

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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