

# **American Red Cross: Fire Safety Poll**

**July 17-20, 2014**

ORC International CARAVAN® Omnibus Surveys

Report Date: August 1, 2014



# Methodology

<b>Survey Type</b>	Omnibus Study. The online omnibus study is conducted twice a week among a demographically representative U.S. sample of 1,000 adults 18 years of age and older.
<b>Sample</b>	1,130 adults comprising 564 men and 566 women. This include an oversample of participants with incomes less than \$35,000.
<b>Survey Date</b>	July 17-20, 2014

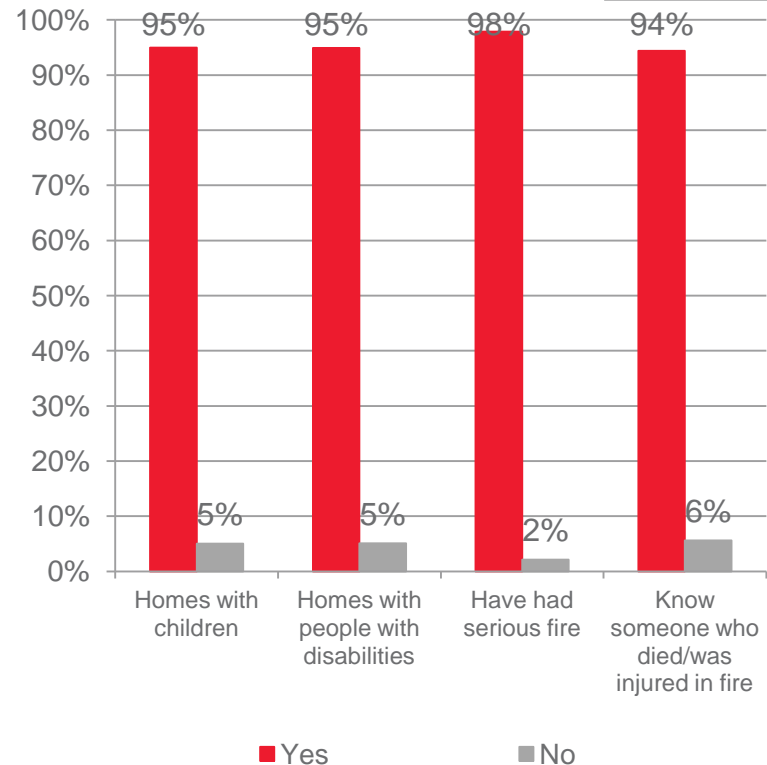
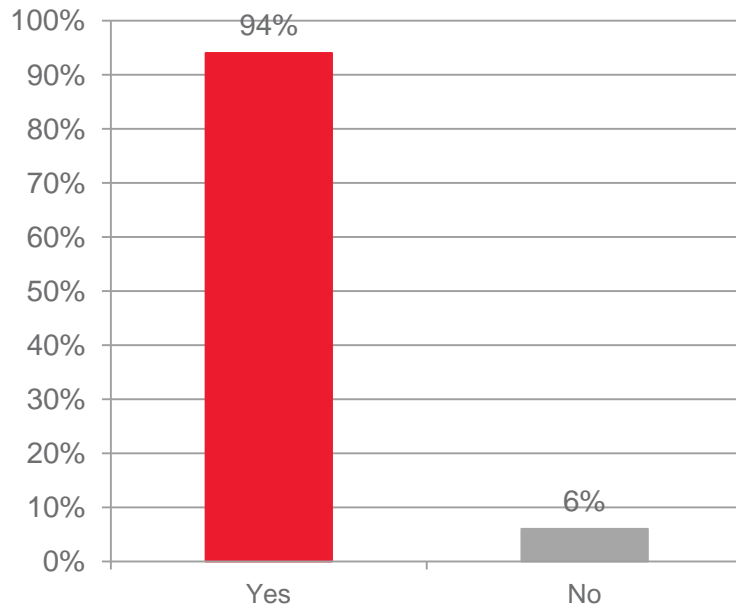
# Smoke Alarms: Presence of Alarm

Almost all respondents have a smoke alarm in their home.

Base Size

Total=1,130  
Children= 340  
Disability=136  
Fire=97  
Death/Injury=197

Have smoke alarm in home.



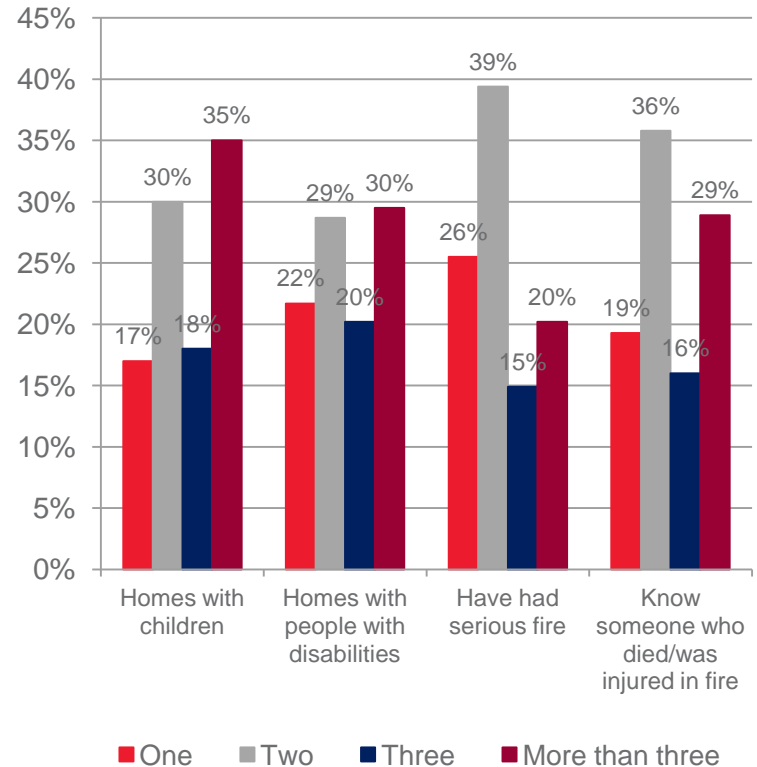
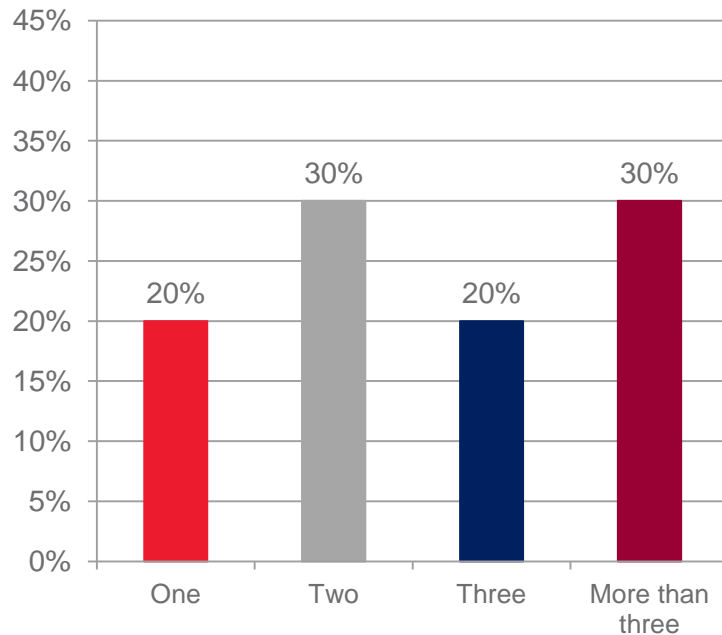
# Smoke Alarms: Number of Alarms

Most respondents had at least two smoke alarms.

Base Size

Total=1,059  
 Children= 325  
 Disability=129  
 Fire=94  
 Death/Injury=187

Number of smoke alarms in home.



F2. How many smoke alarms do you have in your home?

Base = Have smoke alarm in house

# Smoke Alarms: Actions Taken

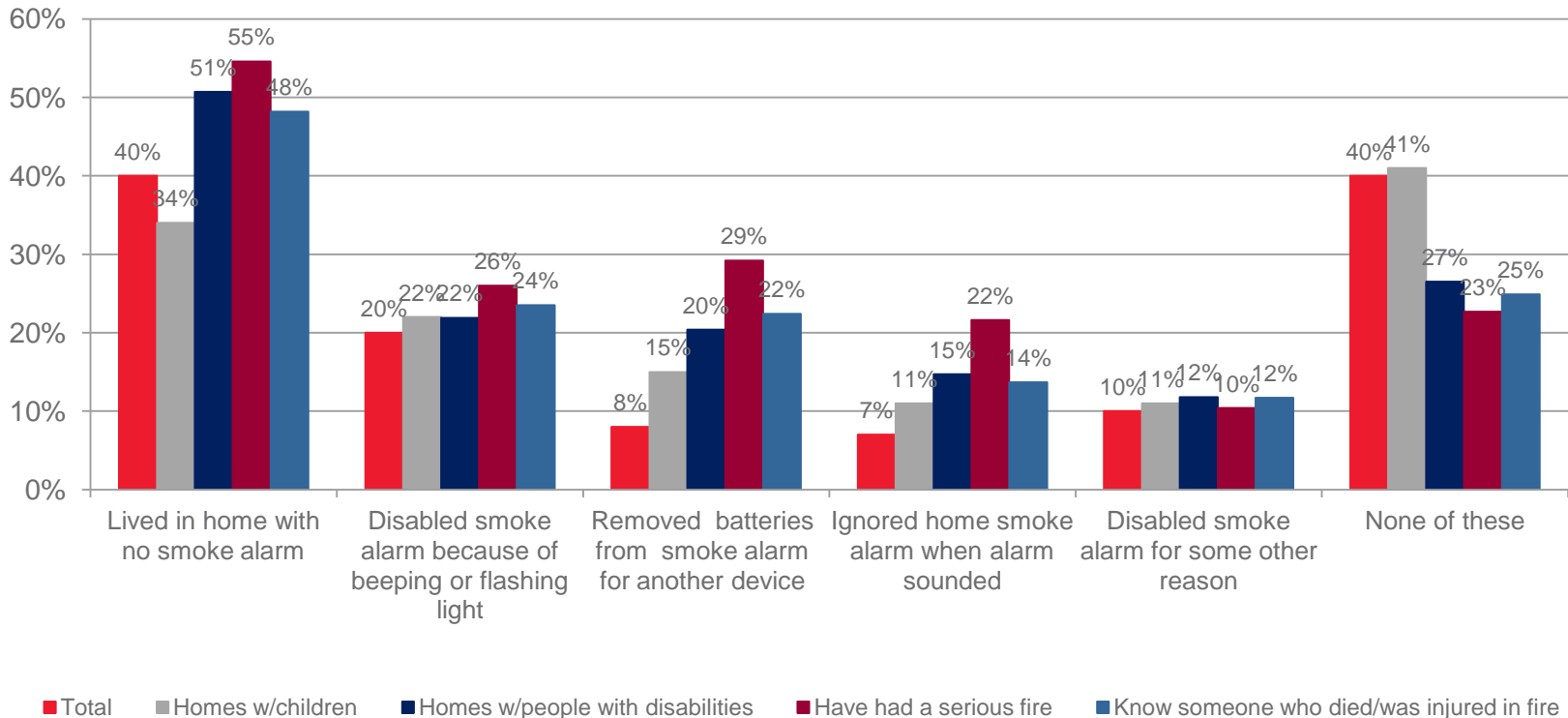
60% of total respondents have taken at least one of the actions below.

Those homes with disabilities, or those who know someone who was in a fire were more likely to have taken an action.

Base Size

Total=1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=197

Have done the following.



F3. Which, if any, of the following statements have EVER applied to you?  
 Base = Total respondents

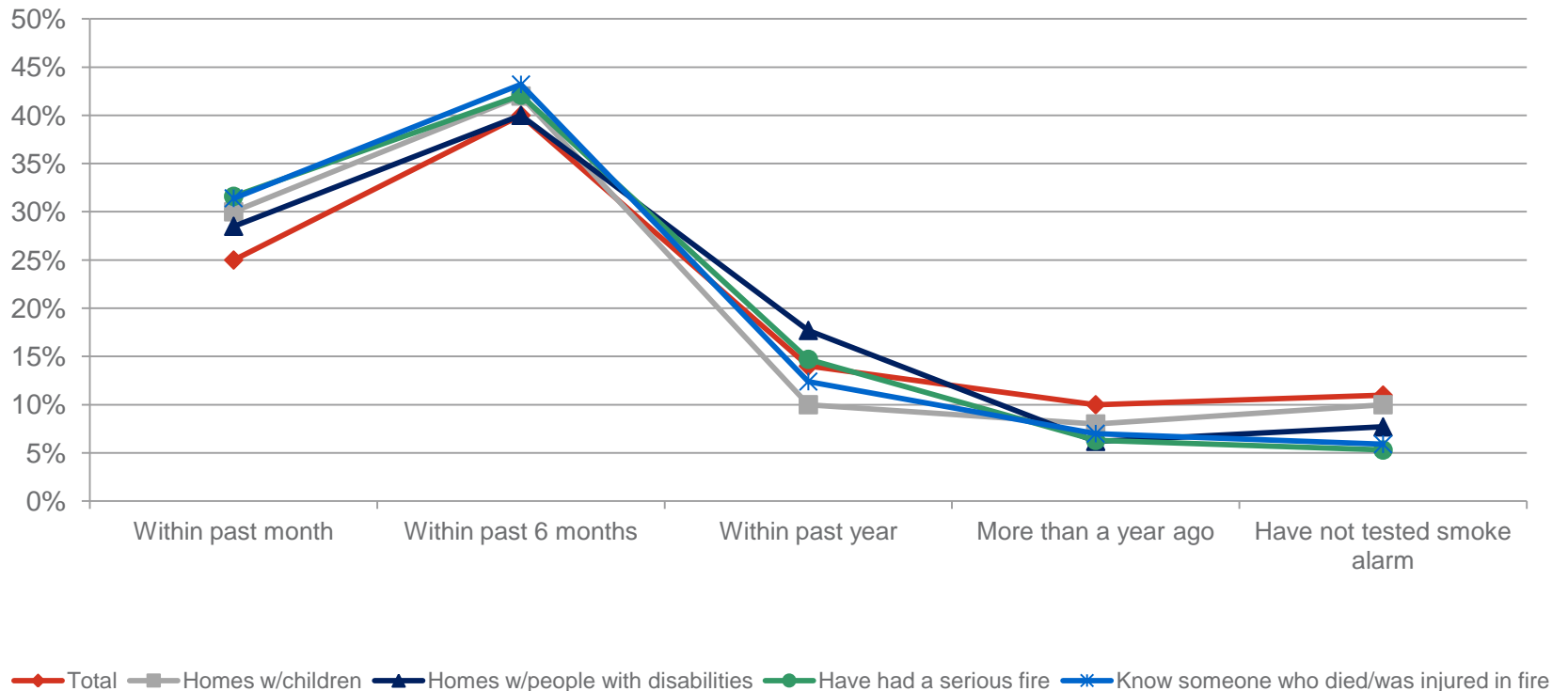
# Smoke Alarms: Testing

65% of those with smoke alarms in house have tested at least one within past year.

Base Size

Total=1,059  
 Children= 325  
 Disability=130  
 Fire=95  
 Death/Injury=185

Last tested smoke alarm.



F3A. When was the last time you tested at least one of your smoke alarms to be sure it was working?  
 Base = Have smoke alarm in house

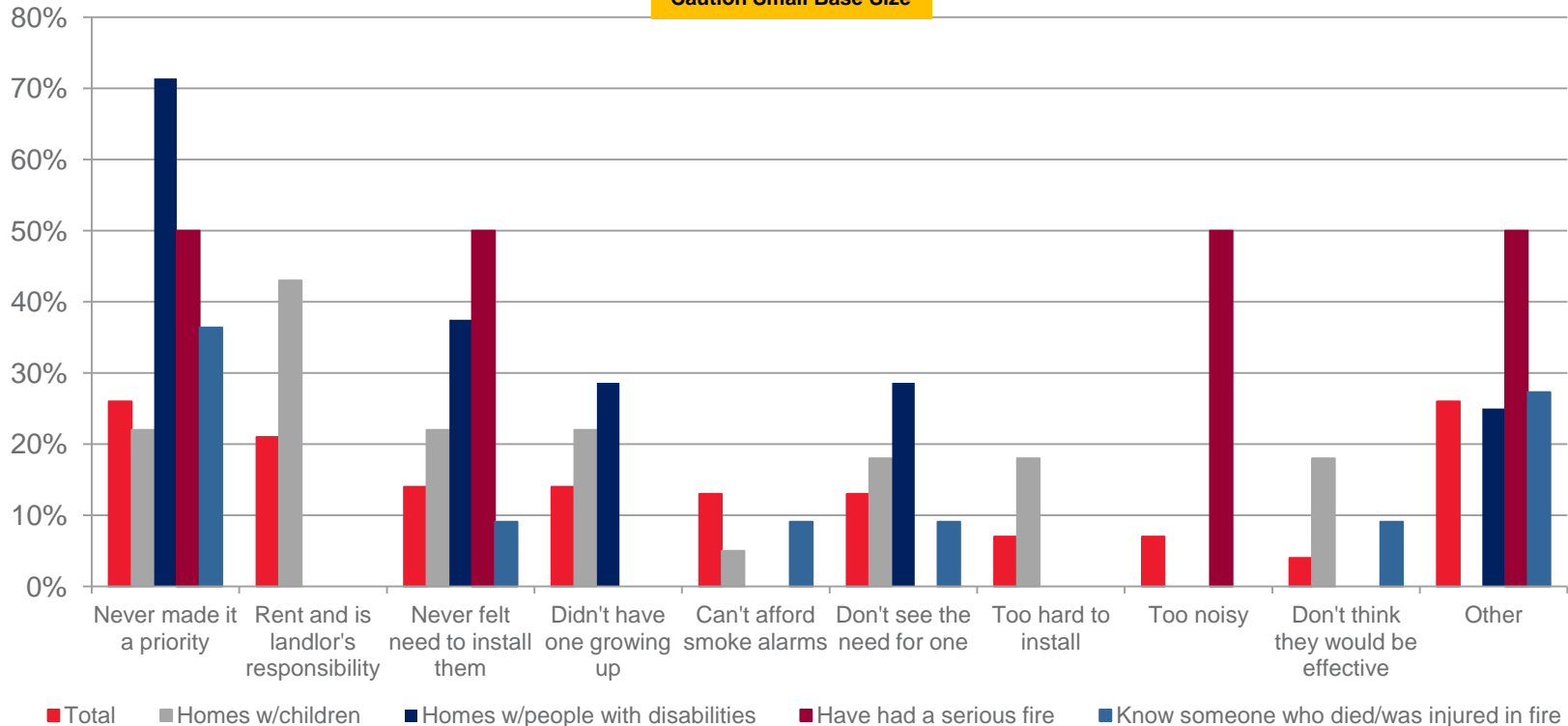
# Smoke Alarm: Excuses

Base Size

Total =71  
 Children=15  
 Disability=7  
 Fire=2  
 Death/Injury=11

Reason for no smoke alarm in home.

