



## Topline Results

Kidde Survey  
September 2008  
Sample = 1,006 Nationally Representative Americans Ages  
18 and Over



**Kelton**  
RESEARCH

This survey is being conducted by Kelton Research, a leading national public opinion company. We are not trying to sell you anything, but would like to ask you a few questions for a national opinion study, the results of which will appear in the nation's leading media outlets in the coming weeks. Your answers will be confidential and anonymous.

1. How often do you usually replace your furnace or air conditioner filter?

<i>Response</i>	<i>Total</i>	<i>%</i>
Once A Month	224	22%*
Once Every Few Months	285	28%
Once Or Twice A Year	242	24%
Less Than Once A Year	58	6%
I've Never Done This	101	10%
I Don't Have A Furnace Or Air Conditioner Filter	96	10%

2. How often do you usually clean out your gutters?

<i>Response</i>	<i>Total</i>	<i>%</i>
Once A Month	59	6%
Once Every Few Months	140	14%
Once Or Twice A Year	304	30%
Less Than Once A Year	105	10%
I've Never Done This	133	13%
I Don't Have A Gutter	266	26%

\* 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%

3. How often do you usually check on most of your financial accounts, either online, at the ATM, or with a bank teller? Please include savings, checking, credit cards, and CDs.

<i>Response</i>	<i>Total</i>	<i>%</i>
Once A Day	334	33%
Once A Week	343	34%
A Few Times A Month	161	16%
Once A Month	80	8%
Once Every Few Months	34	3%
Less Than Once A Year	8	1%
I've Never Done This	14	1%
I Don't Have Any Bank Accounts	32	3%

4. About how many working fire extinguishers do you currently have in your home? Your best guess is fine.

Average = 2		
<i>Response</i>	<i>Total</i>	<i>%</i>
0	243	24%
1	370	37%
2	221	22%
3 Or More	143	14%
I Don't Know	29	3%

5. About how many working smoke detectors or smoke alarms do you currently have in your home? Your best guess is fine.

Average = 3		
<i>Response</i>	<i>Total</i>	<i>%</i>
0	40	4%
1	199	20%
2	267	27%
3 Or More	487	48%
I Don't Know	12	1%

6. About how many working carbon monoxide detectors do you currently have in your home? Your best guess is fine.

Average = 1		
<i>Response</i>	<i>Total</i>	<i>%</i>
0	499	50%
1	264	26%
2	111	11%
3 Or More	78	8%
I Don't Know	54	5%

7. How often do you usually check your fire extinguisher to make sure it's properly charged? (AMONG RESPONDENTS WHO OWN AT LEAST ONE WORKING FIRE EXTINGUISHER)

<i>Response</i>	<i>Total</i>	<i>%</i>
Once A Month	86	11%
Once Every Few Months	137	18%
Once Or Twice A Year	237	31%
Less Than Once A Year	121	16%
I've Never Done This	182	24%

8. How often do you usually check your smoke alarm to make sure it's working? (AMONG RESPONDENTS WHO OWN AT LEAST ONE WORKING SMOKE ALARM)

<i>Response</i>	<i>Total</i>	<i>%</i>
Once A Month	197	20%
Once Every Few Months	237	25%
Once Or Twice A Year	367	38%
Less Than Once A Year	106	11%
I've Never Done This	58	6%

9. Which of the following, if any, do you currently have in your home? Please choose all that apply.

<i>Response</i>	<i>Total</i>	<i>%</i>
Smoke Detector	920	91%
First Aid Kit	724	72%
Fire Extinguisher	713	71%
Deadbolt	685	68%
Carbon Monoxide Detector	429	43%
Fireproof Box For Storage Of Important Documents	423	42%
Emergency Exit Plan For All Residents Of Your Home	350	35%
Emergency Kit Or Survival Kit For Use During A Disaster	282	28%
Security System Or Alarm	232	23%
None Of These	18	2%

10. Have you ever operated a fire extinguisher?

<i>Response</i>	<i>Total</i>	<i>%</i>
Yes, But Only As Practice	328	33%
Yes, But Only In A Fire	65	7%
Yes, Both As Practice And In A Fire	157	16%
No	455	45%

11. How confident are you that in the event of a fire in your home, you'd be able to locate and operate a fire extinguisher before the fire got out of hand?

