

# Confused.com reveals the benefits and dangers of Baby on Board signs



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Confused.com has teamed up with Brake, the road safety charity, to highlight the benefits and dangers of 'Baby on Board' signs and remind parents about safety for younger passengers.

37% of parents (almost 2 in 5) have displayed a 'Baby on Board' sign either currently or in the past. Now it's time to find out if they are a help or a hazard. Confused.com's new research among 2,000 drivers (50% of whom have children under 16) found that 80% of the parents who use baby on board signs think they improve safety, while 46% of drivers said that 'Baby on Board' signs obscure vision when driving.

[Confused.com](#)'s research discovered that clutter is a concern among many drivers, and having too many novelty items displayed could be a safety issue. 51% of all those questioned said they think other drivers display too much clutter in their car windows, such as stickers and novelty items. 15% of drivers who do exhibit these signs admit they do so simply because they are a cute/novelty item while 4% only display one because they received it as a gift.

Brake's experts have confirmed that window clutter can be an issue on the road, but acknowledge that baby on board signs can also have a safety benefit.

Julie Townsend, Deputy Chief Executive at Brake, said: "Baby on board signs can be incredibly helpful for emergency services at the scene of a crash in knowing whether there's a child involved, but this help can become a hindrance if drivers display signs when their child isn't in the vehicle. Worse still is the danger that can be posed by drivers obscuring their view by cluttering up windows with lots of signs. Drivers' priority should always be getting there safely, without putting themselves, young passengers or other road users a risk. That includes ensuring your view isn't obscured and you remain fully focused on the road."

The research also found that drivers who have never displayed a 'Baby on Board' sticker or do not drive children around are more likely to think the signs are tacky (34%) or dangerous as they obscure vision (18%).

Meanwhile, 46% of people who drive kids around say they have driven with a 'Baby on Board' sign and 22% of these say they always display the sign.

Confused.com's survey also reveals that 14% of parents with under-16s think 'Baby on Board' signs are uncool/not trendy and 33% of drivers think the signs are 'tacky'. Interestingly, it's women who are most likely to disapprove of the signs, with 35% of women questioned saying the signs are 'tacky' while only 31% of male drivers felt the same.

The research also found that a quarter of parents aged 18-24 (who have young children) always display a 'Baby on Board' sign when they drive. This age group is also most likely to display novelty stickers in their car window, compared to drivers of other ages. 18-24 year-old drivers are least likely to say that other drivers display too much clutter in their car windows.

## **About Confused.com**

Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include more specialised insurance such as [home contents insurance](#), [critical illness cover](#) and cheap [temporary car insurance](#).

Confused.com is not a supplier, insurance company or broker. It provides an objective and unbiased comparison service. By using cutting-edge technology, it has developed a series of intelligent web-based solutions that evaluate a number of risk factors to help customers with their decision-making, subsequently finding them great deals on a wide-range of insurance products, financial services, utilities and more.

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