Caution Small Base Size



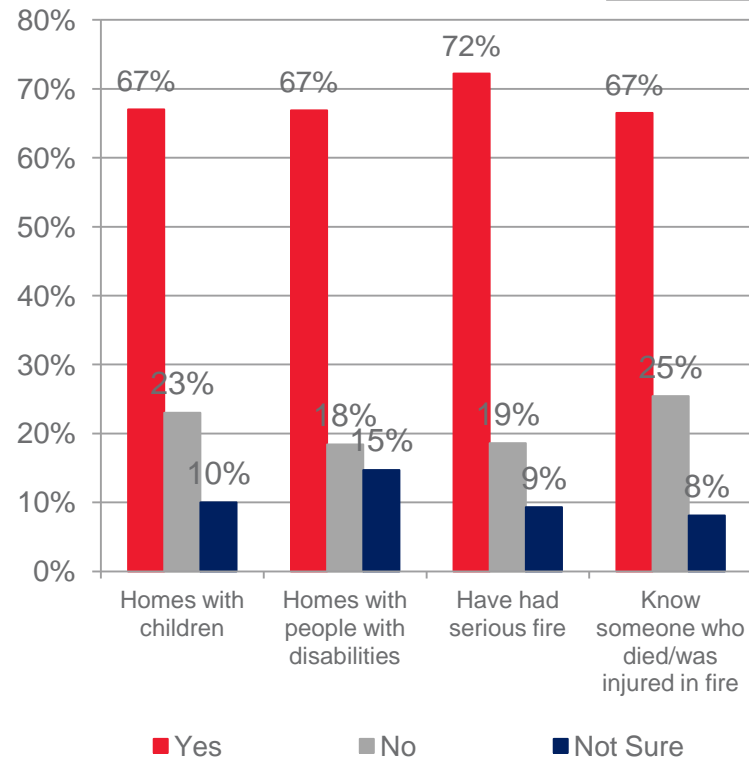
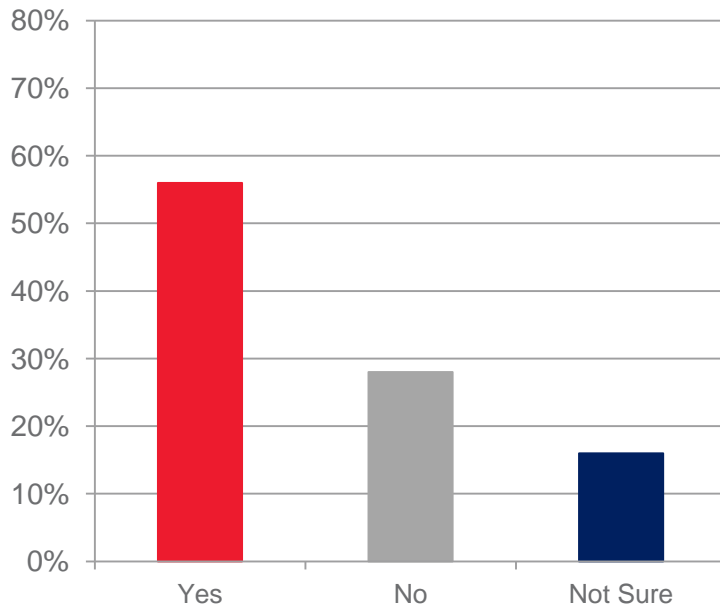
F4. For which, if any, of the following reasons do you not have smoke alarms in your home?  
 Base = Do not have smoke alarm in home

# Smoke Alarm: Ability to Silence

About half of the respondents know how to silence their alarm without removing the batteries.

Base Size  
 Total=1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=197

Know how to silence.



F19. Do you know how to silence your smoke alarm without removing the batteries?  
 Base = Total respondents



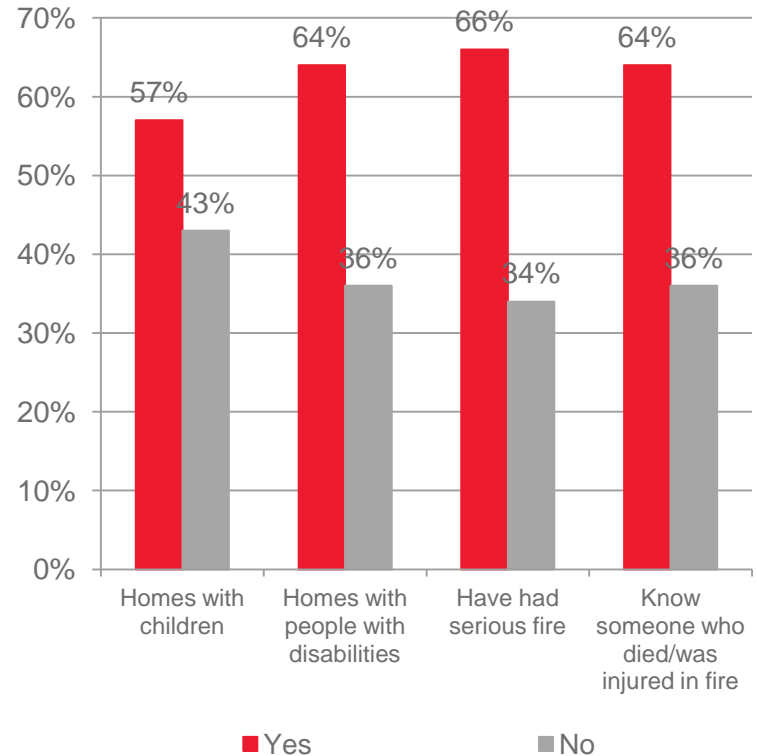
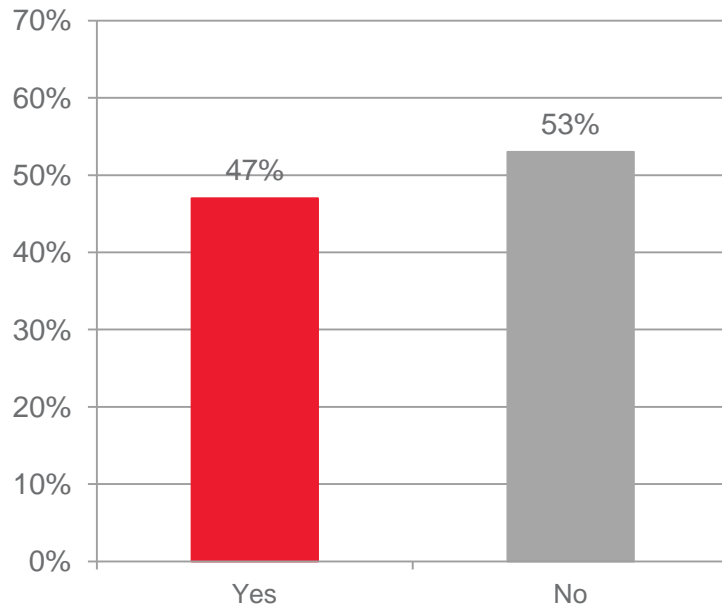
# Smoke Alarm: Alarm in Past 5 Years

Approximately half of the respondents have had their alarm go off in past 5 years.

Base Size

Total=1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=197

Smoke alarm has gone off.



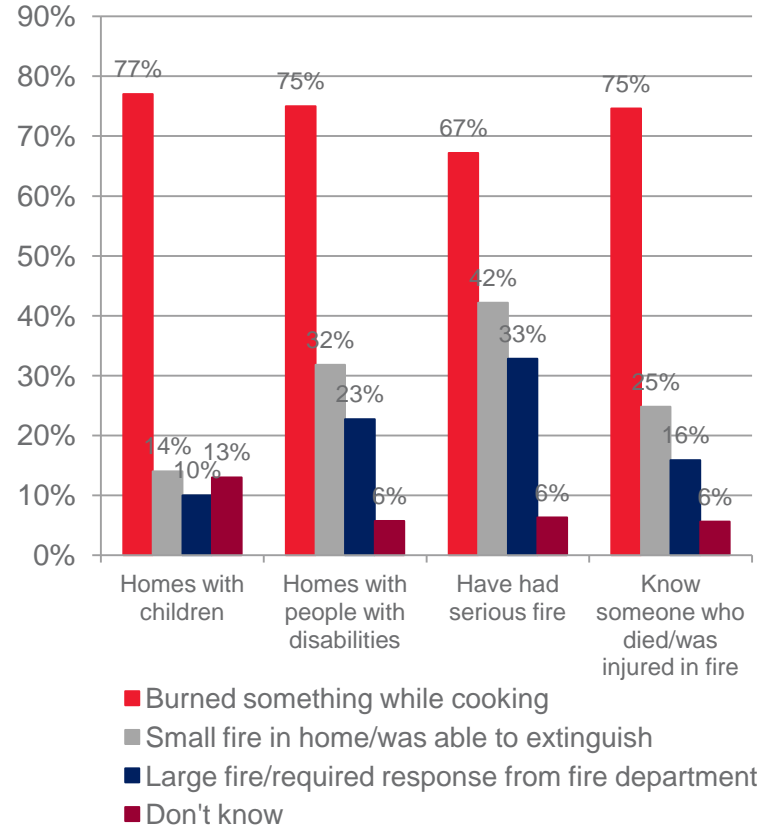
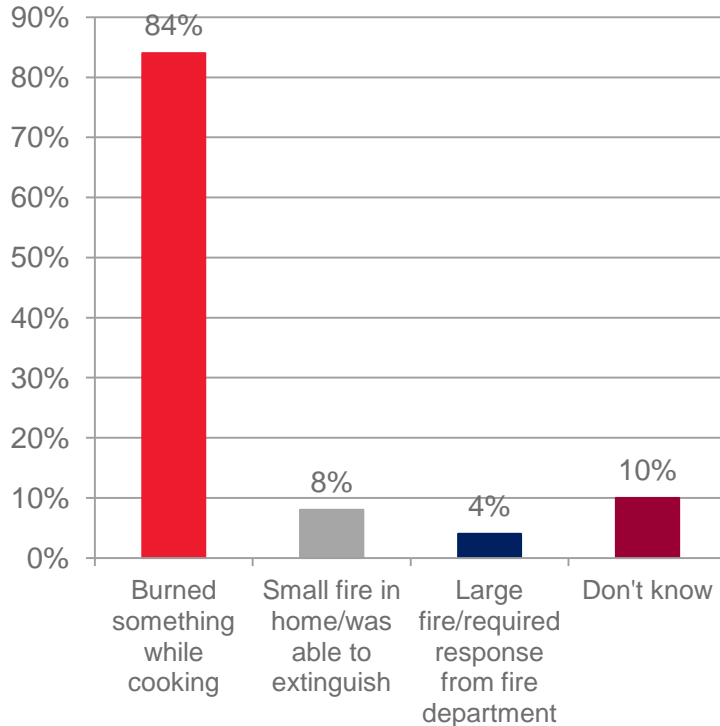
# Smoke Alarm: Reason for Alarm Sounding

Accidents while cooking are the primary reason for alarms sounding.

Base Size

Total=530  
 Children= 195  
 Disability=88  
 Fire=64  
 Death/Injury=126

Why the alarm went off.



F18. Why did your smoke alarm go off?

Base = Smoke alarm has gone off in past five years.

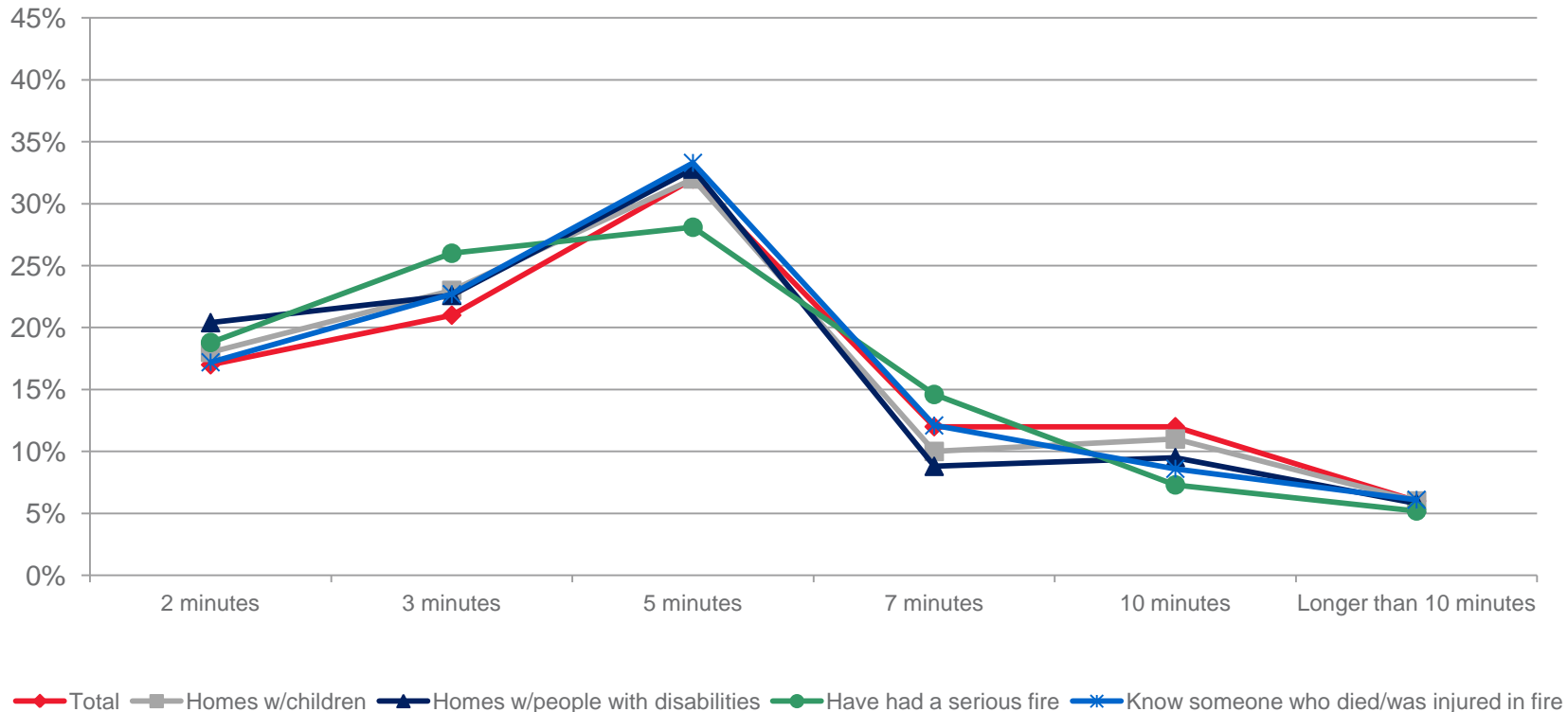
# Home Fire: Time to Engulf Home

20% of total respondents believe a fire can fully engulf a home in 2 minutes.

Base Size

Total=1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=197

Time it takes to fully engulf home in flames.



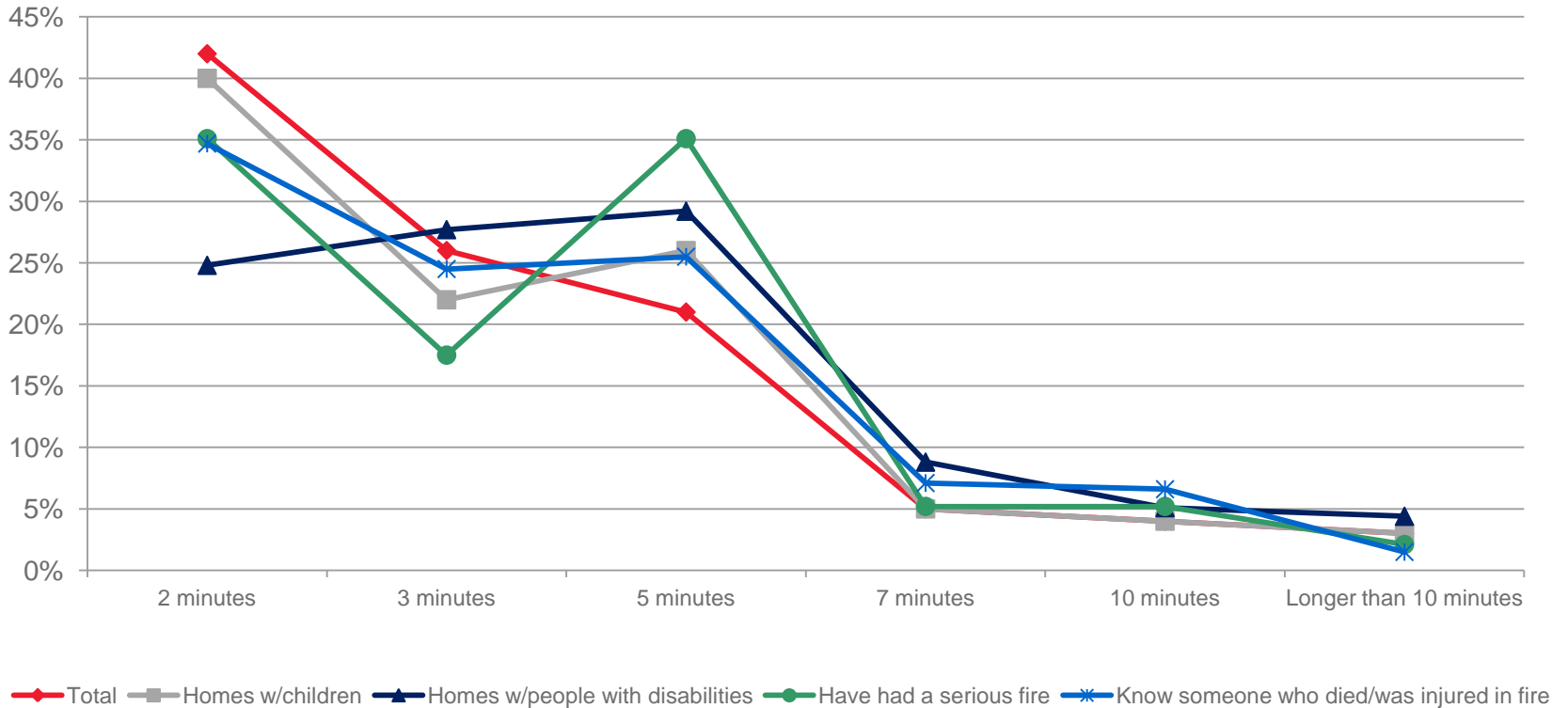
F5. How long do you think it takes before a home is fully engulfed in flames and becomes inescapable?  
 Base = Total respondents

# Home Fire: Time to Evacuate

Approximately 40% believe they can evacuate their home in 2 minutes – but homes with someone with a disability state that it will take longer.

Base Size  
 Total =1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=197

Time it takes to evacuate home.



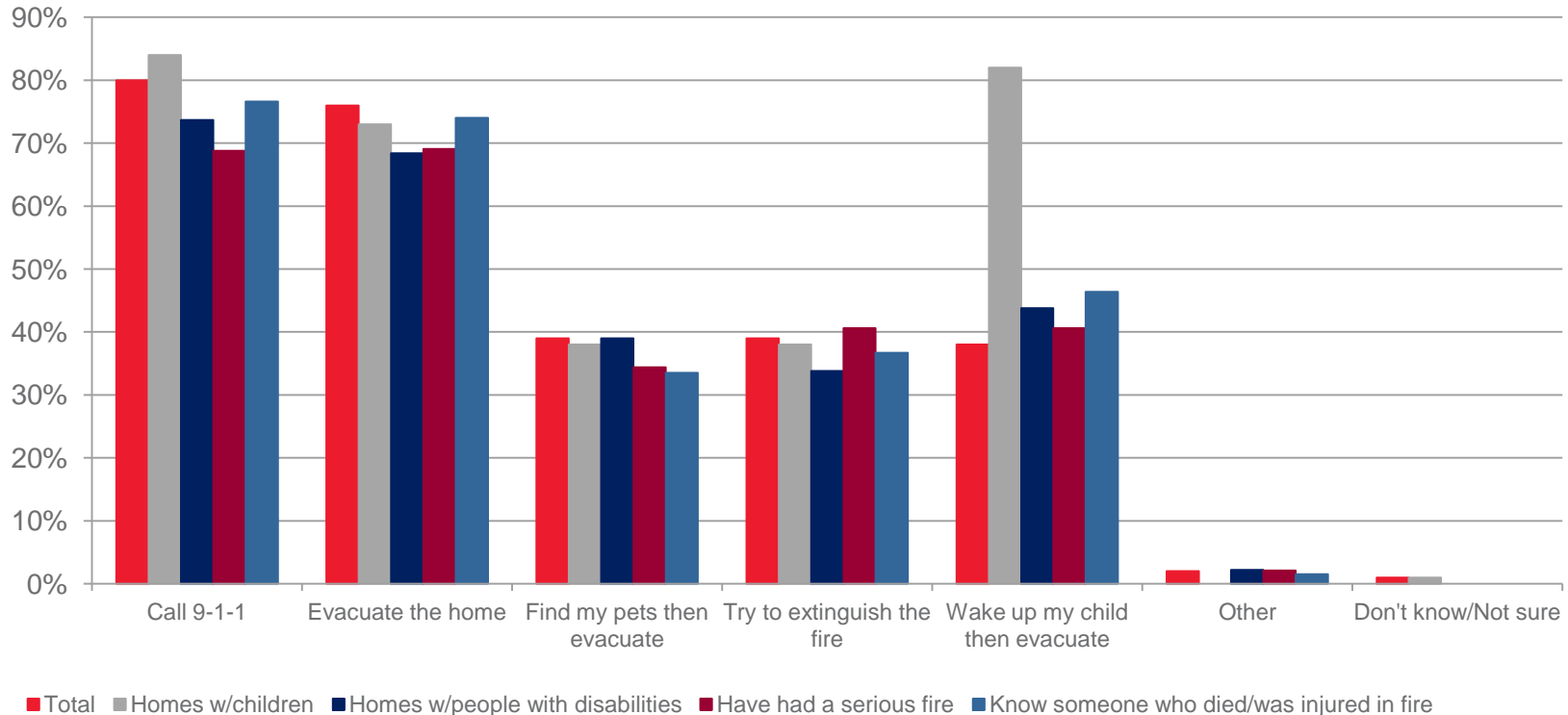
F6. How long do you think it would ACTUALLY take for everyone in your home to evacuate in the event of a fire?  
 Base = Total respondents

# Home Fire: Actions Would Take

The majority of respondents plan to call 9-1-1 and evacuate their home in case of a fire.

