

Unprepared and Unaware: Top Survey Results

In an effort to provide the public with important fire and carbon monoxide home safety information, Kidde, the world's largest residential fire safety product manufacturer, commissioned a survey of new and expectant parents to determine their fire safety awareness and preparation. Kelton Research conducted the telephone survey of 407 new and expectant parents over the age of 18 between June 20 and 27, 2007.

Research Questions and Responses

1. Which of the following have you done to make your home safer for your baby?
 - Put poisonous substances out of reach (73%)
 - Childproofed my drawers and cabinets (64%)
 - Installed safety gates (60%)
 - Installed more smoke alarms (58%)
 - Installed more carbon monoxide alarms (53%)
 - Other (3%)
 - None of these (6%)
 - Don't know/Refused (1%)

2. If your home isn't as "baby-safe" as it could possibly be, which of the following best explains why not?
 - I don't have enough time (9%)
 - I don't have enough money (7%)
 - I don't think I need to change anything in my home just because I have a baby (5%)
 - I don't know what products I need (5%)
 - My home is as baby-safe as it could possibly be (64%)
 - Don't know/Refused (10%)

3. Which of the following would most likely make you re-evaluate how safe your home is for your baby?
 - Advice from my friends or family (28%)
 - A near-accident in my home (25%)
 - An alarming news story about a serious home accident (24%)
 - A serious accident in my home (9%)
 - Other (3%)
 - None of these (9%)
 - Don't know/Refused (3%)

4. In which of the following situations would you be most worried about your baby's safety in your home?
 - When my baby is at home without me, but with someone other than a family member (79%)
 - When my baby is at home without me, but with a family member (8%)
 - When I'm at home alone with my baby (2%)
 - When I'm at home with my baby, but not alone (2%)
 - Don't know/Refused (8%)

5. About how much money have you spent on baby clothing and supplies since you found out you were having a baby? Your best guess is fine.
 - Average = \$522
 - More than \$1,000 (38%)
 - Don't know/Refused (16%)

6. About how much have you spent on toys and decorating your baby's room since you found out you were having a baby? Your best guess is fine.
 - Average = \$393
 - More than \$1,000 (20%)
 - Don't know/Refused (18%)

7. About how much money have you spent baby-proofing your home since you found out you were having a baby? Your best guess is fine.
 - Average = \$236
 - More than \$1,000 (4%)
 - Don't know/Refused (29%)

8. Have you ever conducted a home fire drill?
 - Yes, during the day (12%)
 - Yes, at night (2%)
 - Yes, both at night and during the day (8%)
 - No (78%)
 - Don't know/Refused (1)

9. Which of the following statements best describes you?
 - I don't have a fire escape plan for my household, but I might develop one because of my baby (38%)
 - I have a fire escape plan for my household, but only because of my baby (25%)
 - I have a fire escape plan for my household, but I haven't changed it to accommodate my baby (21%)
 - I don't have a fire escape plan for my household, and I am not planning one (9%)
 - Don't know/Refused (7%)

10. Which of the following statements apply to you?
 - I have both smoke and carbon monoxide alarms in my home (67%)
 - I have smoke alarms in my home, but I am planning on buying a carbon monoxide alarm because of my baby (26%)
 - I don't have smoke or carbon monoxide alarms in my home and am not planning on buying any (2%)
 - I have a carbon monoxide alarm in my home, but I am planning on buying a smoke alarm because of my baby (1%)
 - Don't know/Refused (5%)

11. How confident are you that all of the fire safety equipment in your home (smoke alarms, carbon monoxide alarms, fire extinguishers, etc.) is currently in working order?
- Extremely confident (75%)
 - Somewhat confident (21%)
 - **Confident Net (97%)**
 - Not very confident (1%)
 - Not at all confident (1%)
 - **Not Confident Net (2%)**
 - Don't know/Refused (2%)
12. In the event of a nighttime fire in your home, please estimate how long it would take for you to wake up, get to your baby, and get outside safely? Your best guess is fine.
- Average = 3 minutes
 - More than 30 minutes (3%)
 - Don't know/Refused (3%)
13. Which of the following do you think is most likely?
- That my baby will accidentally fall in my home, i.e., down the stairs or off a changing table (64%)
 - That there will be a fire in my home (11%)
 - That my baby will accidentally get poisoned in my home (3%)
 - Don't know/Refused (22%)

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.

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