



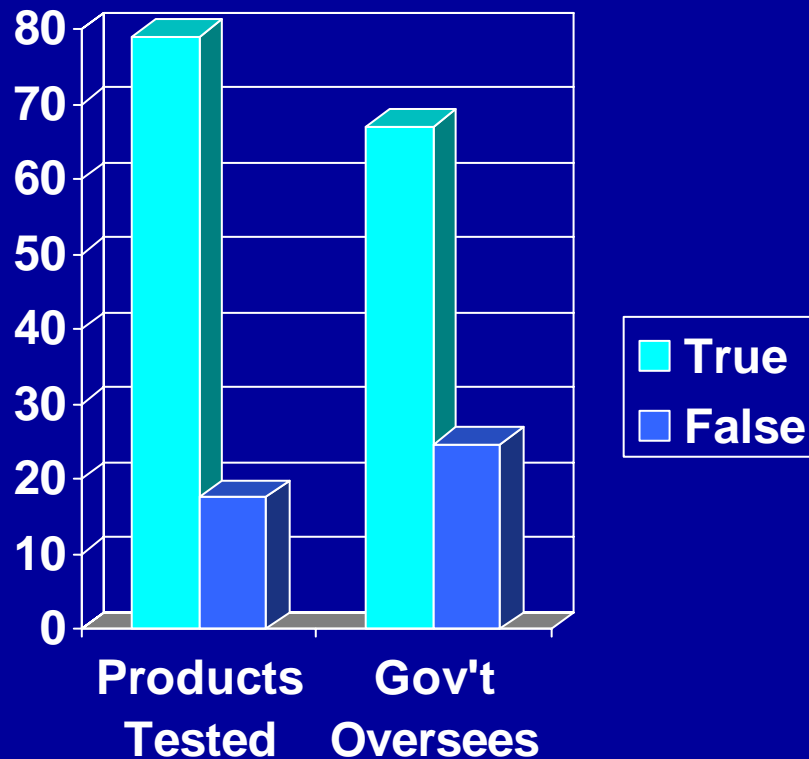
Kids In Danger

What Consumers Think About Products

Kids In Danger

- Nonprofit organization dedicated to protecting children by improving children's product safety
- Founded by parents who lost a child in a dangerous product
- Works with parents, caregivers, health care providers, educators and public officials

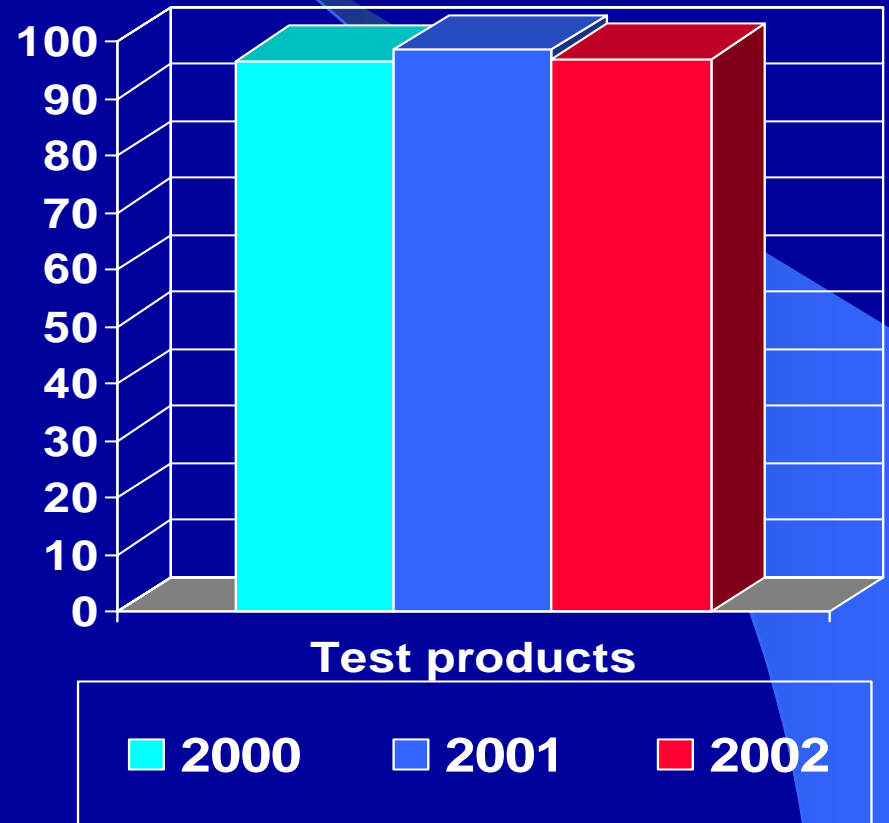
1999 Survey of Illinois Voters



- 79% believe manufacturers required to test children's products for safety prior to sale.
- 67% believe government oversees such testing.

Survey of Illinois Voters

- In 2000 to 2002, over 95% of voters say manufacturers should be required to test products for safety prior to sale.



Consumers trust brandnames

- I have trusted x-brand products since my nephew was born 7 years ago, therefore, when my baby was born, I *confidently* included x-brand products in my baby registry.
- I *of course* thought Y-brand was a brand name I could trust.
- I have always trusted Z-Brand to be a “*safety first*” company

Caregivers Survey

- 24% of licensed childcare providers surveyed had not heard of CPSC
- 75% have internet access
- 59% had not found a recalled product in their facility
- 20% did not hear of any recalls in the past year
- 40% had heard of 1-3
- 24% had heard of 4-12
- Only 2% heard of more than 12
- The real number ranged from 66-118

Student Survey

- 34% of senior mechanical engineering students at University of Michigan said they had *not* taken a class which addressed design safety.
- 72% said they hadn't had a class that included discussion of standards.
- And yet 51% said they characterized their fellow students awareness of safety and standards issues as “very” or “somewhat” well-informed.

Most commonly heard...

- I was shocked to learn....
- Any product injuries or deaths would automatically lead to a recall
- Thought I just had to worry about secondhand goods
- Expensive products are safer

Sources

- Annual Survey of Illinois Voters,
www.CoalitionforConsumerRights.org
- Surveys given prior to workshops for childcare providers and three-month follow-up survey.
- Surveys from mechanical engineering students at University of Michigan
www.KidsInDanger.org



KIDS IN DANGERSM

A nonprofit organization dedicated
to protecting children by improving
children's product safety

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