Base Size  
 Total =1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=137

Would take the following actions.



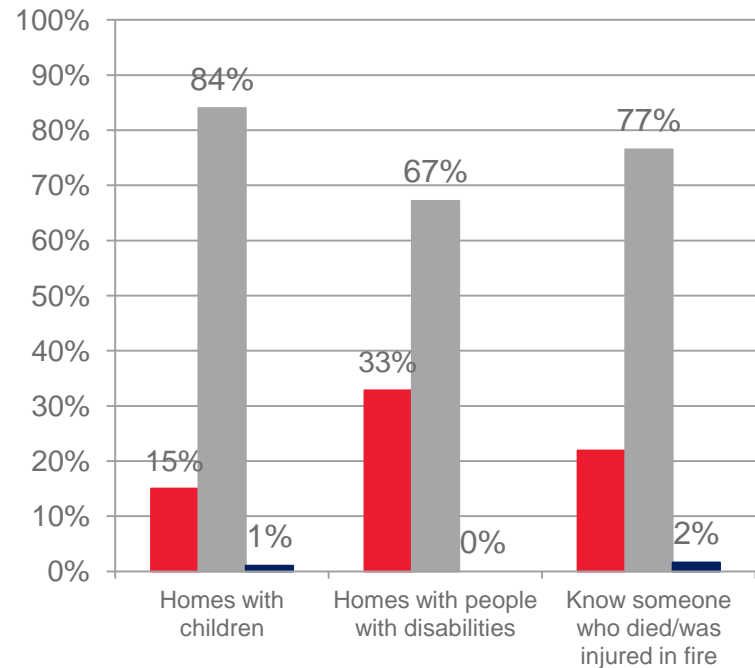
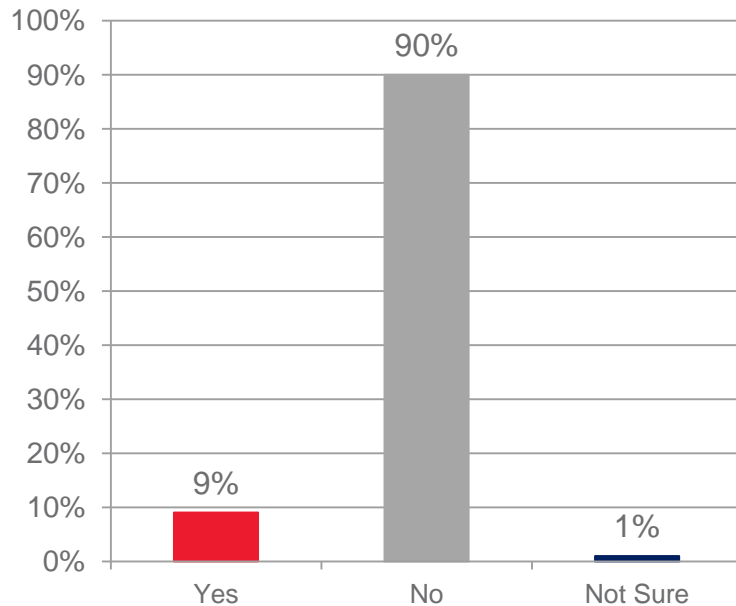
# Home Fire: Past Experience

Most respondents have not had a serious fire.

Base Size

Total=1,130  
 Children= 340  
 Disability=136  
 Death/Injury=197

Have had a serious fire.



■ Yes ■ No ■ Not Sure



F20. Have you EVER experienced a fire in your home serious enough to cause you to evacuate your home?

Base = Total respondents

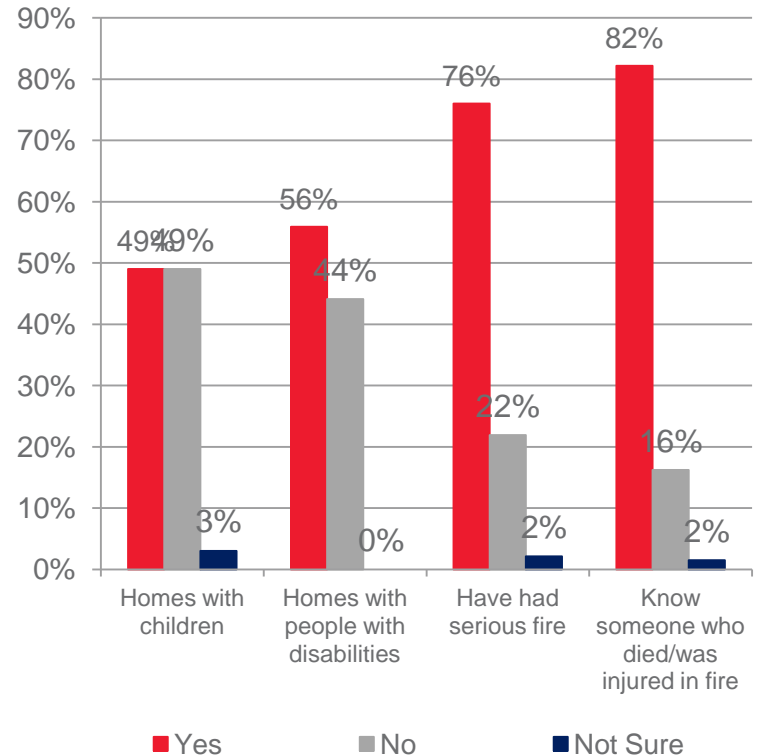
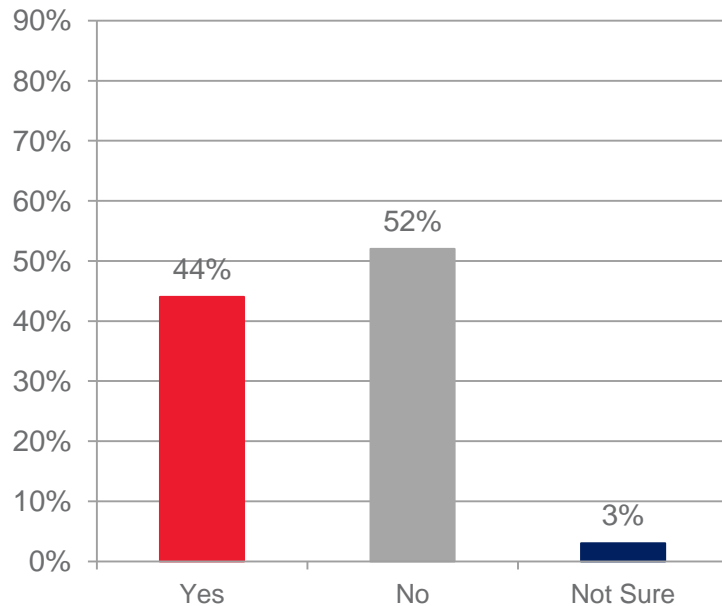
# Home Fire: Know Someone Who Had Damage

4 in 10 respondents know someone who has lost a home or had significant damage.

Base Size

Total=1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=197

Know someone who lost home or had significant damage.



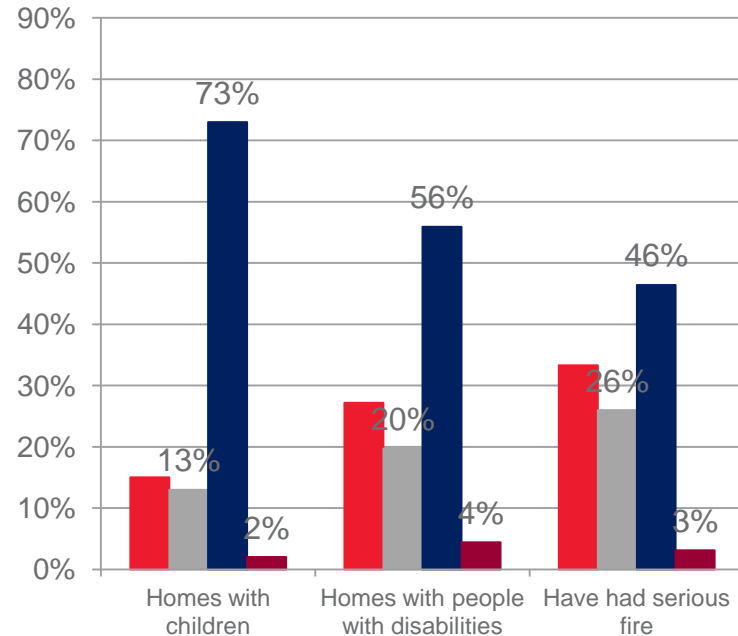
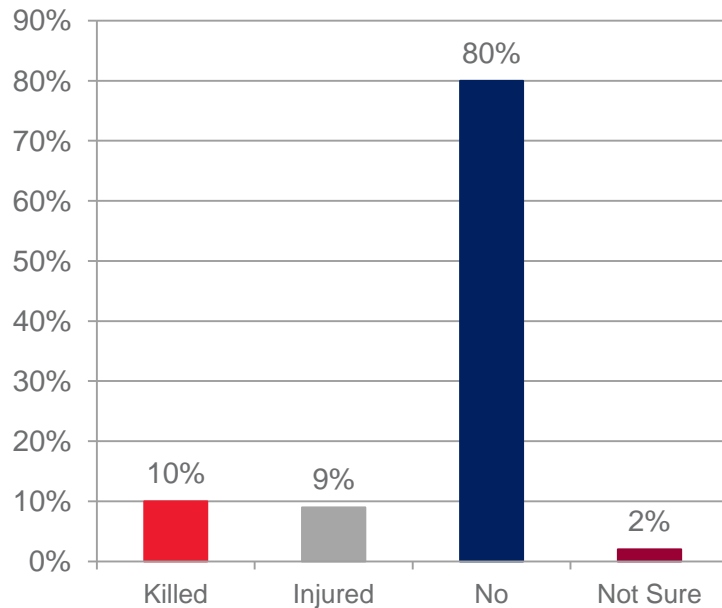
# Home Fire: Know Someone Who Died or was Injured

Most people do not know someone who has died or been injured in a fire.

Base Size

Total=1,130  
Children= 340  
Disability=136  
Fire=97

Know someone who has died or been injured.



■ Killed ■ Injured ■ No ■ Not Sure

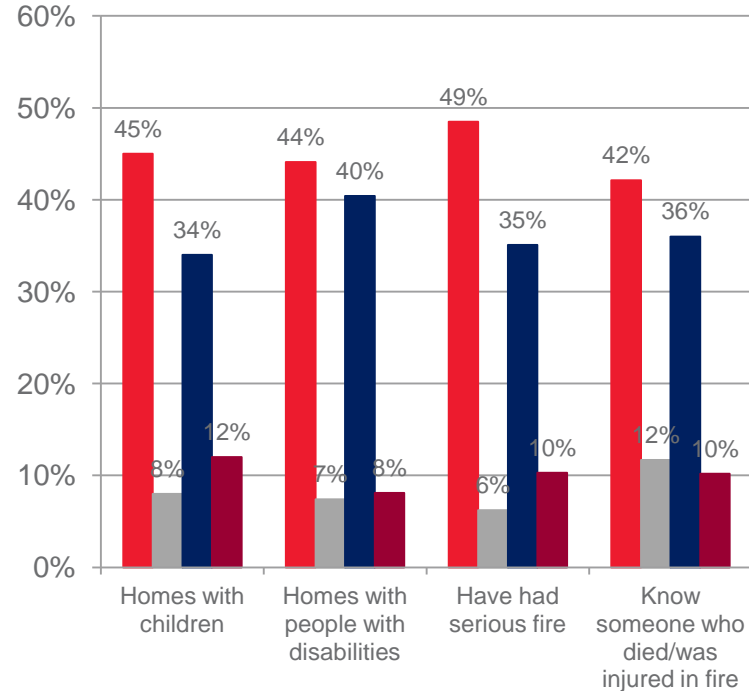
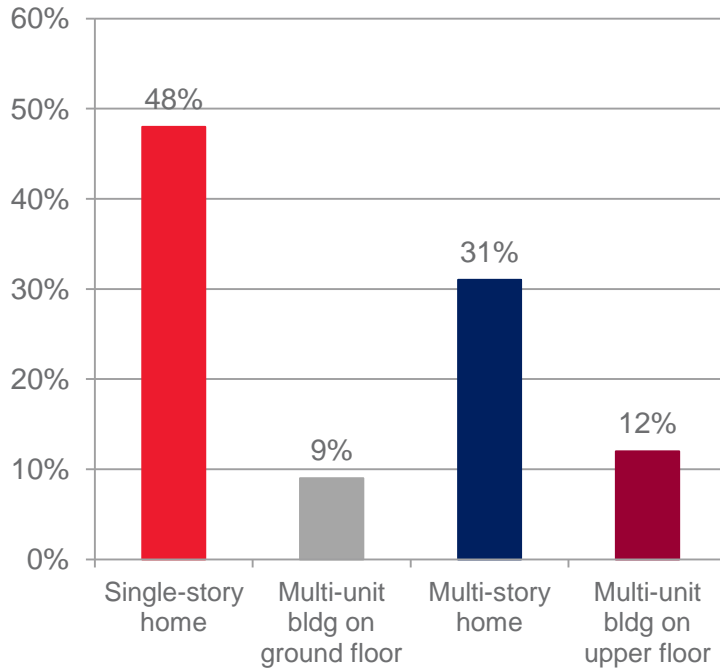


# Dwelling: Type of Home

Overall, 43% of respondents have an upper floor in their residence or live on an upper floor.

Base Size  
 Total=1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=197

Dwelling type.



■ Single-story home  
■ Multi-story home  
■ Multi-unit bldg ground floor  
■ Multi-unit bldg upper floor

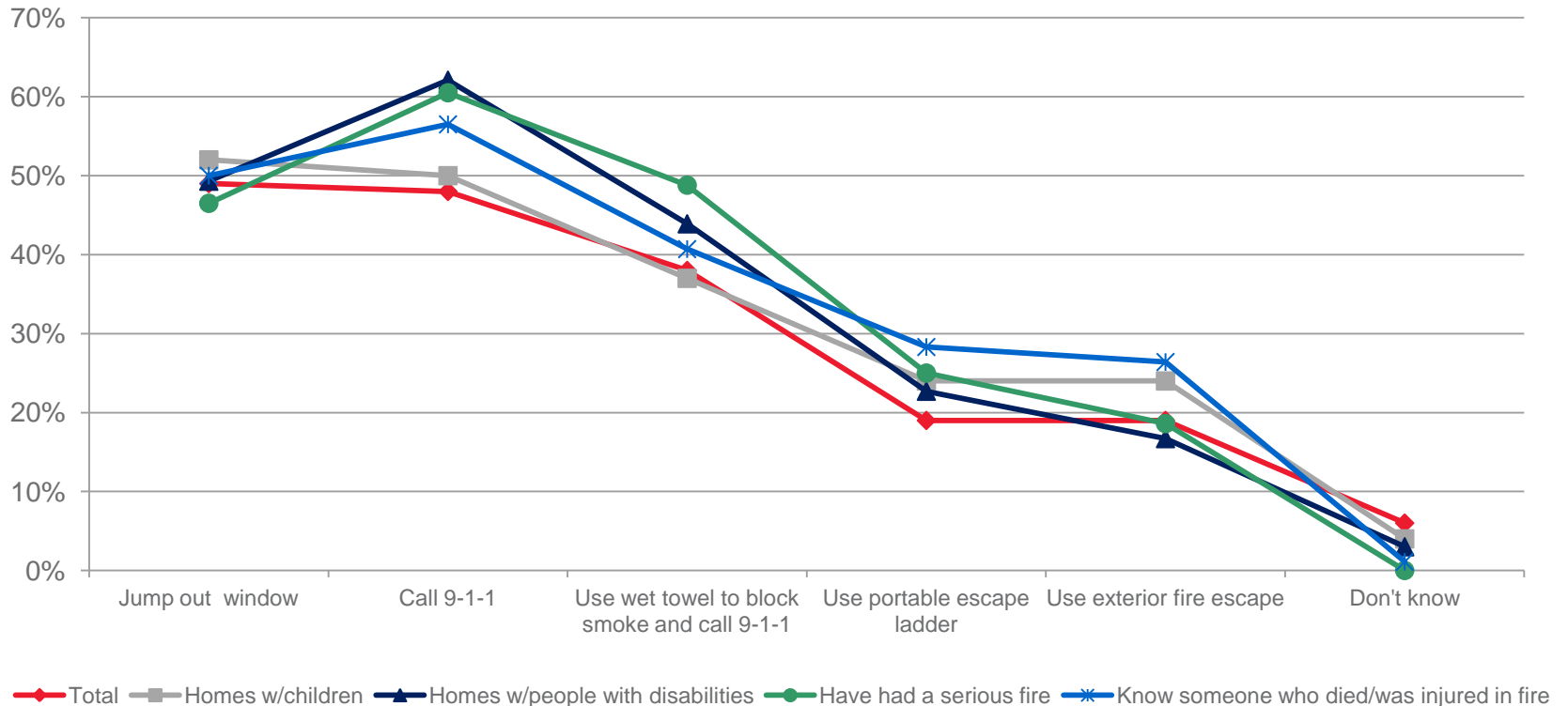
# Dwelling: Trapped on Upper Floor

Jumping out of a window and calling 9-1-1 are the most common responses if trapped on upper floor.

Base Size

Total=482  
 Children= 158  
 Disability=66  
 Fire=43  
 Death/Injury=92

What would you do?



