

Summer Safety

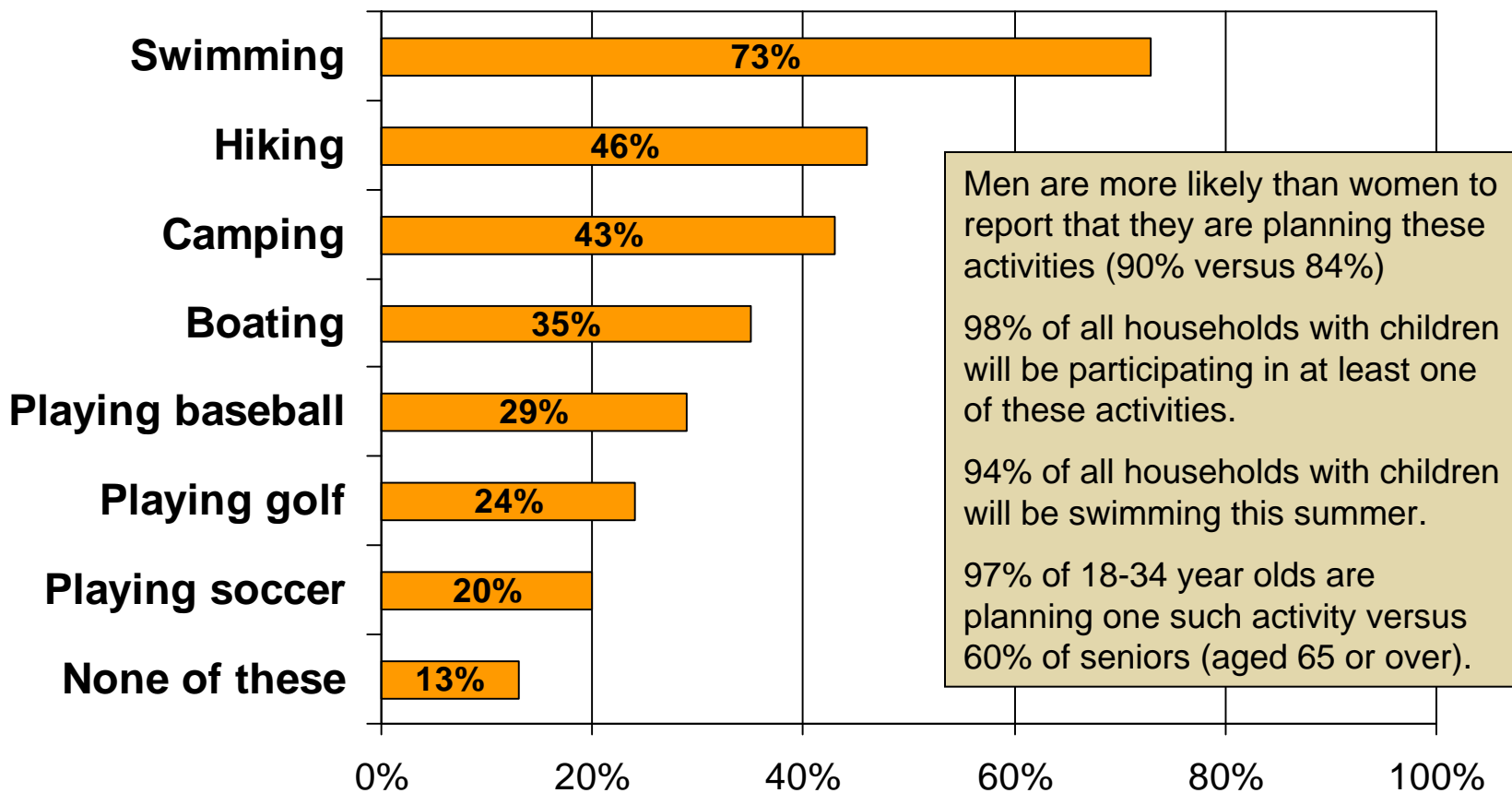
March 2010 Polling

Telephone survey of 1,018 U.S. Adults 18 years and older on March 26-29, 2010 conducted by Infogroup | ORC. Margin of error is +/- 3.1 percentage points at the 95% confidence level.

