

# State Farm<sup>®</sup> Child Passenger Safety Parents Survey 2017



Proper use of car seats can save a child's life. According to the National Highway Traffic Safety Administration, child safety seats have been shown to reduce fatalities by 71 percent for infants and by 54 percent for children one to four years old in passenger cars.

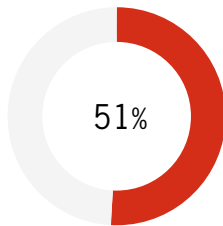
In 2015, 824 children died in fatal crashes. Of those fatalities, nearly 40 percent were unrestrained. Among children under five years old, an estimated 266 lives were saved in 2015 by restraint use. ([Traffic Safety Facts 2015 Data DOT HS 812 383 NHTSA](#))

In August 2017, State Farm conducted a survey to learn more about the current status of parental behaviors and knowledge when it comes to lifesaving child passenger safety. Here are the results:

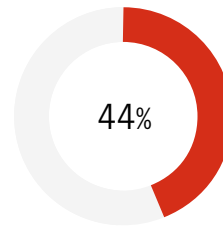
## Researching and Buying Car Seats

**Question: When your child(ren) was of car/booster seat age, did you ...**

■ Respondents Who Answered Yes



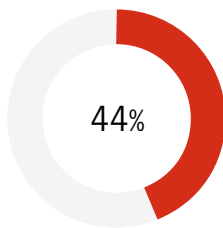
Research your car/booster seat before purchasing to make sure it was appropriate for your child's age, weight and developmental level?



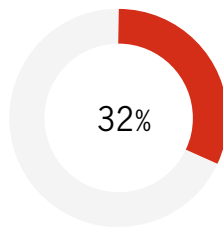
Research your state's car seat laws?

## Changing Seats as Your Child Grew

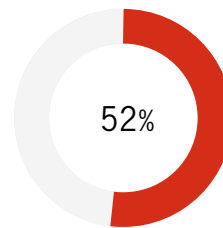
**Question: When your child(ren) was of car/booster seat age, did you ...**



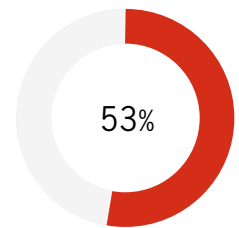
Keep your child rear-facing until two years of age or longer?



Check safety expert websites before moving your child out of a booster seat?



Check which direction and seat to use based on your child's height?



Check which direction and seat to use based on your child's weight?