<i>Response</i>	<i>Total</i>	<i>%</i>
Extremely Confident	360	36%
Somewhat Confident	398	40%
<b>Confident Net</b>	<b>758</b>	<b>75%</b>
Not Very Confident	132	13%
Not At All Confident	115	11%
<b>Not Confident Net</b>	<b>247</b>	<b>25%</b>

12. Does your household currently have a fire escape plan?

<i>Response</i>	<i>Total</i>	<i>%</i>
Yes	540	54%
No	466	46%

13. Which of the following best describes how often you practice getting out of your home using your fire escape plan? (AMONG RESPONDENTS WHOSE HOUSEHOLDS CURRENTLY HAVE A FIRE ESCAPE PLAN)

<i>Response</i>	<i>Total</i>	<i>%</i>
Once A Week Or More	19	4%
Once Every Two Weeks	14	3%
Once A Month	58	11%
Once Every Three Months	77	14%
Once A Year Or Less	253	47%
Never	119	22%

14. Which of the following best describes how many fire extinguishers you should have in your home? Your best guess is fine.

<i>Response</i>	<i>Total</i>	<i>%</i>
One	162	16%
One Per Room	153	15%
One Per Floor	441	44%
One Per Person	65	6%
Other	58	6%
I Don't Know	127	13%

15. About how often should fire extinguishers be replaced? Your best guess is fine. Please answer in years.

Average = 3 Years		
<i>Response</i>	<i>Total</i>	<i>%</i>
1 Year	276	27%
2 Years	241	24%
3-4 Years	184	18%
5 Years	238	24%
6 Years Or More	67	7%

16. Which of the following best describes how many smoke detectors or smoke alarms you should have in your home? Your best guess is fine.

<i>Response</i>	<i>Total</i>	<i>%</i>
One	73	7%
One Per Room	427	42%
One Per Floor	377	37%
One Per Person	34	3%
Other	39	4%
I Don't Know	57	6%

17. About how often should smoke detectors or smoke alarms be replaced? Your best guess is fine. Please answer in years.

Average = 4 Years		
<i>Response</i>	<i>Total</i>	<i>%</i>
1 Year	292	29%
2-4 Years	267	27%
5 Years	301	30%
6 Years Or More	147	15%

18. About how often should carbon monoxide detectors or alarms be replaced? Your best guess is fine. Please answer in years

Average = 4 Years		
<i>Response</i>	<i>Total</i>	<i>%</i>
1 Year	291	29%
2-4 Years	283	28%
5 Years	293	29%
6 Years Or More	140	14%

19. After using a fire extinguisher to put out a fire, which of the following best describes what you should do? Your best guess is fine.

<i>Response</i>	<i>Total</i>	<i>%</i>
Throw It Away	267	27%
Recharge It	639	64%
None Of These – Return It To Its Storage Area	100	10%

20. Which of the following do you think is more likely to cause a fire in your home?

<i>Response</i>	<i>Total</i>	<i>%</i>
An Unavoidable Situation Such As An Electric Malfunction With One Of My Appliances	558	55%
An Accident Such As Leaving Food Unattended In The Kitchen	448	45%

21. Which of the following would you have more confidence doing, using a fire extinguisher or changing a tire on a car?

<i>Response</i>	<i>Total</i>	<i>%</i>
Using A Fire Extinguisher	659	66%
Changing A Tire On A Car	347	34%

22. Which of the following are you more likely to replace or purchase in the next year? Your best guess is fine.

<i>Response</i>	<i>Total</i>	<i>%</i>
Fire Extinguisher	575	57%
Outdoor Barbecue Or Grill	431	43%

#### Methodological Notes:

The Kidde Survey was conducted by Kelton Research between September 15<sup>th</sup> and September 22<sup>nd</sup>, 2008 using e-mail invitation and an online survey. Quotas are set to ensure reliable and accurate representation of the total population of Americans ages 18 and over.

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 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.