F8. What would you do if your home was on fire, and you were trapped on an upper floor?  
 Base = Have upper floor

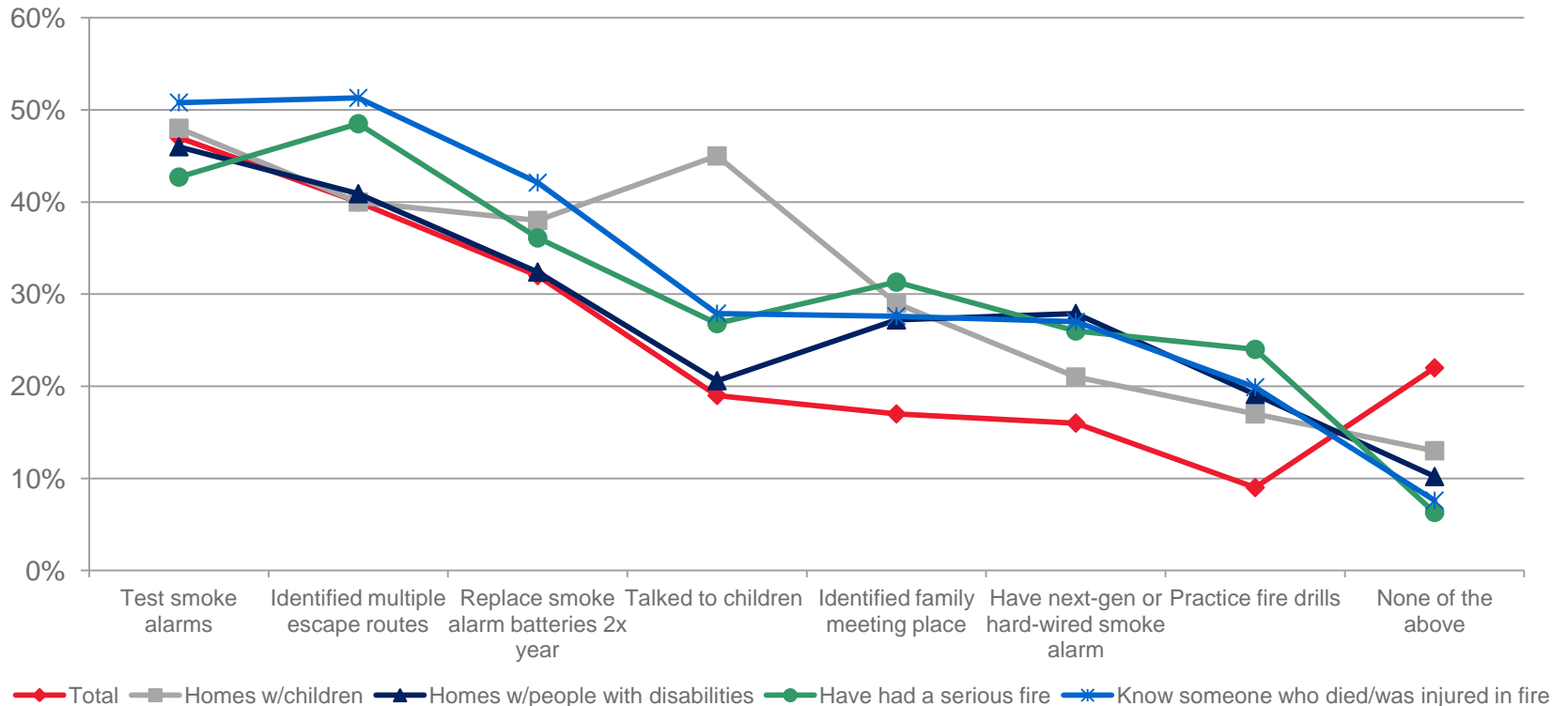
# Actions: Preparedness Efforts

78% have taken at least one action.

Base Size

Total=1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=197

Have taken the following actions.



F9. Which, if any, of the following apply to you?

Base = Total respondents

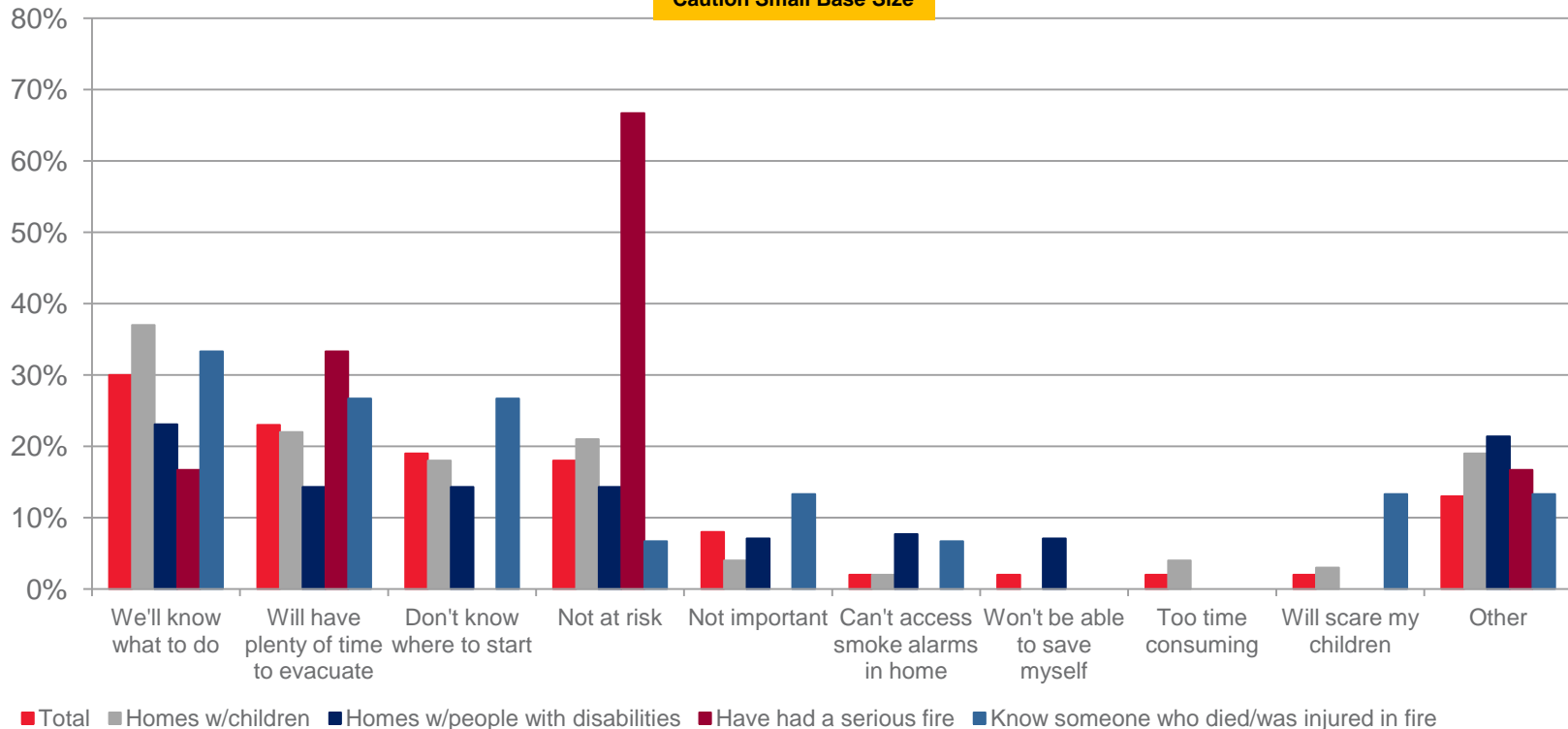
# Actions: Obstacles to Preparedness

Base Size

Total =245  
 Children= 45  
 Disability=14  
 Fire=6  
 Death/Injury=15

## Obstacles.

Caution Small Base Size



F10. What is keeping you from being more prepared?

Base = None of the items apply to the respondent/not fully prepared

# Past Actions Taken

Base Size

Total =1,130  
 Children= 340  
 Disability=136  
 Fire=97  
 Death/Injury=137

	Total	Children	Disability	Fire	Death/Injury
Used candles for light during power outage	33%	32%	31%	28%	38%
Left food cooking unattended on stove	16%	18%	21%	23%	18%
Plugged too many cords in electrical outlet	15%	18%	26%	25%	26%
Left lights on live Christmas tree while leaving home	11%	17%	12%	19%	22%
Left home for any period of time with an electrical appliance running	10%	14%	16%	20%	19%
Fallen asleep with a candle burning	10%	12%	13%	17%	17%
Used kerosene or other space heaters to heat home	6%	9%	13%	13%	12%
Fallen asleep with an electrical appliance running	6%	11%	11%	11%	19%
Left matches or lighter within arm's reach of a child	5%	13%	10%	16%	12%
Used the gas stove to heat home	4%	4%	10%	6%	8%
Smoked cigarettes in bed	4%	8%	13%	17%	9%
Deep fried a turkey within 10 feet of dwelling	3%	5%	10%	11%	7%
None of these	42%	37%	22%	21%	24%



F16. Which, if any, of the following statements have applied to you within the last five years?  
 Base = Total respondents

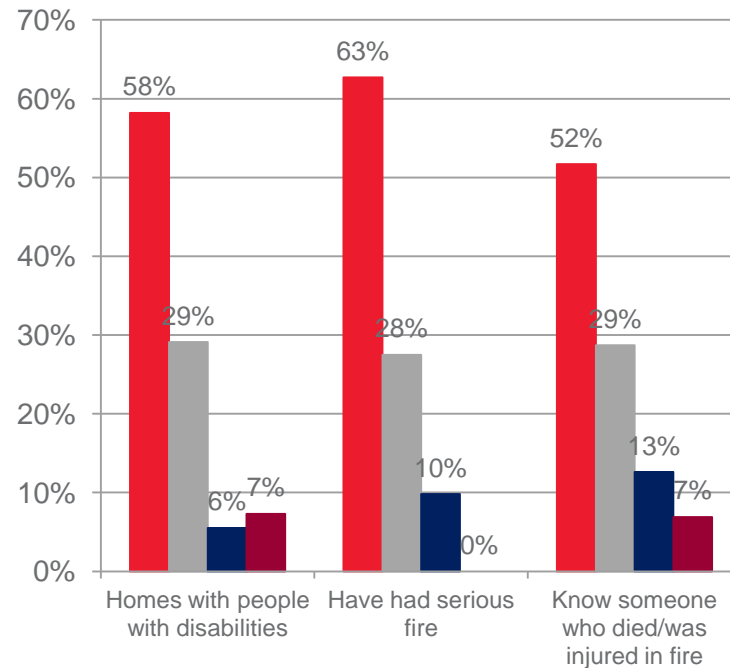
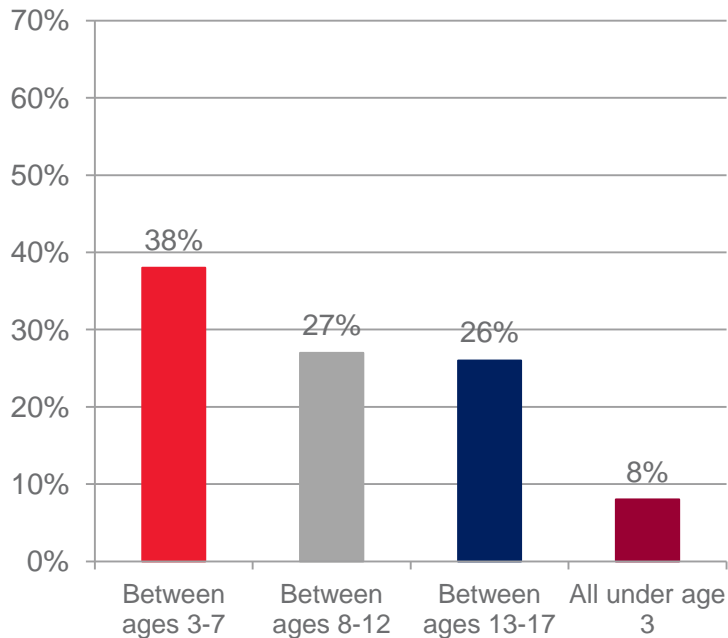
# Children: Number in Household

For those with children under 17, the majority are under 12 years old.

Base Size

Total/Children=340  
 Disability=55  
 Fire=51  
 Death/Injury=87

Age of children.



■ Between ages 3-7                      ■ Between ages 8-12  
 ■ Between ages 13-17                 ■ All under age 3



F12. For children between the ages of 3 and 17 who are living with you, in which of the following age groups is the YOUNGEST child OVER THE AGE OF 3?

Base = Have children age 0-17 in household

# Children: Ability to take Action (Can Do)

Base Size

Total/Children=311  
 Disability=51  
 Fire=51  
 Death/Injury=81

Youngest child over age 3 CAN do this.

	Can do this			
	Total / Children	Disability	Fire	Death/Injury
Recognize the sound of our home smoke alarm	80%	71%	67%	65%
Evacuate our home without the help of an adult	69%	53%	53%	51%
Wake up during the night and evacuate our home	67%	54%	55%	51%
Go to our family meeting place after evacuating	73%	67%	55%	63%
Identify another way to leave a room if the doorway is blocked	67%	50%	53%	59%



F13. Think for a moment about the YOUNGEST child over the age of 3 who is living in your home. For each of the following, please indicate if it is something your youngest child over the age of 3 can or cannot do or if you are not sure.  
 Base = Have children age 3-17 in household

# Children: Ability to take Action (Cannot Do)

Base Size

Total/Children=311  
 Disability=51  
 Fire=51  
 Death/Injury=81

Youngest child over age 3 CANNOT do this.

	Cannot do this			
	Total / Children	Disability	Fire	Death/Injury
Recognize the sound of our home smoke alarm	14%	29%	33%	30%
Evacuate our home without the help of an adult	18%	37%	33%	36%
Wake up during the night and evacuate our home	17%	24%	28%	28%
Go to our family meeting place after evacuating	16%	29%	33%	28%
Identify another way to leave a room if the doorway is blocked	17%	36%	33%	27%



F13. Think for a moment about the YOUNGEST child over the age of 3 who is living in your home. For each of the following, please indicate if it is something your youngest child over the age of 3 can or cannot do or if you are not sure.  
 Base = Have children age 3-17 in household



# Children: Ability to take Action (Not Sure)

Base Size

Total/Children=311  
 Disability=51  
 Fire=51  
 Death/Injury=81

**NOT SURE** if youngest child over age 3 can do this.

	Not sure			
	Total / Children	Disability	Fire	Death/Injury
Recognize the sound of our home smoke alarm	6%	0%	0%	5%
Evacuate our home without the help of an adult	13%	10%	14%	14%
Wake up during the night and evacuate our home	16%	22%	18%	21%
Go to our family meeting place after evacuating	11%	4%	12%	10%
Identify another way to leave a room if the doorway is blocked	15%	14%	14%	15%



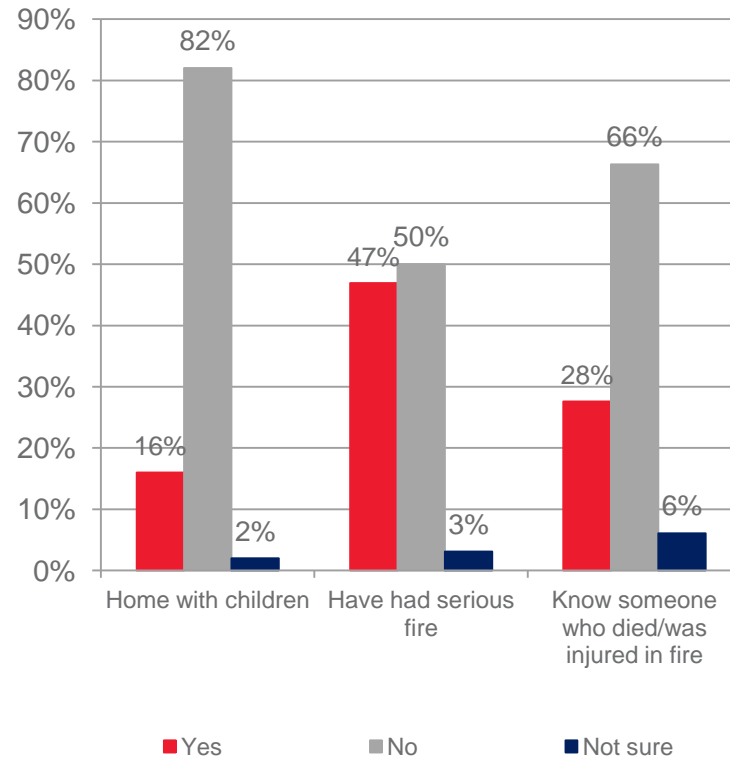
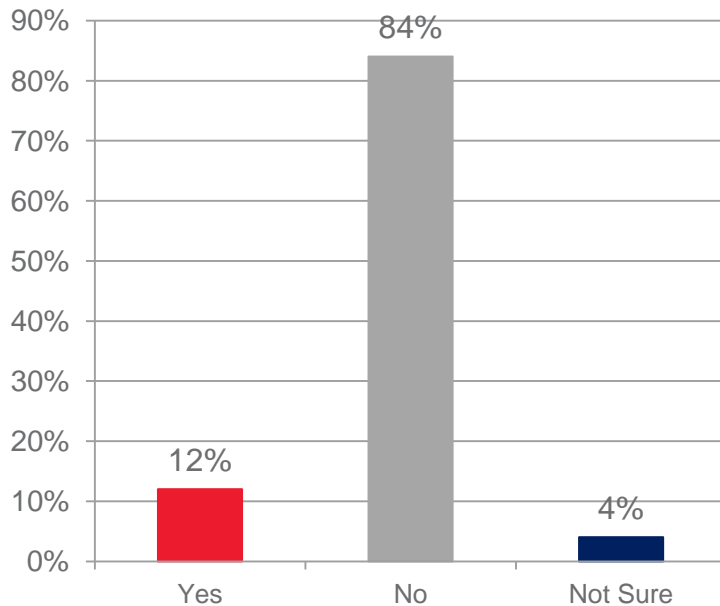
F13. Think for a moment about the YOUNGEST child over the age of 3 who is living in your home. For each of the following, please indicate if it is something your youngest child over the age of 3 can or cannot do or if you are not sure.  
 Base = Have children age 3-17 in household

# Disability

Only 10% of respondents stated they have a someone with in their household with a condition that would impact the ability to evacuate.

Base Size  
 Total=1,130  
 Children=340  
 Fire=97  
 Death/Injury=197

Have a disability or health condition.

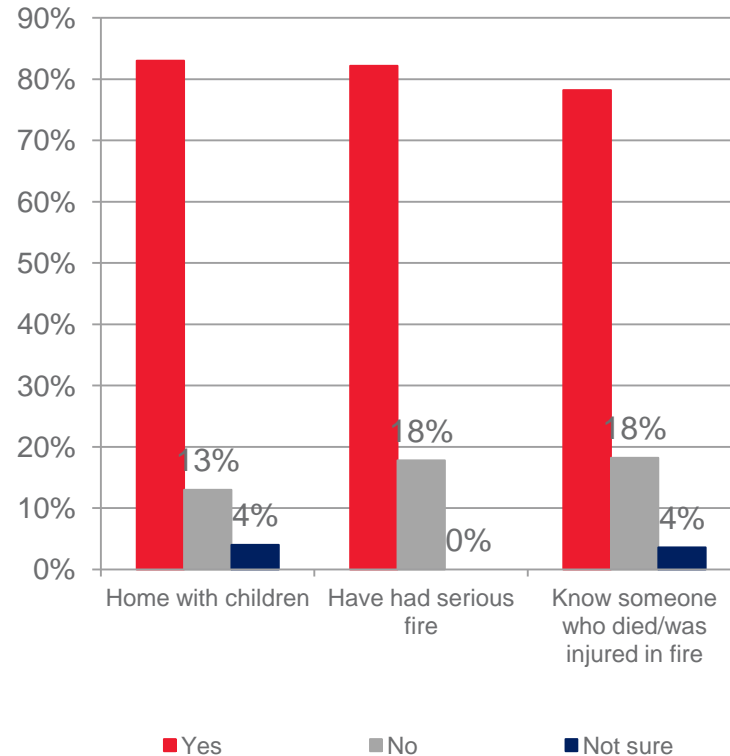
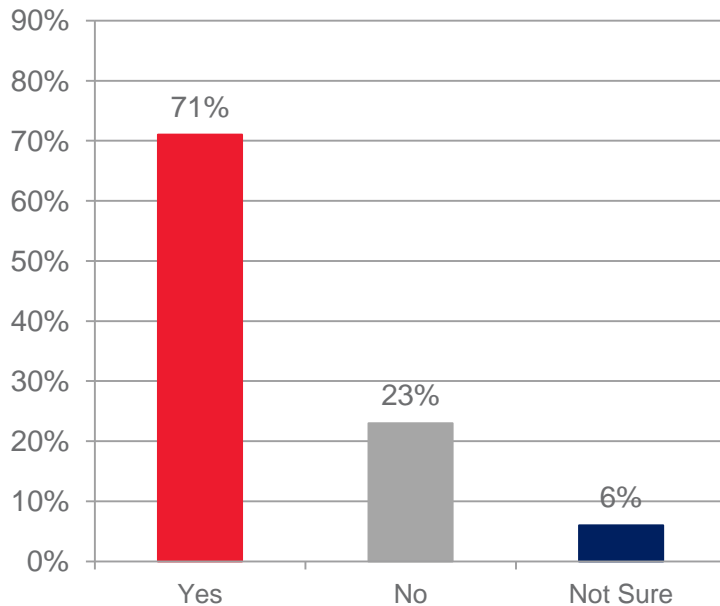


# Disability: Specific Plan

Of those with someone with a disability in their home – 70% have a specific plan for evacuation.

