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