Report Date: April 13, 2010

Communications Department
Research & Public Inquiry

Swimming is by far the most popular summertime activity

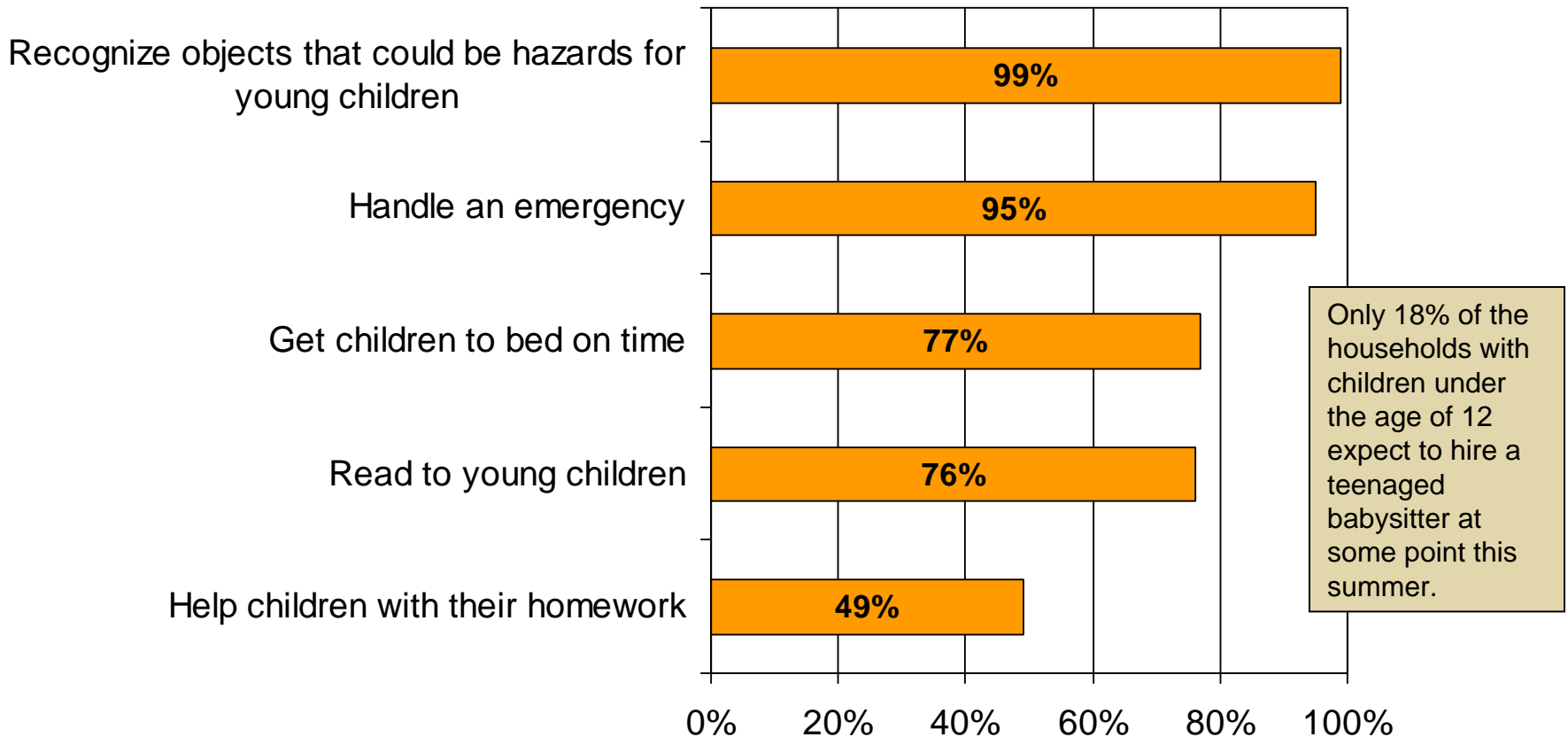


Will you or anyone in your household be participating in any of the following activities this summer?



Nearly all parents hiring teens want to be assured that sitters know how to avoid and handle emergencies.

Base: 6% that expect to hire a teenaged babysitter at some point this summer (58 respondents).