Base Size  
 Total/Disability=136  
 Children=55  
 Fire=45  
 Death/Injury=55

Total / Disability

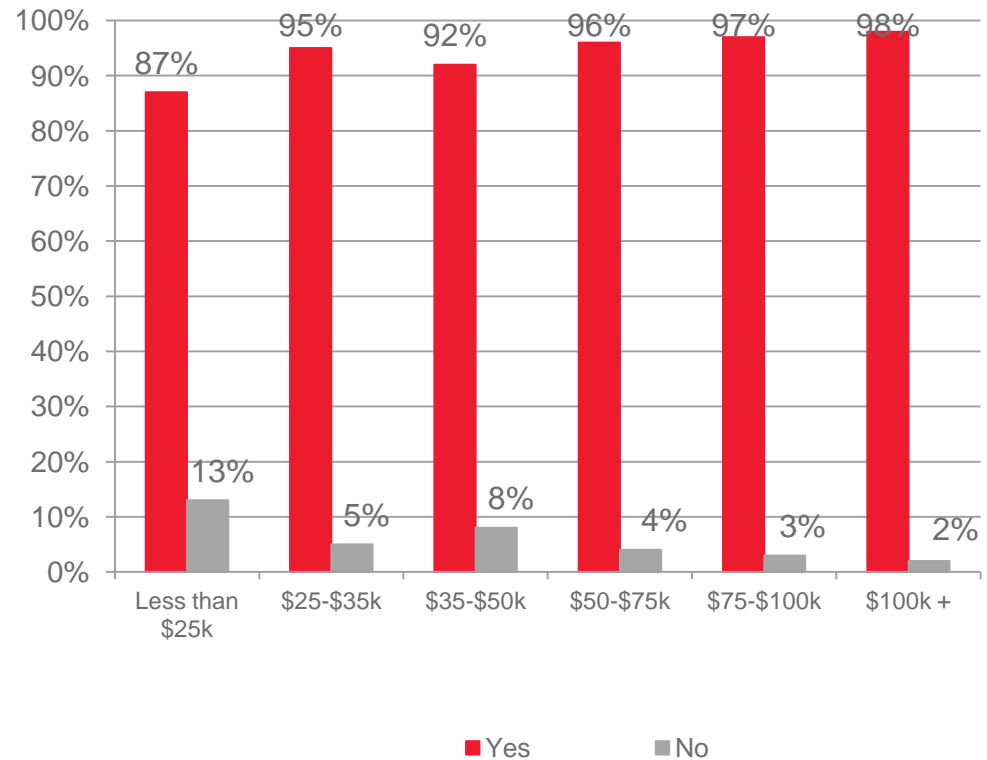
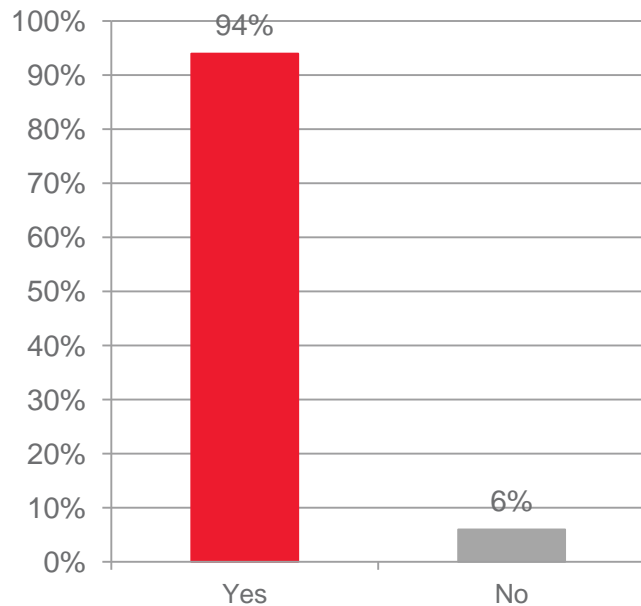


F14A. Do you have a specific plan to help the person with a disability or health condition to evacuate the home or get to safety within 2 minutes?  
 Base = Anyone in home has a disability or health condition that would impact his or her ability to evacuate in case of a fire

# Appendix: Responses By Income

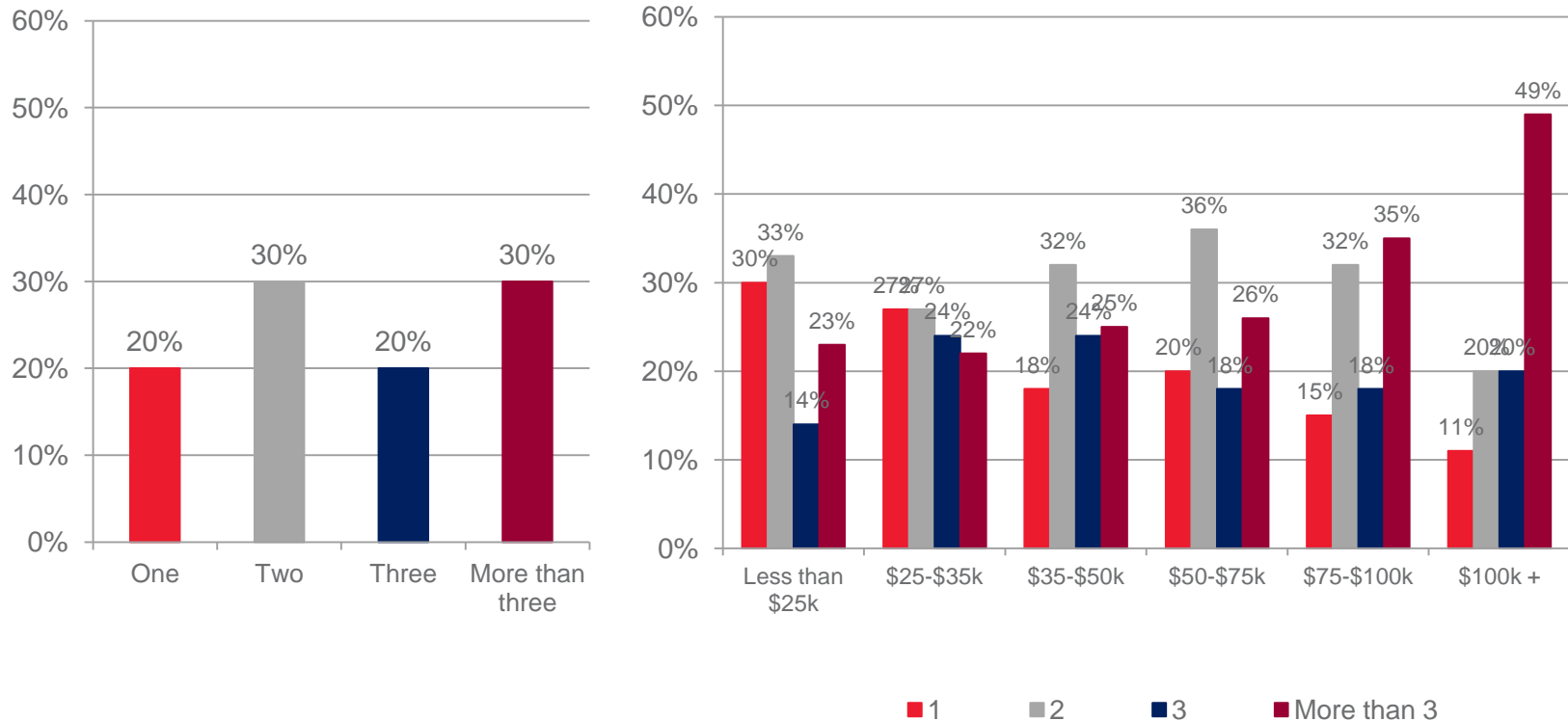
## Smoke Alarms: Presence of Alarm

Have smoke alarm in home.



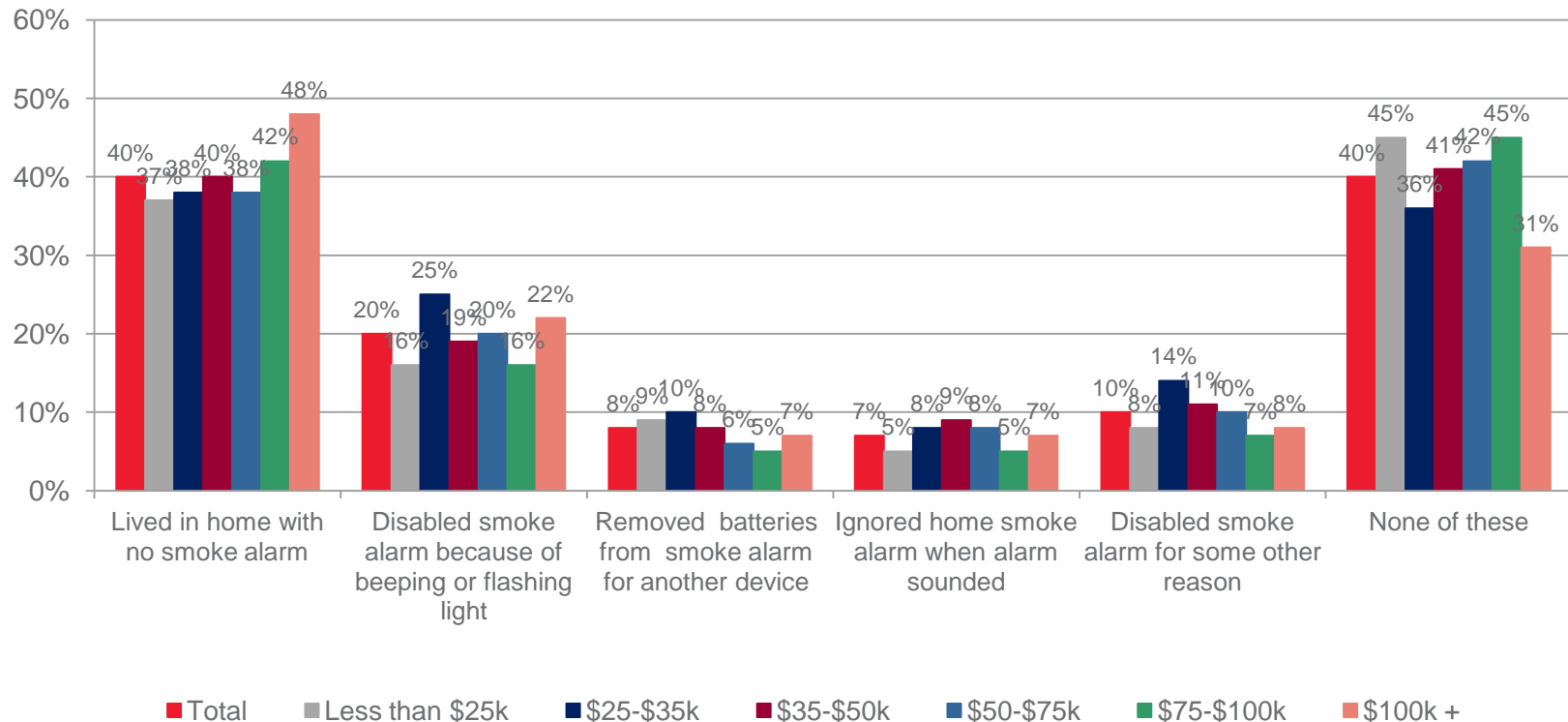
## Smoke Alarms: Number of Alarms

Number of smoke alarms in home.



## Smoke Alarms: Actions Taken

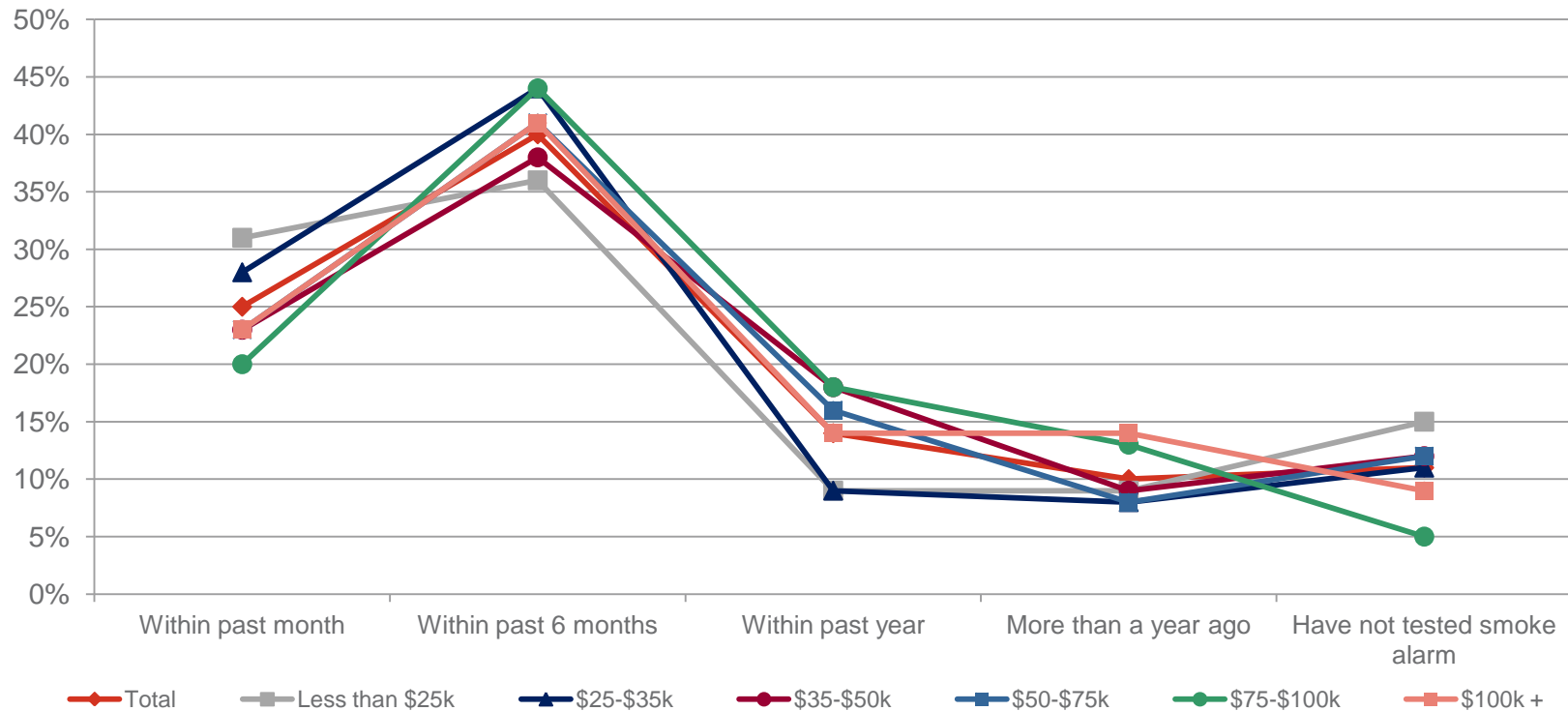
Have done the following.



F3. Which, if any, of the following statements have EVER applied to you?  
Base = Total respondents (1,130)

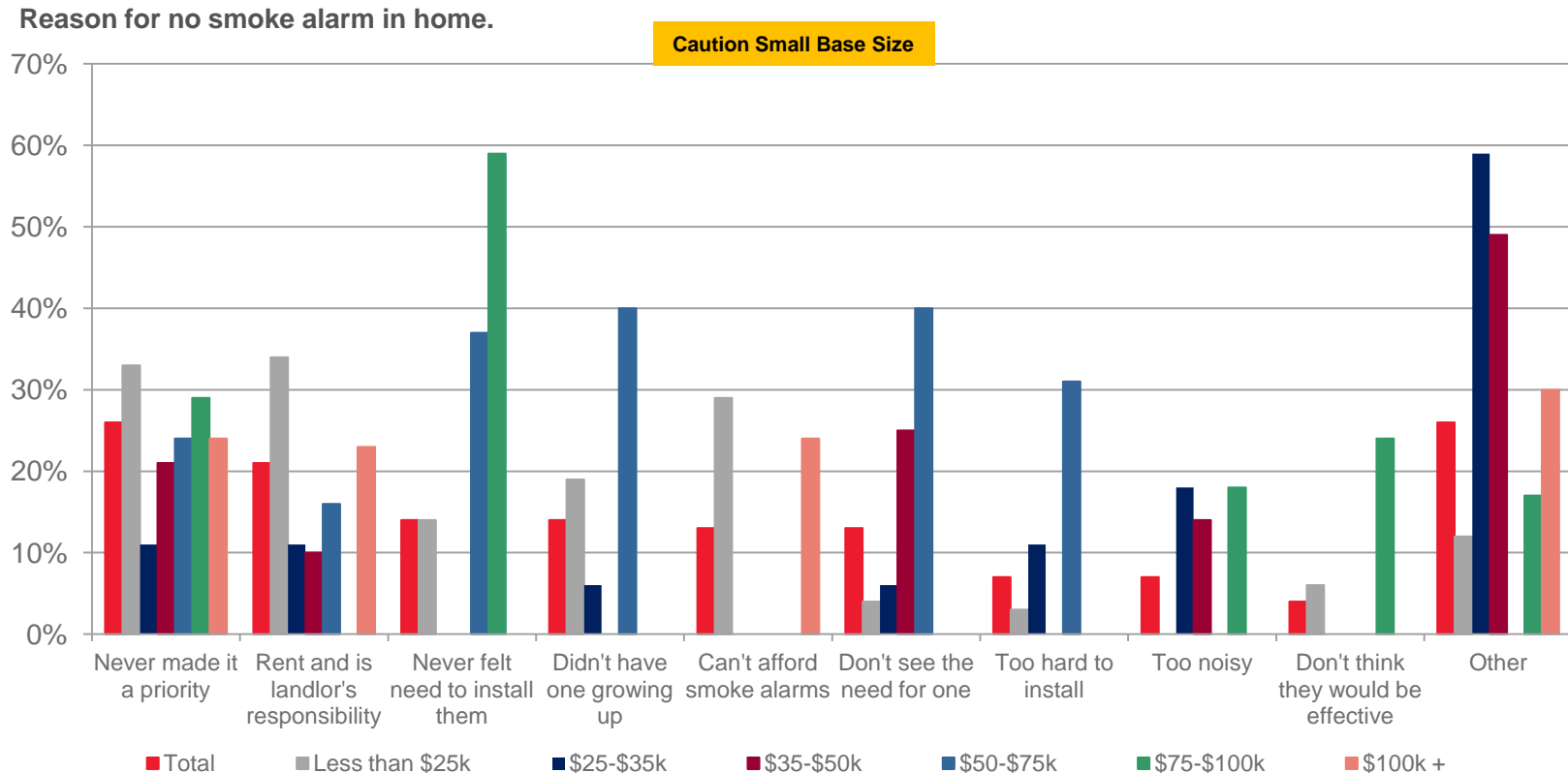
# Smoke Alarms: Testing

Last tested smoke alarm.