■ Respondents Who Answered Yes

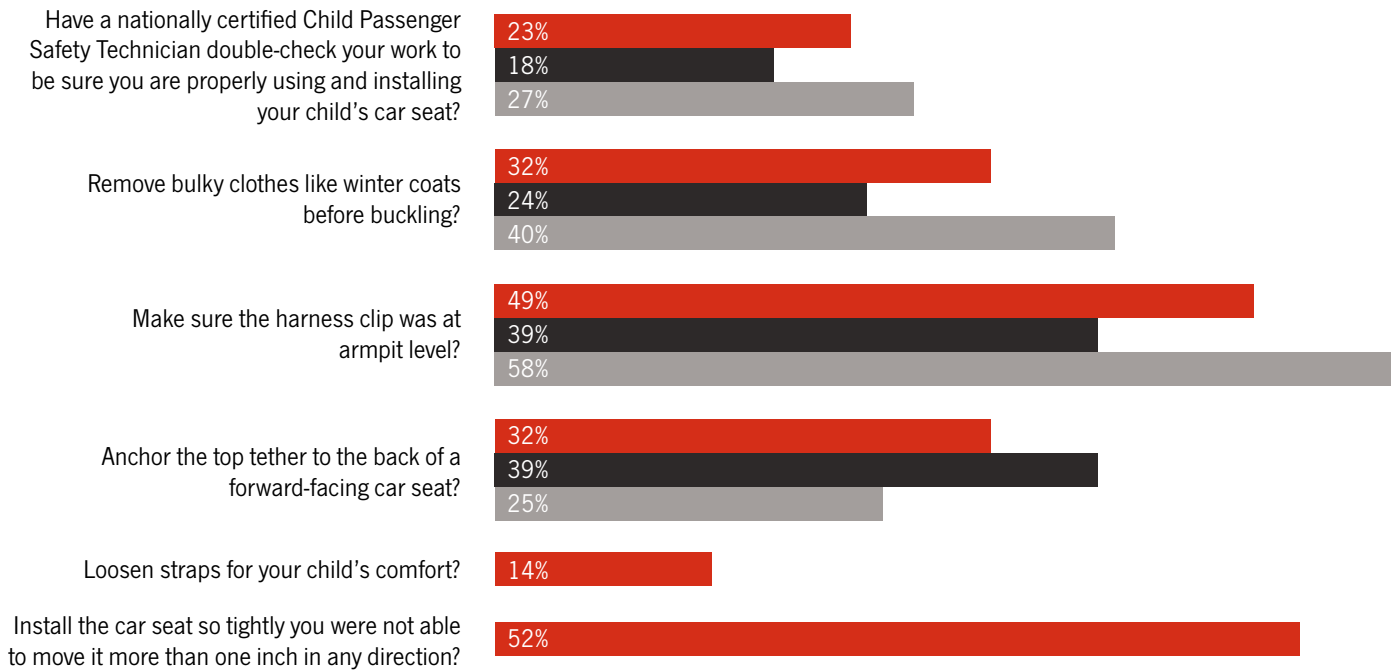
■ All ■ Men ■ Women



## Importance of Proper Installation and Usage

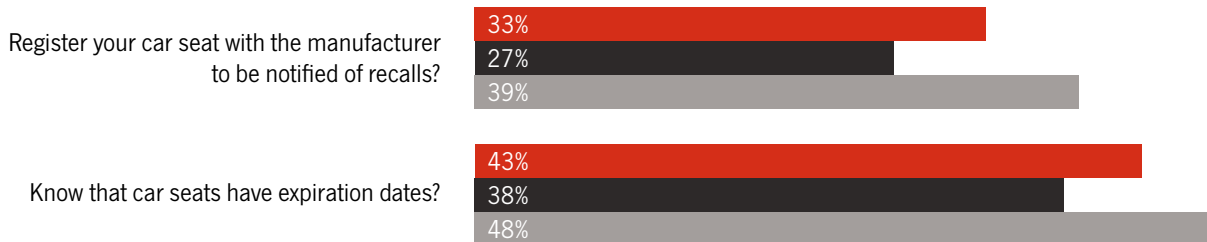
**Question: When your child(ren) was of car/booster seat age, did you ...**

Respondents Who Answered Yes  
■ All ■ Men ■ Women



## Expiration Dates and Registration

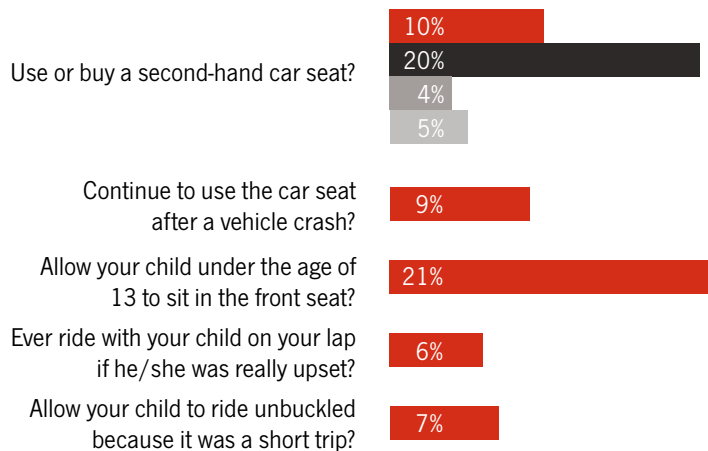
**Question: When your child(ren) was of car/booster seat age, did you ...**



## Improper Safety Practices

**Question: When your child(ren) was of car/booster seat age, did you ...**

Respondents Who Answered Yes  
■ All ■ <35 ■ 35-44 ■ >44



## Methodology

In August 2017, the State Farm Strategic Resources Department conducted an online survey of U.S. consumers ages 18 and over. Survey responses were received from 193 parents (93 men and 100 women) who reported they "have children under the age of 13."