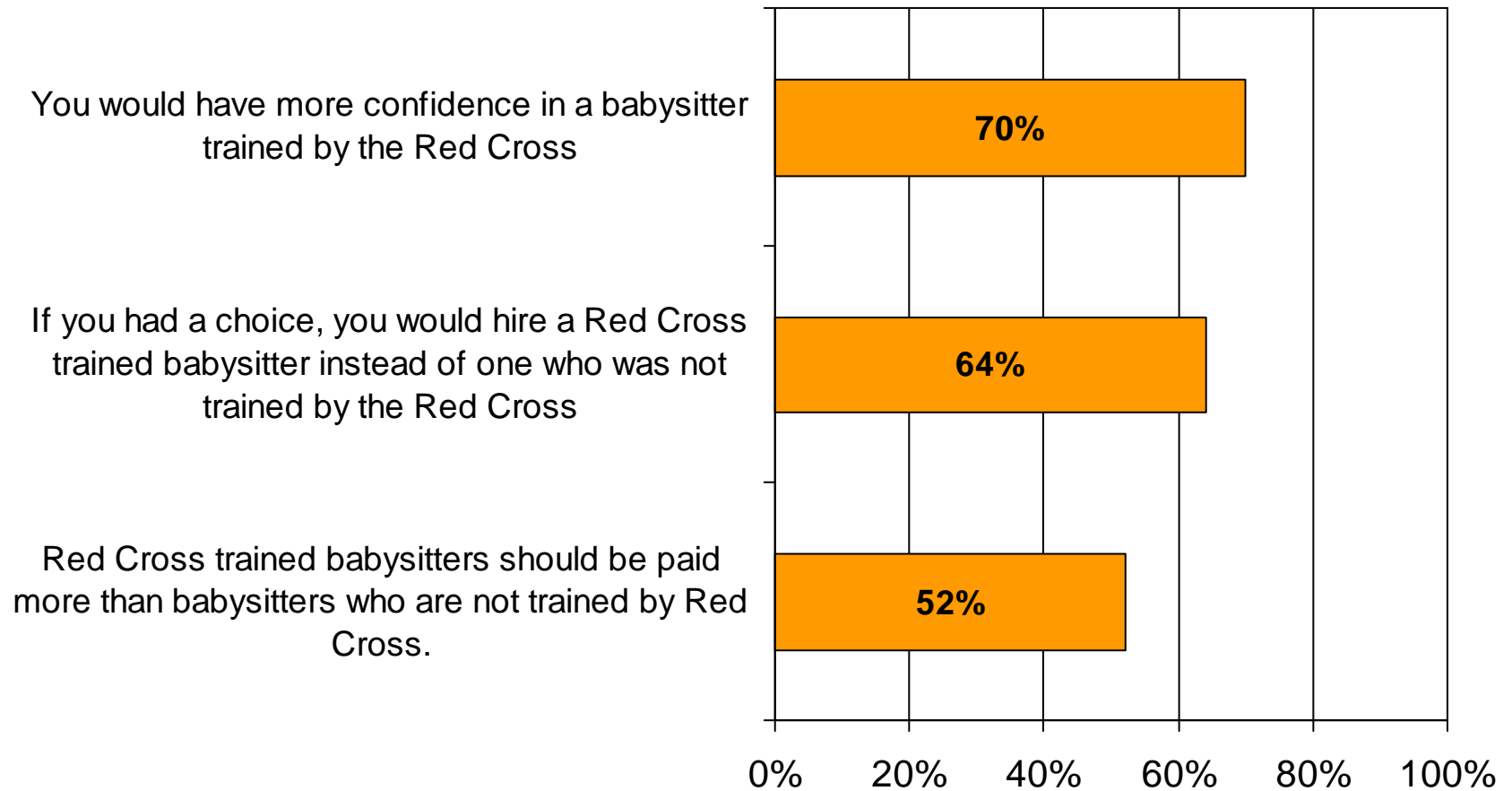


On a scale of 1 to 5, with 1 being completely unimportant and 5 being very important, when you hire a teenaged babysitter, how important is it that the babysitter knows how to do each of the following things? Percentages in table are top two boxes.



Red Cross training gives these parents more confidence

Base: 6% of households that expect to hire a teenaged babysitter at some point this summer (58 respondents).