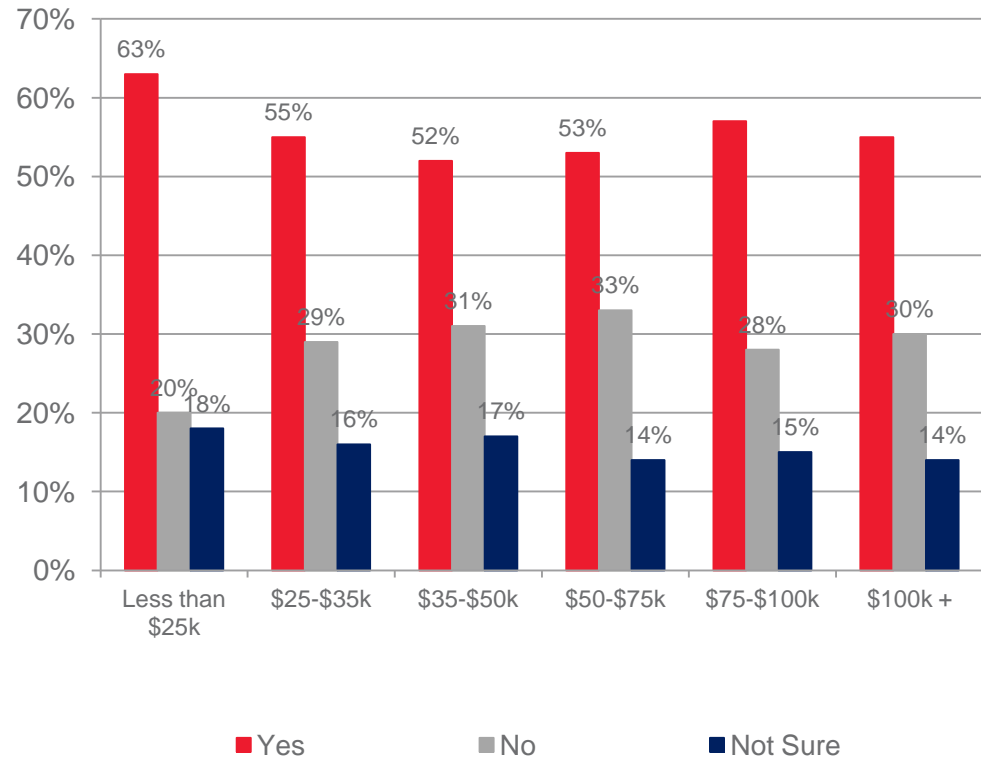
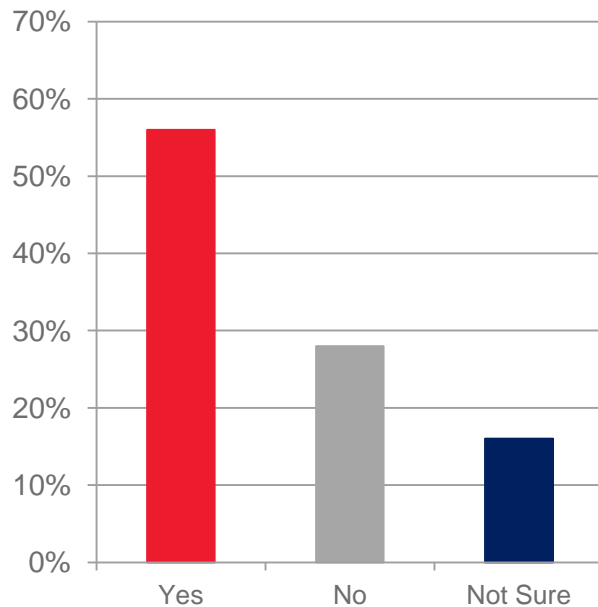
# Smoke Alarm: Excuses



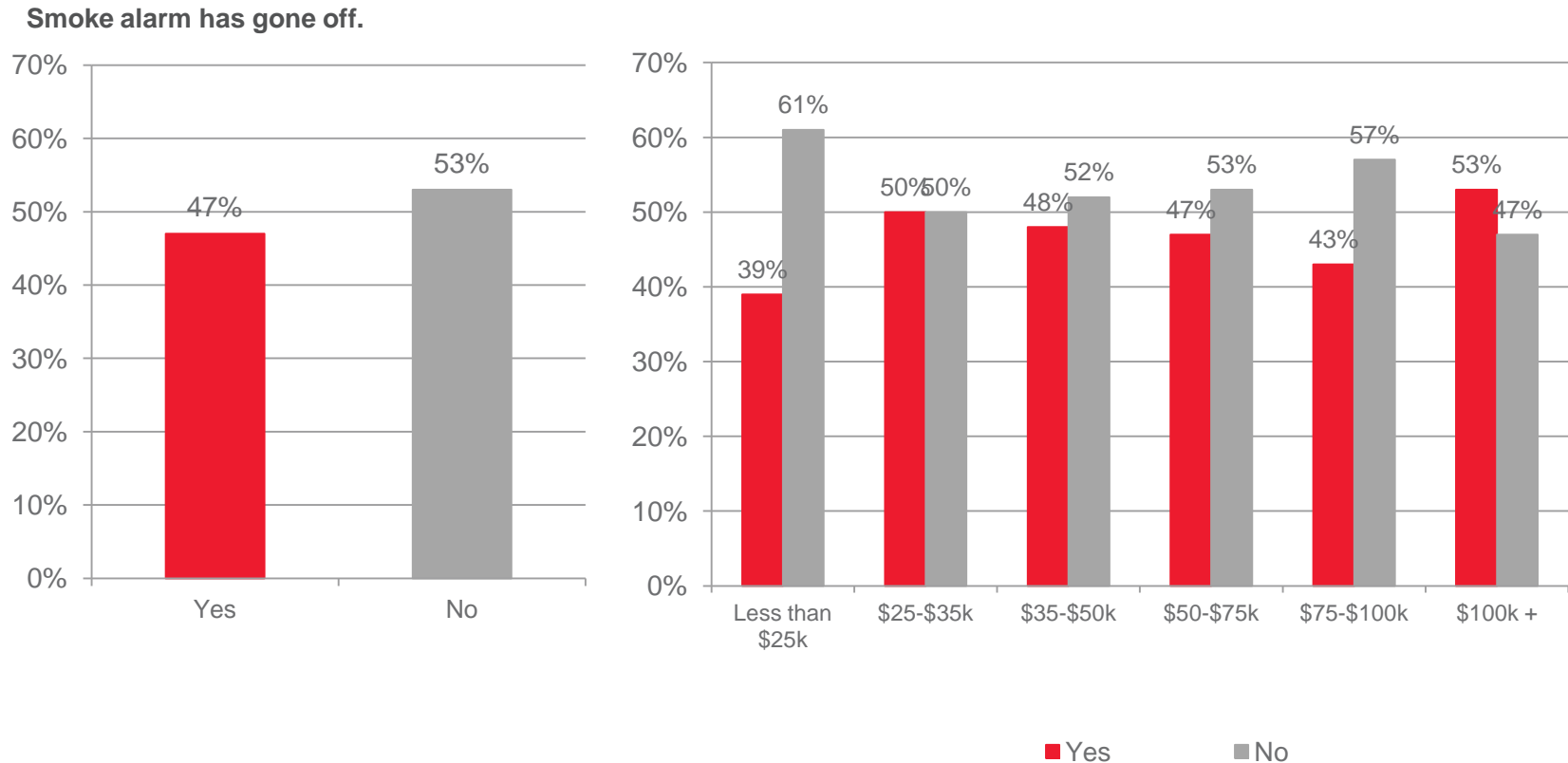
F4. For which, if any, of the following reasons do you not have smoke alarms in your home?  
 Base = Do not have smoke alarm in home (71)

## Smoke Alarm: Ability to Silence

### Know how to silence.

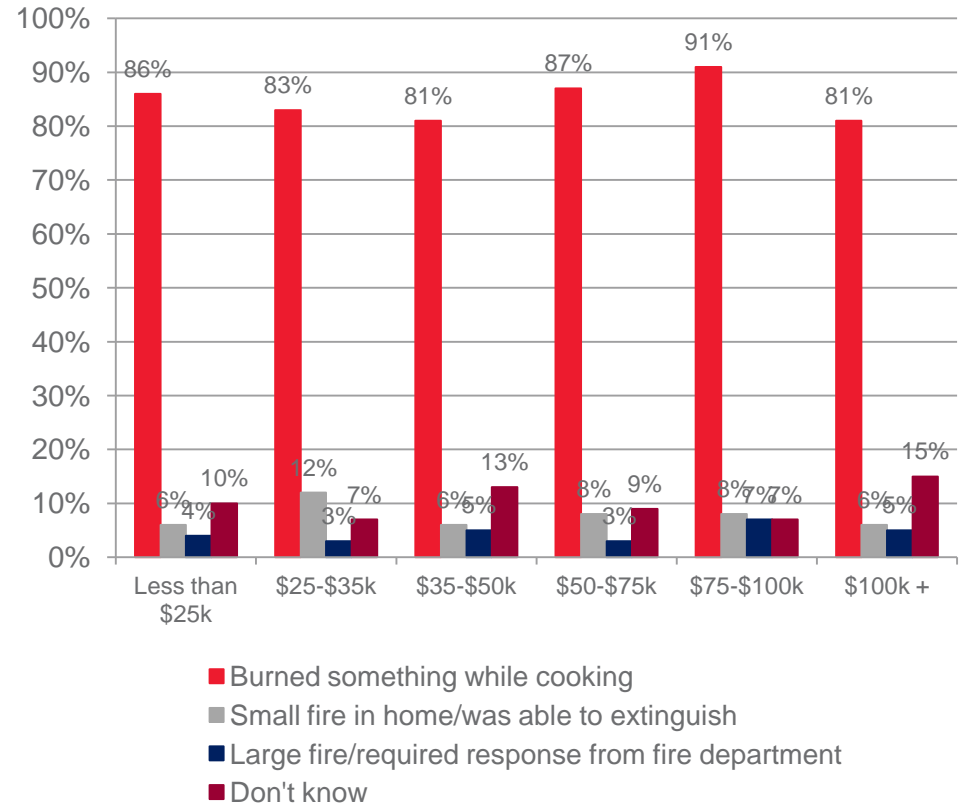
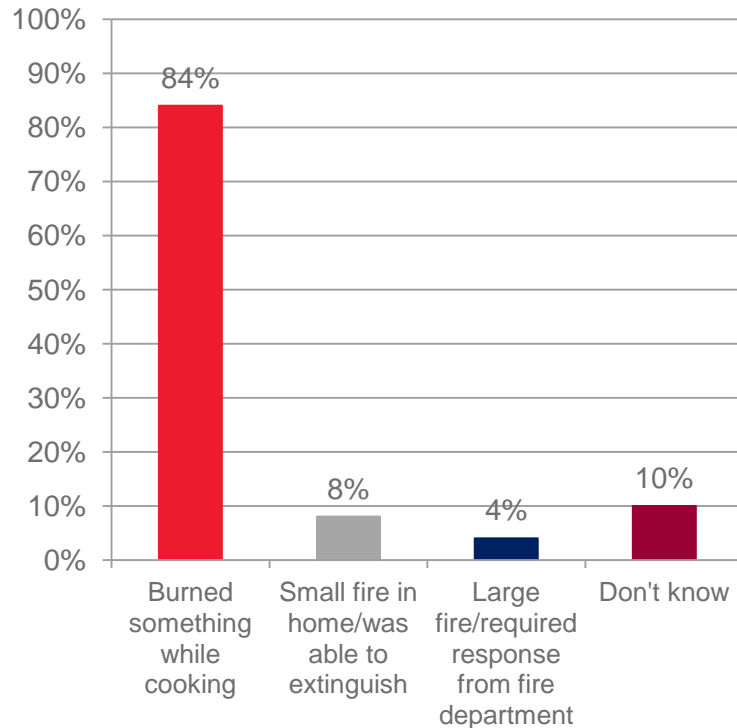


## Smoke Alarm: Alarm in Past 5 Years



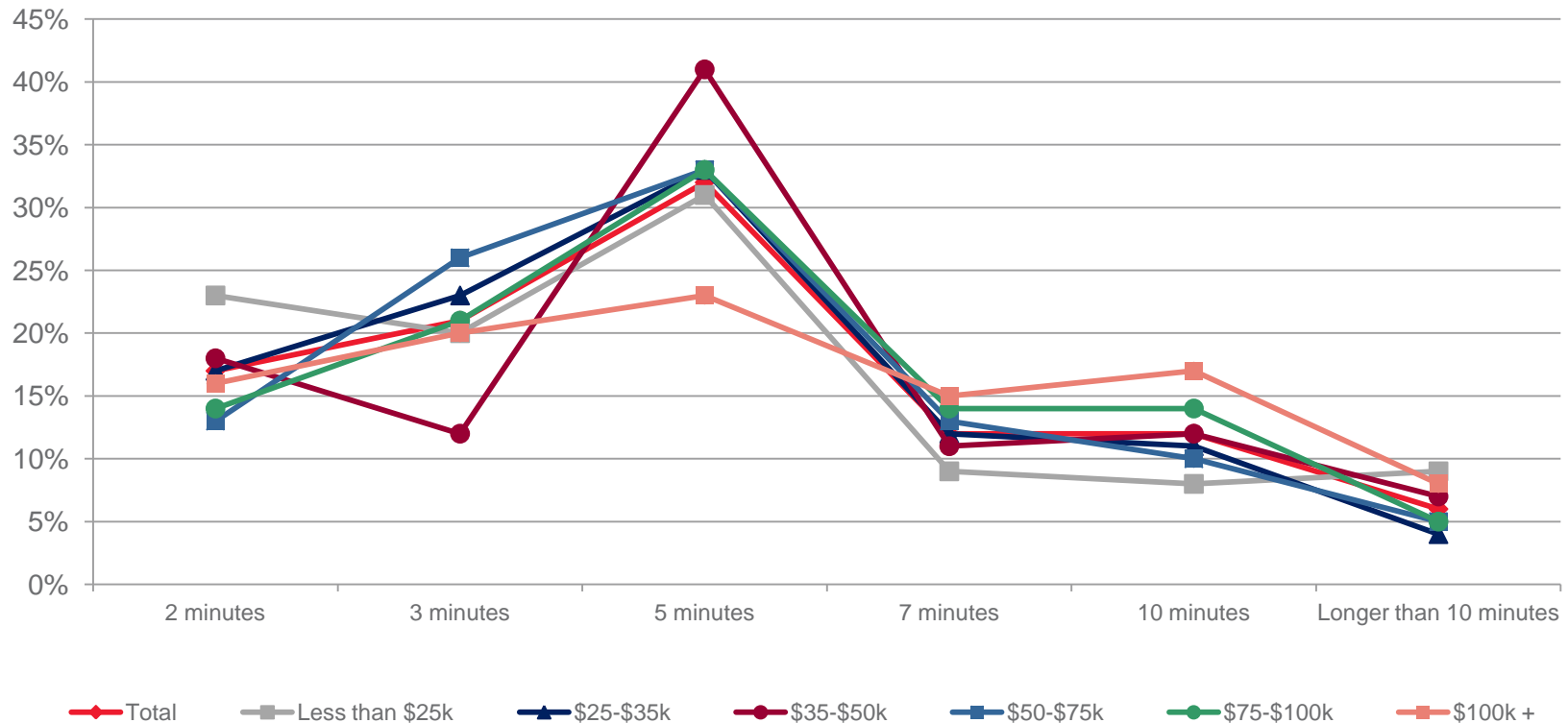
## Smoke Alarm: Reason for Alarm Sounding

Why the alarm went off.



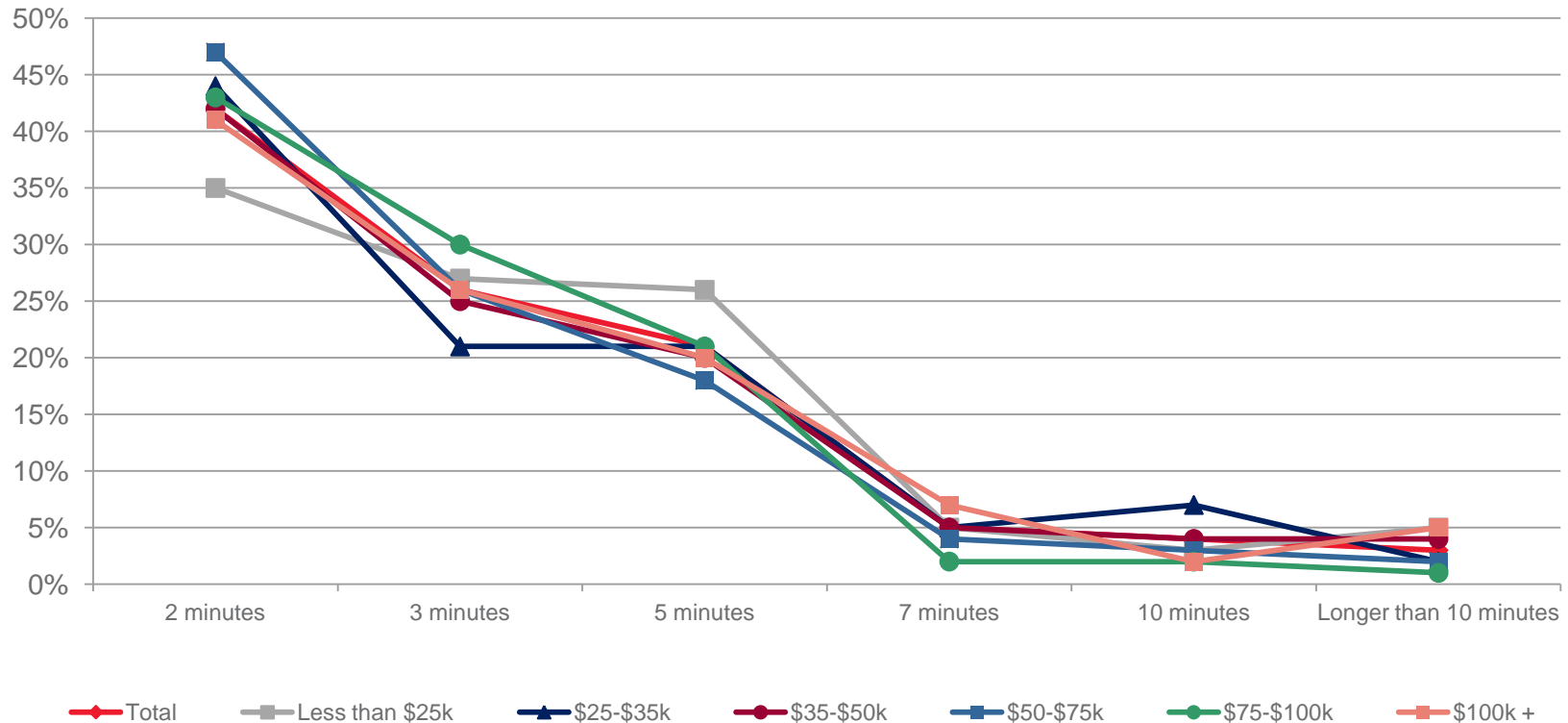
# Home Fire: Time to Engulf Home

Time it takes to fully engulf home in flames.



