

Most New Parents Overlook Fire Safety

While many new parents think about the nursery colors, clothing and furniture, how many think about ways to safeguard their home against fire? A recent survey of more than 400 new and expectant parents revealed that fire safety isn't even one of their top three concerns when preparing the home for a child, even though statistics show it should be.

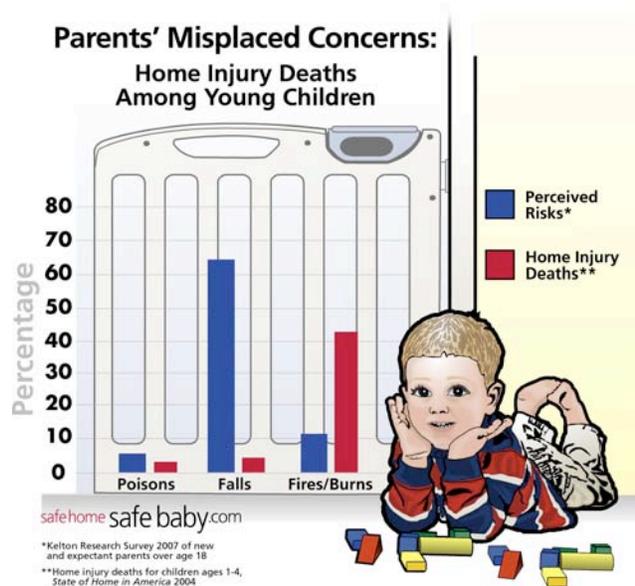
The Home Safety Council's *State of Home Safety in America 2004* ranks fires and burns as the leading cause of unintentional home injury death among children ages 1 – 4.

The survey also revealed that the average parent spent about \$915 on baby clothing, supplies, toys and décor since finding out they were having a baby, close to four-times the amount (\$236) they spent on average to baby-proof their home in the same period of time.

Not as Concerned over Grave Risk

Survey Says: Nearly two-thirds of new and expectant parents surveyed believe that their child falling in their home is more likely to happen than a home fire.

The Reality Is: While falls are more frequent, fires are more deadly. Fires and burns are the number one cause of unintentional home injury deaths for children over age 1, and the second leading cause for infants.* Children under age 5 face nearly twice the risk of dying in a fire than adults.***



Fire Safety Comes Fourth

Survey Says: Most respondents have put poisons away (73%), childproofed drawers and cabinets (64%) and installed safety gates (60%) to prepare for their baby's arrival. Fewer have focused on being alerted to more potentially deadly threats by installing more smoke (58%) and carbon monoxide alarms (53%).

The Reality Is: Between 1992 -1999, less than 5% of young children (ages 1-4) died from an accidental fall or poisoning in the home, while 43% died from home fires and burns.*

More Planning Needed

Survey Says: Most new and expectant parents correctly believed that it would take about three minutes to safely escape a nighttime fire with their baby. Yet, 78% have never conducted a home fire drill. Only 8% have practiced one both during the day and at night.

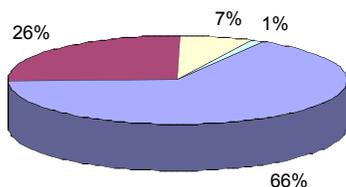
The Reality Is: More than half of all home fire deaths result from incidents reported between 11 p.m. and 7 a.m. Only 8% of people say that upon hearing a smoke alarm, their first thought is to get out of the house. **

Overconfident, Underprepared

Survey Says: More than two-third (67%) of new and expectant parents surveyed said they have both smoke and carbon monoxide alarms in their home, and 75% are extremely confident their fire safety products are in working order.

The Reality Is: One in five homes with smoke alarms have units that don't work, mostly due to dead or missing batteries. Additionally, 65% of home fire deaths occurred in homes without working smoke alarms.**

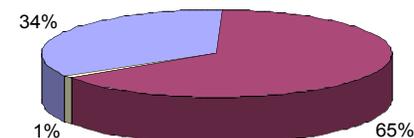
Percentage of New Parents with Smoke and Carbon Monoxide Alarms



■ Smoke & CO Alarms ■ Smoke Only □ Neither/Don't Know □ CO Only

Kelton Research Survey 2007

Home Fire Deaths by Smoke Alarm Operation



■ Operating Smoke Alarm ■ No Operating Smoke Alarm
□ Fire Too Small to Operate

National Fire Protection Association, U.S. Experience with Smoke Alarms 2007

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* The State of Home Safety in America™ Second Edition, 2004

** National Fire Protection Association (NFPA) statistics 2000-2004

*** NFPA's Fire Loss in the U.S. 2005

Methodological Notes:

The Kidde Survey was conducted by Kelton Research between June 20 and June 27, 2007, via telephone of expectant and new parents over the age of 18. Quotas are set to ensure reliable and accurate representation of the total U.S. population age 18 and above. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 4.9 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. All decimals are rounded to the nearest percentage point. This may result in certain numerical totals adding up to slightly more or slightly less than 100%.