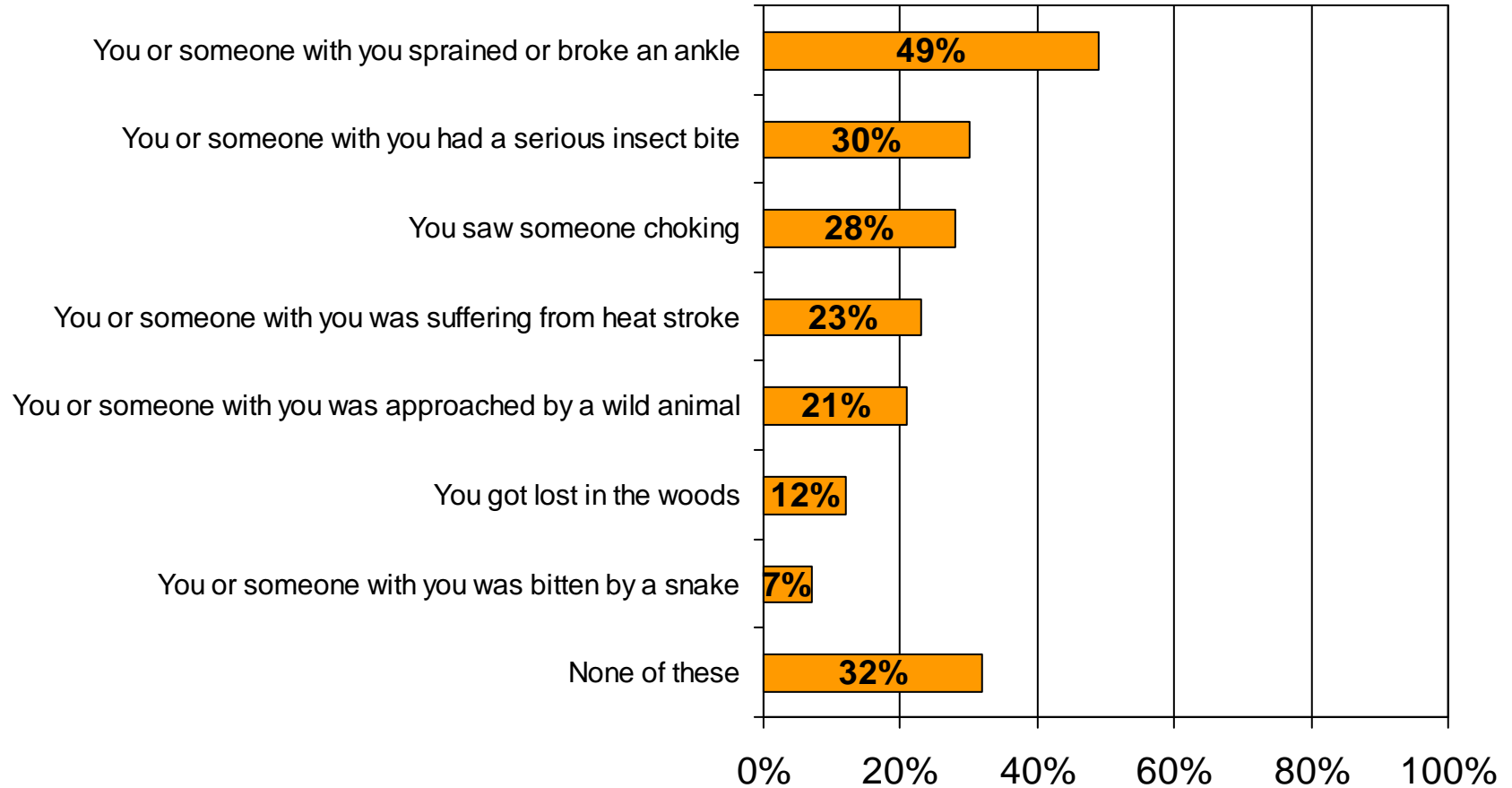


Some teen babysitters are trained by the American Red Cross to care for children and handle emergencies. Thinking about this training, on a scale of 1 to 5, where 1 is completely disagree and 5 is completely agree, to what extent do you agree or disagree with these statements? Percentages in table are top two boxes.



