

Harris Poll

As part of a complete public relations strategy to bring attention to the dangers of power windows, KidAndCars.org contracted with Harris Interactive, a worldwide market research firm in July 2003 to conduct a poll about power window safety. We wanted to better understand what parents knew about power windows and the dangers they can pose to children. We also wanted to find out if they thought changes should be made to make power windows safer.

The media was very interested in the results of this poll. It was no longer just "KidAndCars.org" voicing their opinion about this topic; but a statistically significant number of parents had been polled and they clearly voiced their wants and needs.



A Study About Power Windows in Automobiles

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INTRODUCTION AND METHODOLOGY

Harris Interactive conducted an omnibus study. This report presents the findings of a telephone survey conducted among a nationally representative sample of **1,009 adults comprising 505 men and 504 women** 18 years of age and older, living in private households in the continental United States. Interviewing for this omnibus survey was completed during the period **July 17 - 20, 2003**. **The margin of error for the total sample is plus or minus 3.1%**

The most advanced probability sampling techniques are employed in the selection of households for telephone interviewing. The sampling technique uses unrestricted random sampling procedure that controls the amount of serial bias found in systematic sampling to generate its random-digit-dial sample. The sample is fully replicated and stratified by region. Only one interview is conducted per household.

Completed interviews are weighted by four variables: age, sex, geographic region, and race, to ensure reliable and accurate representation of the total population, 18 years of age and older. The raw data are weighted by a custom designed program which automatically develops a weighting factor for each respondent. Each respondent is assigned a single weight derived from the relationship between the actual proportion of the population with its specific combination of age, sex, geographic characteristics and race and the proportion in our sample that week. Tabular results show both weighted and unweighted bases.

Posted Topline Data

<i>Are you aware that injuries involving automobile power windows in the past decade have resulted in 25 child deaths and dozens of serious injuries?</i>	<u>Total</u> %
Yes	24
No	75
Don't know*	1

<i>American automakers have the ability to install safer power windows that prevent child injury and strangulation. Safer power windows include an auto-reverse function that stops the window when an obstruction is detected and/or have switches that must be pulled up to raise the window, so they cannot be inadvertently activated. Do you believe they should do this or not?</i>	<u>Total</u> %
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Yes	84
No	12
Don't know*	4

<i>Foreign cars use safer power window features, and American-made vehicles sold overseas come with the safer windows. Do you believe that American automakers should install the same safer power windows in vehicles for the US market that they do in automobiles sold overseas or not?</i>	<u>Total</u> %
Yes	89
No	9
Don't know*	2

<i>Would you pay slightly more for cars with safer power windows that prevent accidental child injury or strangulation or not?</i>	<u>Total</u> %
Yes	75
No	23
Don't know*	2

* Volunteered response

Definition Of Classification Terms

The following definitions are provided for some of the standard demographics by which the results are tabulated. Other demographics are self-explanatory.

Income

The income groupings refer to the total household income for 2001 before taxes.

Metro Size

Metro --
 In Center City of Metropolitan Area
 Outside Center City, Inside Center City County
 Inside Suburban County of Metropolitan Area
 In Metropolitan Area with No Center City

Non-Metro -- In Non-Metropolitan Area

Children in Household

None -- No children under 18 years of age living in household
Total -- Have children under 18 years of age living in household
Under 12 -- Have children under 12 years of age living in household
12 - 17 -- Have children ages 12 to 17 living in household

Geographic Region

The continental states are contained in four geographic regions as follows:

North East

New England: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut
Middle Atlantic: New York, New Jersey, Pennsylvania

North Central

East North Central: Ohio, Indiana, Illinois, Michigan, Wisconsin
West North Central: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

South

South Atlantic: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida
East South Central: Kentucky, Tennessee, Alabama, Mississippi
West South Central: Arkansas, Louisiana, Oklahoma, Texas

West

Mountain: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada
Pacific: Washington, Oregon, California

Occupation (Optional)

The occupation classification refers to the occupation of the respondent. The types of positions included in each category are:

Professional/Manager/Owner	-	Executives, Professionals, Technical and Kindred Workers, Managers, Officials, and Proprietors
White Collar - Sales/Clerical	-	Clerical, Office and Secretarial Workers, and Sales Agents and Workers
Blue Collar - Craftsmen/Foremen	-	Craftsmen, Foremen, Kindred Workers, Carpenters, Plumbers, Electricians, Mechanics, and Bakers

Blue Collar - Semi-Skilled/Unskilled

- Apprentices, Laborers, Assembly Line Workers, Motormen and Fishermen

Service Workers

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Housekeepers in Private Households, Police, Beauticians, Barbers, Security Guards, Waitresses and Waiter
Significance Testing

	Sex		
	Total	Male	Female
	(A)	(B)	(C)
Unweighted Total	977	488	489
Weighted Total	967	464	503
Acceptable	611	274	337
	63%	59%	67%B
Not Acceptable	319	171	148
	33%	37% C	29%
Don't Know	37	18	19
	4%	4%	4%