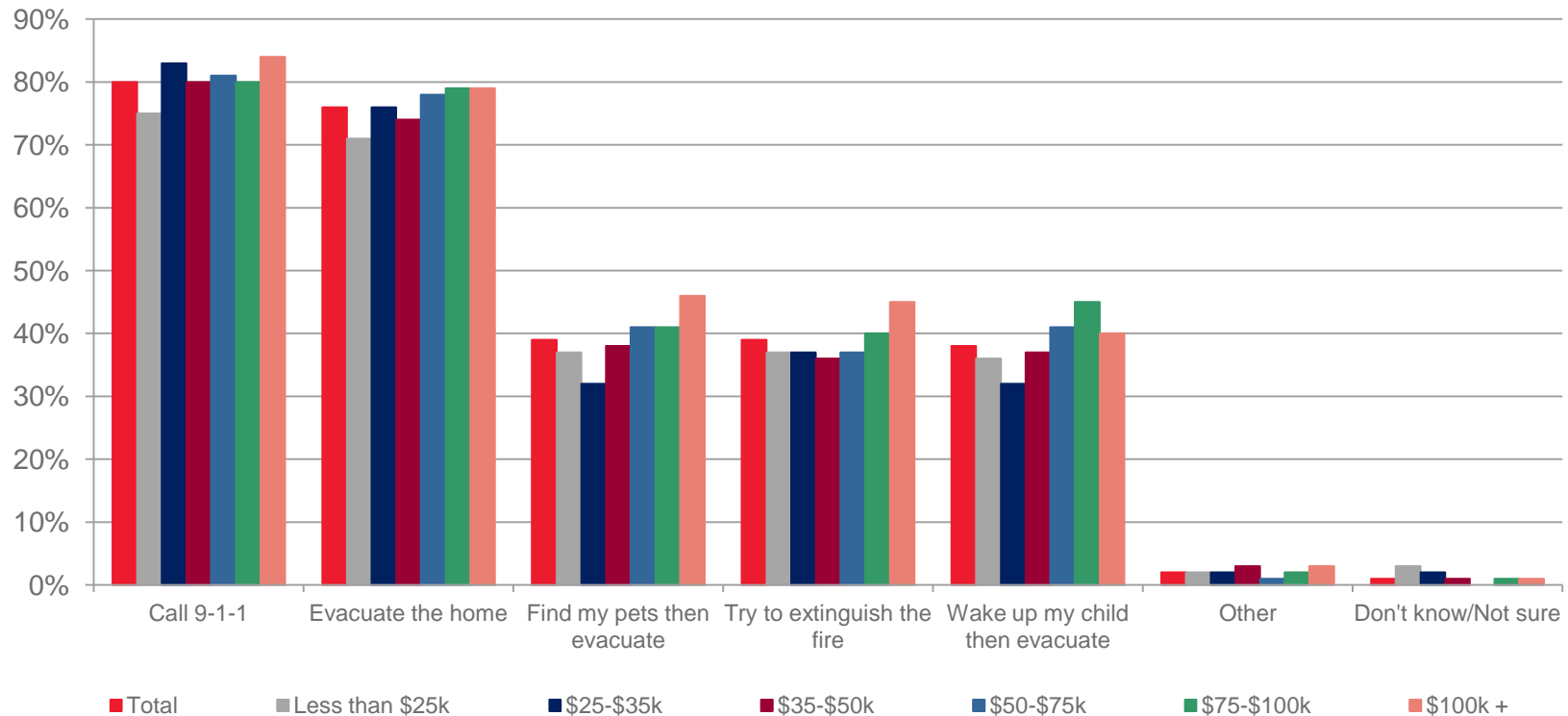
# Home Fire: Time to Evacuate

Time it takes to evacuate home.



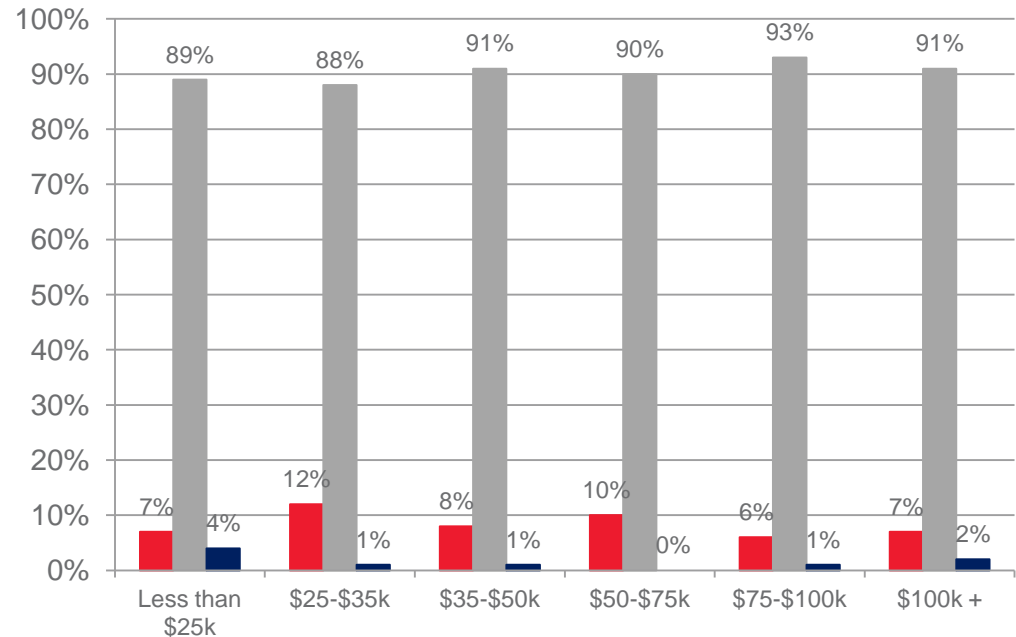
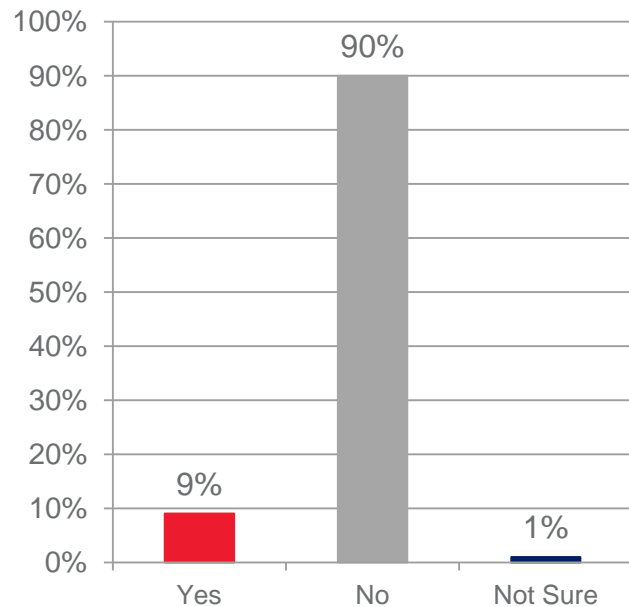
## Home Fire: Actions Would Take

Would take the following actions.



## Home Fire: Past Experience

### Have had a serious fire.

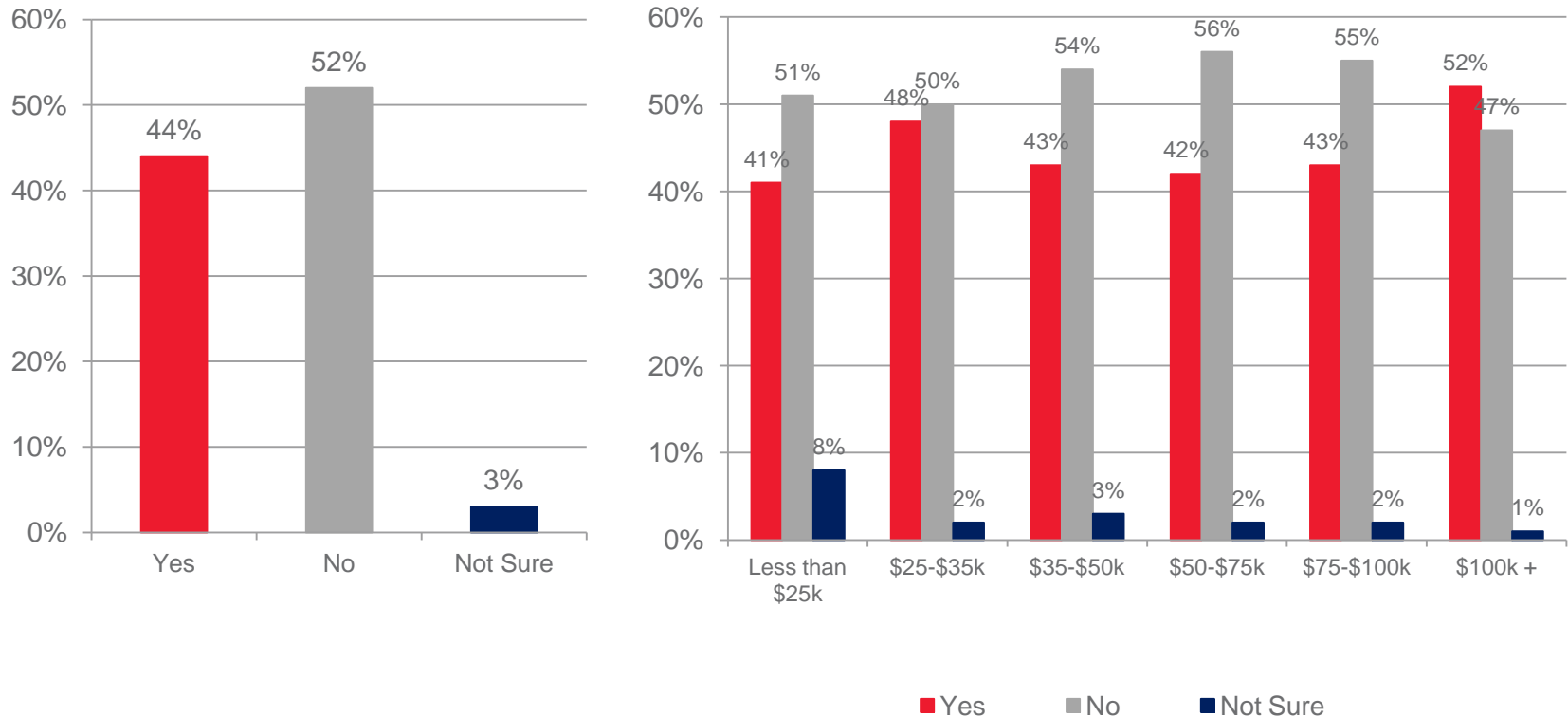


■ Yes ■ No ■ Not Sure



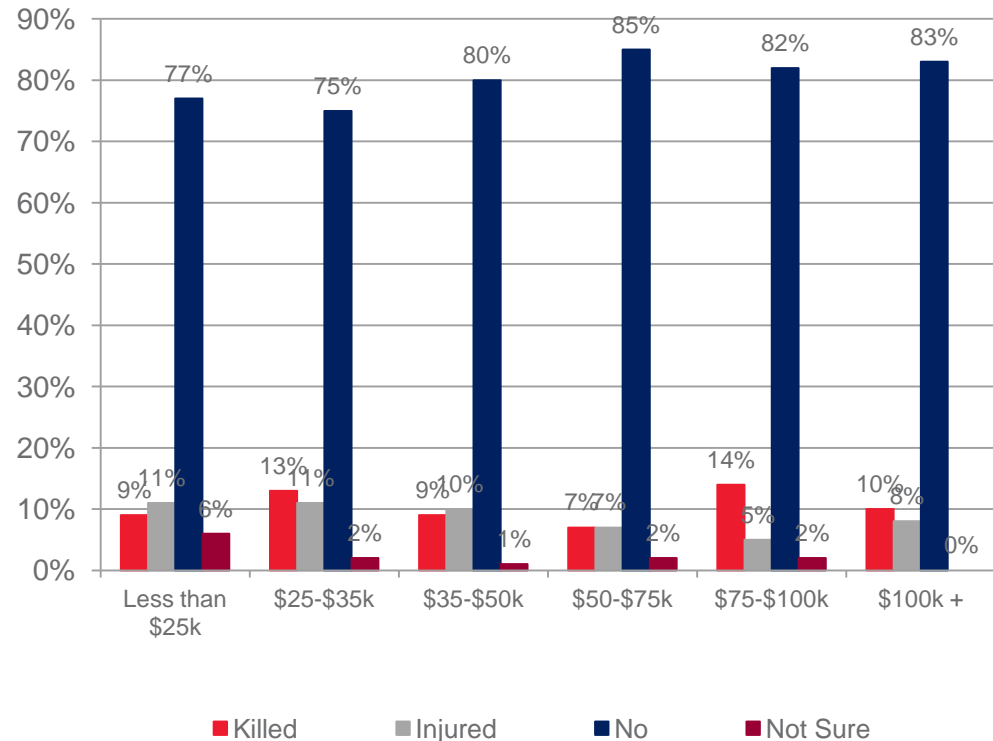
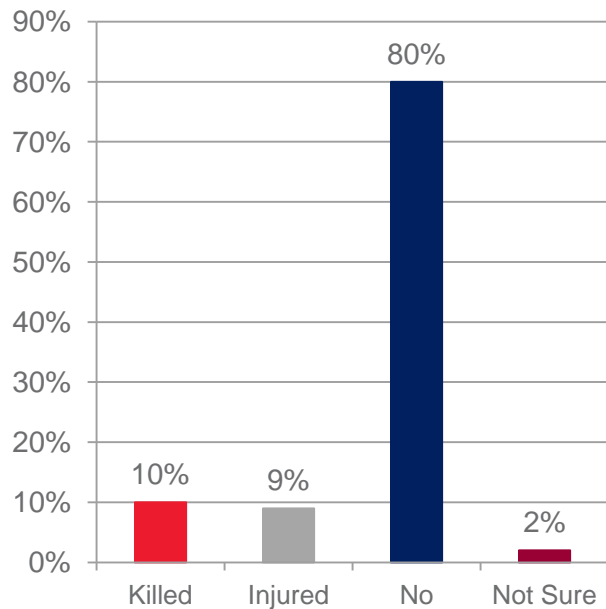
## Home Fire: Know Someone Who Had Damage

Know someone who lost home or had significant damage.



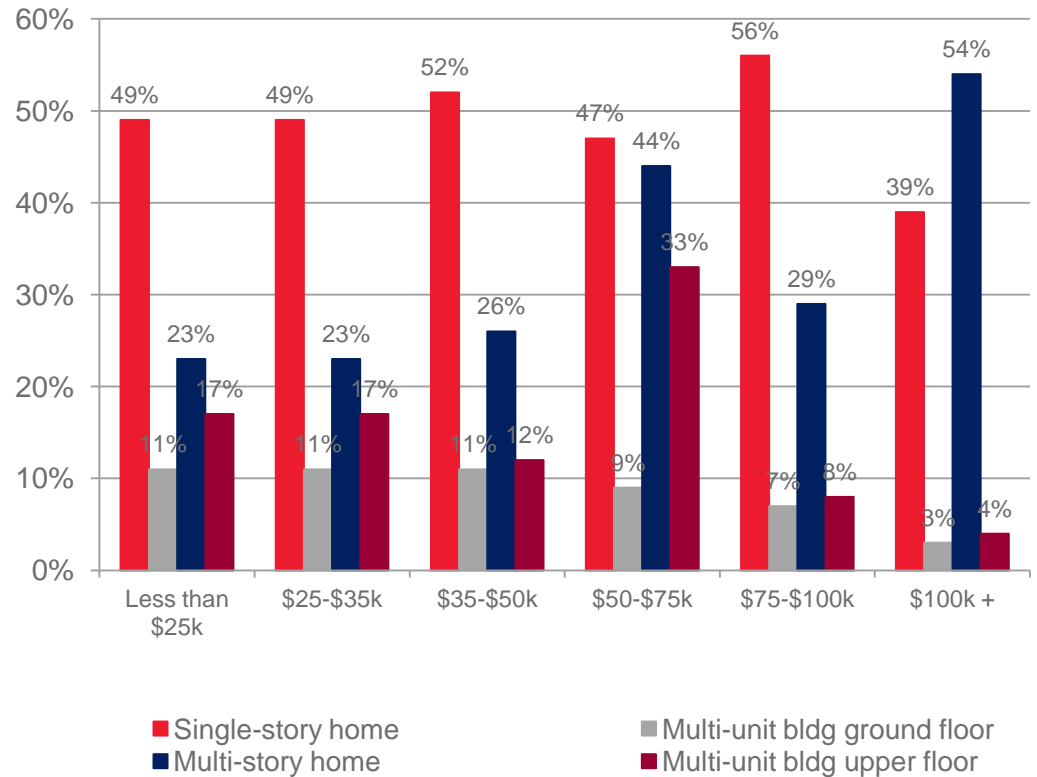
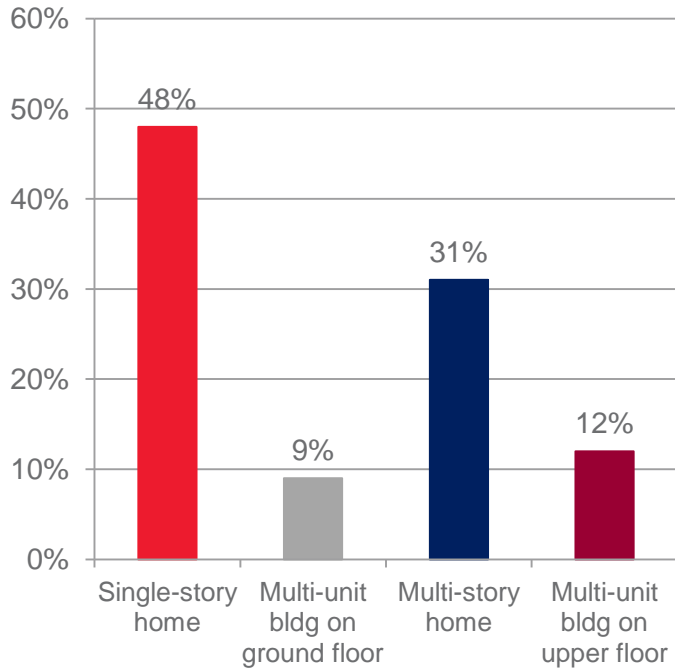
## Home Fire: Know Someone Who Died or was Injured

Know someone who has died or been injured.

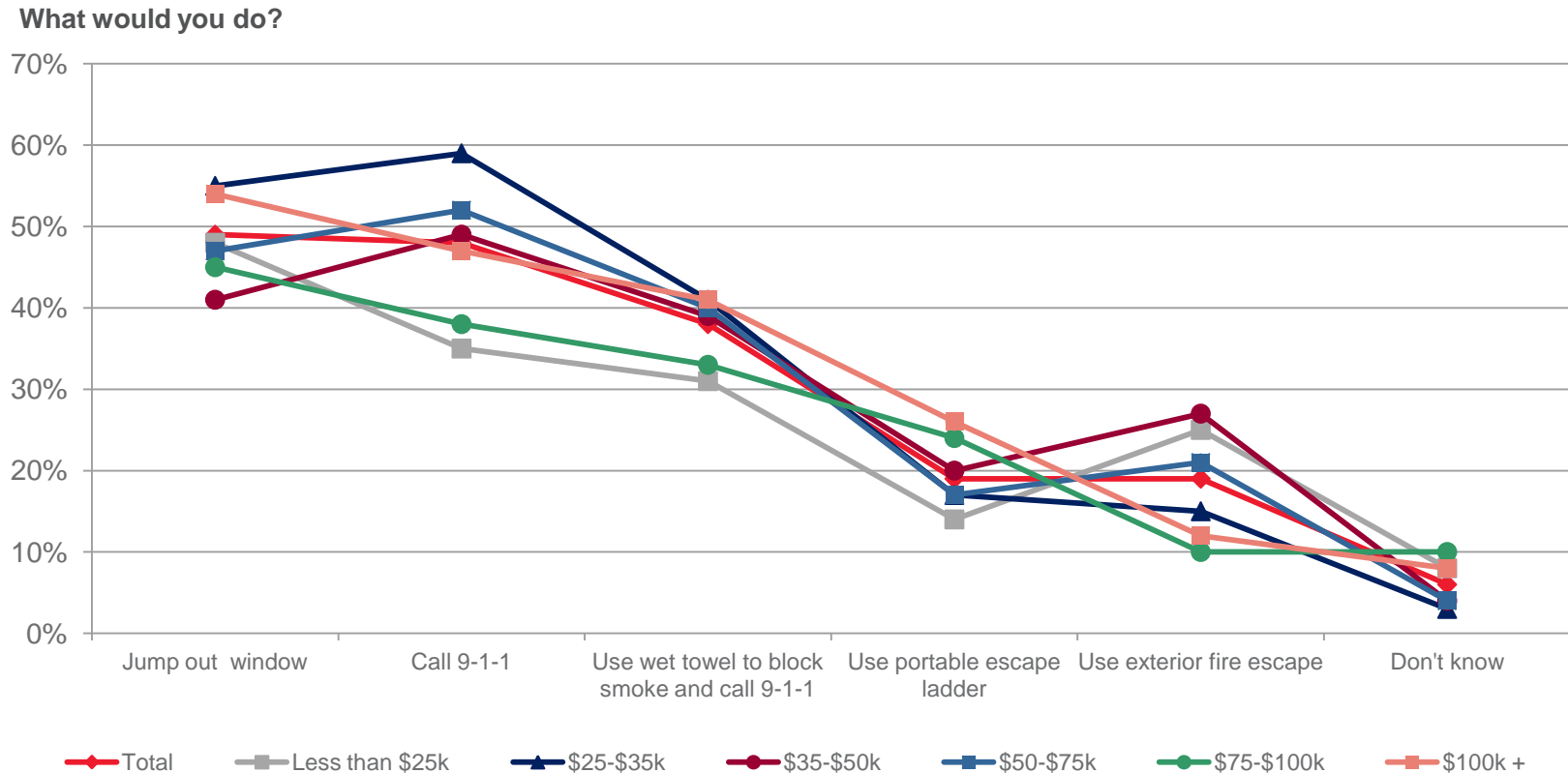


# Dwelling: Type of Home

Dwelling type.

