

SURVEY SUGGESTS CHILDREN’S FIRST INSTINCT IN AN EMERGENCY MIGHT NOT BE THE SAFEST

Underwriters Laboratories Survey Reveals Parents and Kids “Safety IQs” in time for National Preparedness Month

Just how Safety Smart® do you think your family is? A national survey released by Underwriters Laboratories (UL), an independent product safety organization, revealed that both parents and kids may need to sharpen their “Safety IQs.” Targeting children in grades K-5 and their parents, the survey revealed moms and dads have the unique opportunity to help their children cultivate a safety IQ by sharing important safety information. In essence, help their children become Safety Smart®.

PARENTS

1. If you’ve ever spoken with your child about safety, which have you talked more about?

| Response | Total |
|---|-------|
| Safety Rules and Guidelines for the Community, Like Parks, Pools, or Recreation Centers | 40% |
| Safety Rules and Guidelines for Home | 36% |
| Safety Rules and Guidelines for School | 21% |
| I’ve Never Spoken With My Child About Safety | - |
| Don’t Know/Refused | 4% |

2. How prepared do you think your child is to deal with any safety issues they might experience at home or at school, such as a fire or a friend getting seriously hurt on the playground?

| Response | Total |
|---------------------|-------|
| Extremely Prepared | 19% |
| Somewhat Prepared | 75% |
| Prepared Net | 94% |
| Not Very Prepared | 4% |
| Not At All Prepared | - |
| Not Prepared Net | 4% |
| Don’t Know/Refused | 1% |

3. What is the first thing you would advise your child to do if there was a fire at home or at school?

| Response | Total |
|---|-------|
| Get out of the Building | 74% |
| Call 911 | 15% |
| Go and Tell the First Adult They Can Find | 9% |
| Go Tell a Friend or Sibling | 1% |
| Run and Hide | 1% |
| Other | 1% |

4. Which of the following situations do you think your child would know to be dangerous?

| Response | Total |
|---|-------|
| Playing With a Lighter or Matches | 96% |
| Using the Oven or Stove Without Adult Supervision | 91% |
| Riding a Bike Without a Helmet | 84% |
| Using a Hair Dryer Near the Sink or Bathtub When Water is Running | 72% |
| Playing Outside if He/She Hears Thunder | 71% |
| Using Tin Foil in the Microwave | 61% |
| Gathering His/Her Favorite Toys to Keep Them Safe in a Fire | 55% |

5. Which of the following resources do you rely on to find information about child safety issue?

| Response | Total |
|---|-------|
| My Child's School | 84% |
| Organizations that Promote Safety, Such as the Fire or Police Departments | 74% |
| Books and Magazines | 70% |
| My Child's Doctor | 69% |
| Television | 55% |
| Brochures and Pamphlets | 54% |
| The Internet | 51% |
| Other | 2% |
| I've Never Searched for Information About Child Safety Issues | 1% |

6. Which of the following topics, if any, have you spoken about with your child?

| Response | Total |
|--|-------|
| How to Appropriately Use Sharp Instruments, Like Scissors | 92% |
| What to Do if They See Fire or Smoke | 91% |
| What to Do if There is Dangerous Weather, Such as a Rainstorm or Hailstorm | 81% |
| What to Do if They Find Something Sharp, Such as a Needle or Broken Glass | 80% |
| What to Do if Another Child Gets Hurt on the Playground | 72% |
| Creating and Following a Fire Escape Plan | 70% |
| What to Do if They Saw an Uncovered Electrical Outlet | 55% |

CHILDREN

1. Does your mom or dad ever talk to you about what to do if something bad happens at home or at school, like a fire?

| Response | Total |
|--------------------|-------|
| Yes | 91% |
| No | 7% |
| Don't Know/Refused | 2% |

2. What has your mom or dad spoken to you about?

| Response | Total |
|--|-------|
| How to Appropriately Use Sharp Instruments, Like Scissors | 89% |
| What to Do if They See Fire or Smoke | 88% |
| What to Do if Another Child Gets Hurt on the Playground | 84% |
| What to Do if They Find Something Sharp, Such as a Needle or Broken Glass | 82% |
| What to Do if There is Dangerous Weather, Such as a Rainstorm or Hailstorm | 78% |
| Creating and Following a Fire Escape Plan | 76% |
| What to Do if They Saw an Uncovered Electrical Outlet | 58% |

3. What is the first thing you would do if there was a fire at home or at school?

| Response | Total |
|---|-------|
| Get out of the Building | 47% |
| Call 911 | 26% |
| Go and Tell the First Adult You Can Find, Like Your Parent or Teacher | 22% |
| Run Away and Hide | 1% |
| Go Tell a Friend or Sibling | 1% |
| Don't Know/Refused | 3% |

4. Where do you learn about safety?

| Response | Total |
|---|-------|
| From Mom or Dad | 89% |
| At School | 85% |
| From Safety Groups, Like Policeman or Firemen | 67% |
| On Television | 36% |

| | |
|-----------------------|-----|
| In Books or Magazines | 35% |
| From Friends | 31% |
| On the Internet | 15% |
| In Computer Games | 13% |
| Other | 1% |
| Don't Know/Refused | 3% |

5. Which of these do you think are dangerous? Please choose all that apply.

| Response | Total |
|---|-------|
| Playing with a Lighter or Matches | 91% |
| Riding a bike without a Helmet | 89% |
| Using the Oven or Stove by Yourself | 86% |
| Using a Hair Dryer Near the Sink or Bathtub When Water is Running | 85% |
| Playing Outside if You Hear Thunder | 81% |
| Using Tin Foil in the Microwave | 74% |
| Gathering Your Favorite Toys to Keep Them Safe if There's a Fire | 58% |
| Don't Know/Refused | 3% |

Methodology

The Safety Smart[®] Survey was conducted by Kelton Research on behalf of Underwriters Laboratories, between April 16 – 23, 2009, using the phone, an email invitation and an online survey. 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 5.6 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample. *For more Safety Smart[®] information visit www.ul.com/consumers.*

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