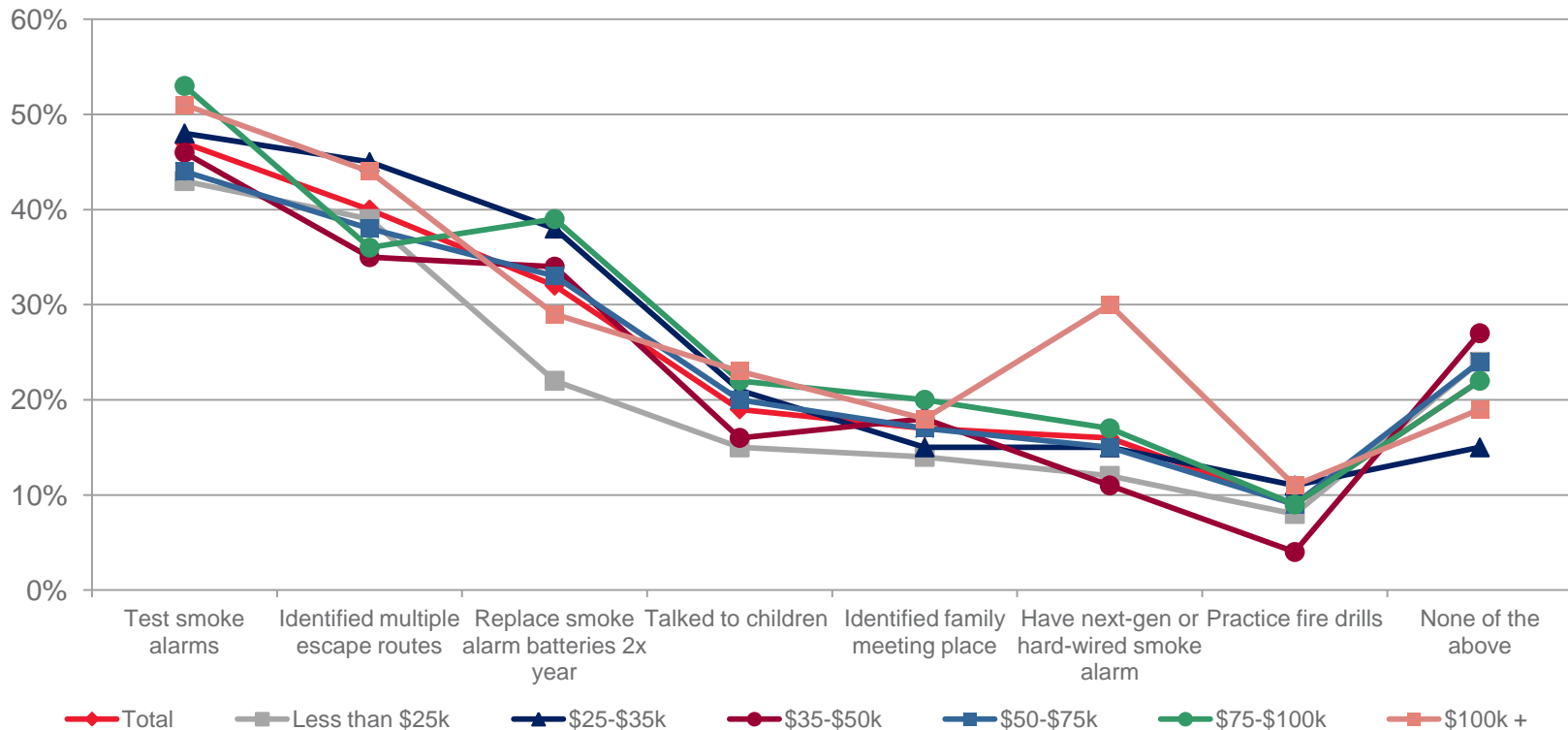


## Dwelling: Trapped on Upper Floor



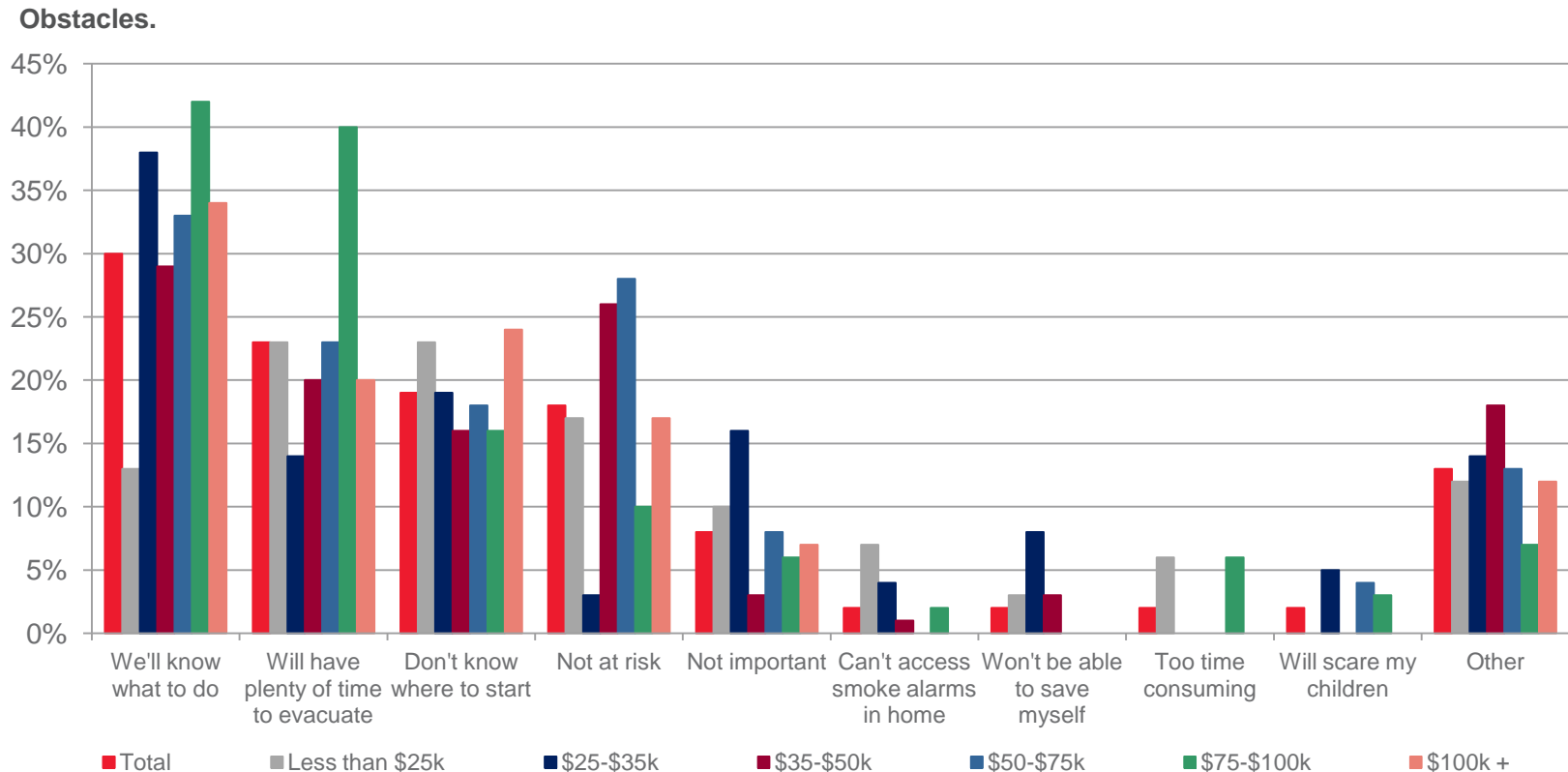
## Actions: Preparedness Efforts

Have taken the following actions.



F9. Which, if any, of the following apply to you?  
Base = Total respondents (1,130)

## Actions: Obstacles to Preparedness



## Past Actions Taken

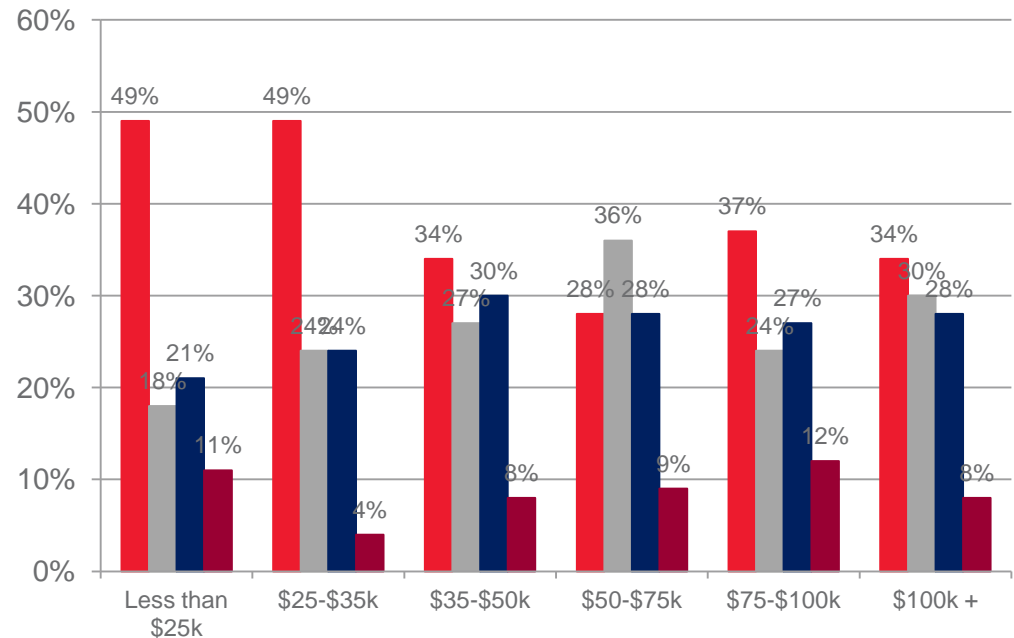
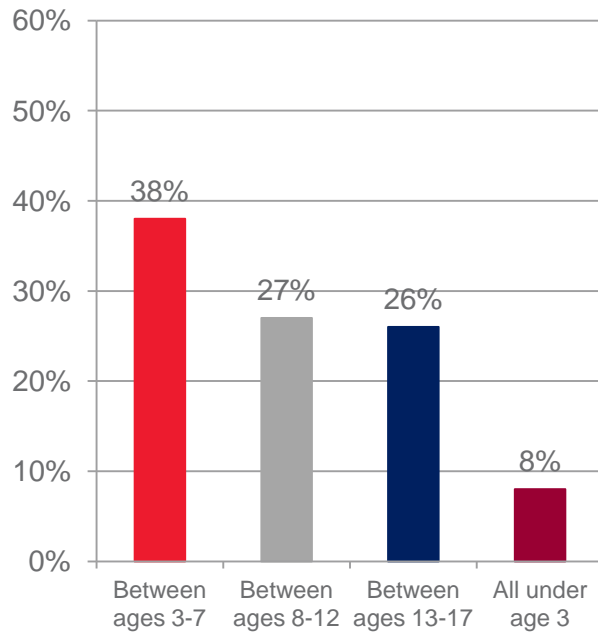
	Total	Less than \$25k	\$25-\$35k	\$35-\$50k	\$50-\$75k	\$75-\$100k	\$100k+
Used candles for light during power outage	33%	34%	30%	35%	33%	38%	31%
Left food cooking unattended on stove	16%	17%	16%	17%	19%	11%	14%
Plugged too many cords in electrical outlet	15%	13%	18%	20%	15%	11%	10%
Left lights on live Christmas tree while leaving home	11%	9%	10%	10%	14%	14%	11%
Left home for any period of time with an electrical appliance running	10%	9%	9%	6%	10%	11%	13%
Fallen asleep with a candle burning	10%	10%	9%	8%	9%	14%	9%
Used kerosene or other space heaters to heat home	6%	6%	7%	5%	7%	7%	7%
Fallen asleep with an electrical appliance running	6%	4%	7%	6%	5%	10%	6%
Left matches or lighter within arm's reach of a child	5%	7%	7%	3%	6%	3%	5%
Used the gas stove to heat home	4%	3%	5%	5%	5%	2%	4%
Smoked cigarettes in bed	4%	5%	5%	3%	6%	5%	2%
Deep fried a turkey within 10 feet of dwelling	3%	1%	2%	2%	6%	3%	3%
None of these	42%	43%	41%	43%	39%	45%	43%



F16. Which, if any, of the following statements have applied to you within the last five years?  
Base = Total respondents (1,130)

# Children: Number in Household

Age of children.



■ Between ages 3-7      ■ Between ages 8-12  
■ Between ages 13-17      ■ All under age 3



F12. For children between the ages of 3 and 17 who are living with you, in which of the following age groups is the YOUNGEST child OVER THE AGE OF 3?

Base = Have children age 0-17 in household (340)



## Children: Ability to take Action (Can Do)

Youngest child over age 3 CAN do this.

	Can do this						
	Total	Less than \$25k	\$25-\$35k	\$35-\$50k	\$50-\$75k	\$75-\$100k	\$100k+
Recognize the sound of our home smoke alarm	80%	88%	78%	76%	86%	73%	76%
Evacuate our home without the help of an adult	69%	72%	72%	56%	71%	65%	73%
Wake up during the night and evacuate our home	67%	73%	57%	63%	66%	73%	71%
Go to our family meeting place after evacuating	73%	81%	65%	68%	71%	81%	76%
Identify another way to leave a room if the doorway is blocked	67%	80%	73%	51%	66%	60%	73%



F13. Think for a moment about the YOUNGEST child over the age of 3 who is living in your home. For each of the following, please indicate if it is something your youngest child over the age of 3 can or cannot do or if you are not sure.  
Base = Have children age 3-17 in household (311)

## Children: Ability to take Action (Cannot Do)

Youngest child over age 3 CANNOT do this.

	Cannot do this						
	Total	Less than \$25k	\$25-\$35k	\$35-\$50k	\$50-\$75k	\$75-\$100k	\$100k+
Recognize the sound of our home smoke alarm	14%	6%	15%	19%	10%	16%	17%
Evacuate our home without the help of an adult	18%	22%	13%	30%	16%	16%	16%
Wake up during the night and evacuate our home	17%	12%	23%	26%	18%	12%	8%
Go to our family meeting place after evacuating	16%	16%	20%	24%	16%	6%	10%
Identify another way to leave a room if the doorway is blocked	17%	10%	11%	29%	22%	18%	14%



F13. Think for a moment about the YOUNGEST child over the age of 3 who is living in your home. For each of the following, please indicate if it is something your youngest child over the age of 3 can or cannot do or if you are not sure.  
Base = Have children age 3-17 in household (311)

## Children: Ability to take Action (Not Sure)

NOT SURE if youngest child over age 3 can do this.

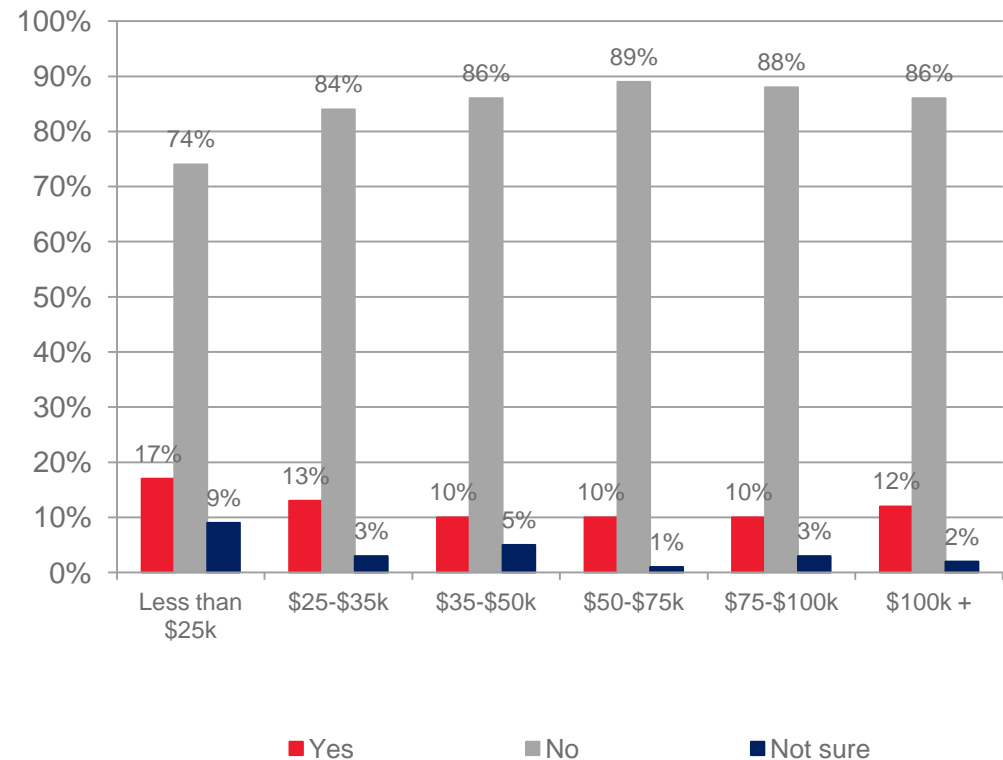
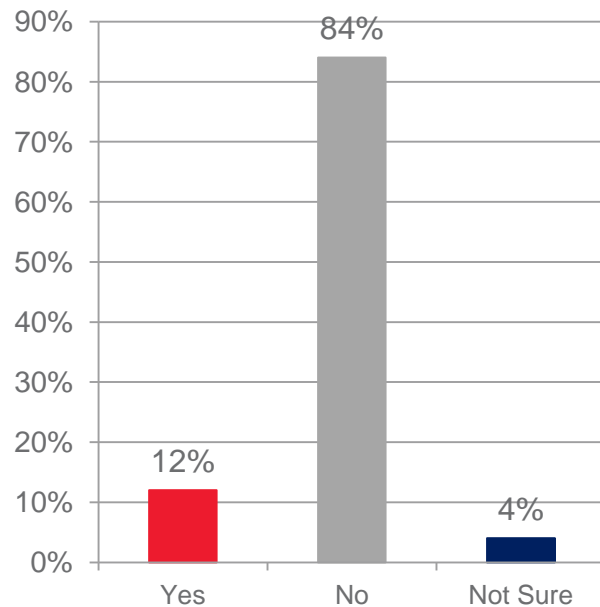
	Not sure						
	Total	Less than \$25k	\$25-\$35k	\$35-\$50k	\$50-\$75k	\$75-\$100k	\$100k+
Recognize the sound of our home smoke alarm	6%	6%	7%	5%	4%	11%	7%
Evacuate our home without the help of an adult	13%	6%	14%	14%	13%	19%	11%
Wake up during the night and evacuate our home	16%	14%	20%	11%	15%	15%	21%
Go to our family meeting place after evacuating	11%	3%	14%	9%	12%	12%	14%
Identify another way to leave a room if the doorway is blocked	15%	10%	16%	20%	12%	22%	13%



F13. Think for a moment about the YOUNGEST child over the age of 3 who is living in your home. For each of the following, please indicate if it is something your youngest child over the age of 3 can or cannot do or if you are not sure.  
Base = Have children age 3-17 in household (311)

# Disability

## Have a disability or health condition.



## Disability: Specific Plan

Total / Disability