Two in three have encountered at least one emergency situation

Men were more likely than women to encounter these situations (76% versus 61%)

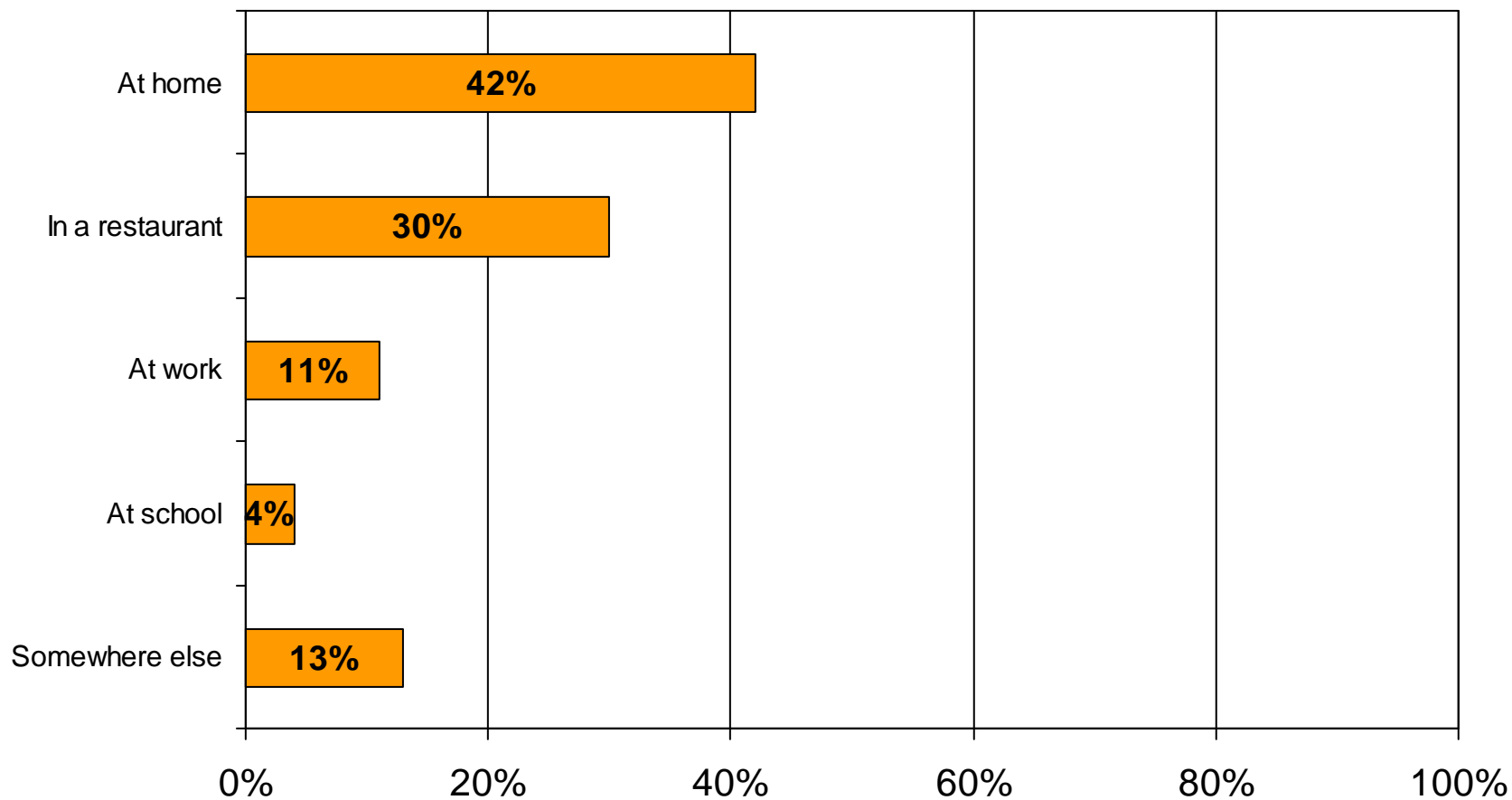


Have you ever been in any of the following emergency situations?



Most choking incidents occurred at home

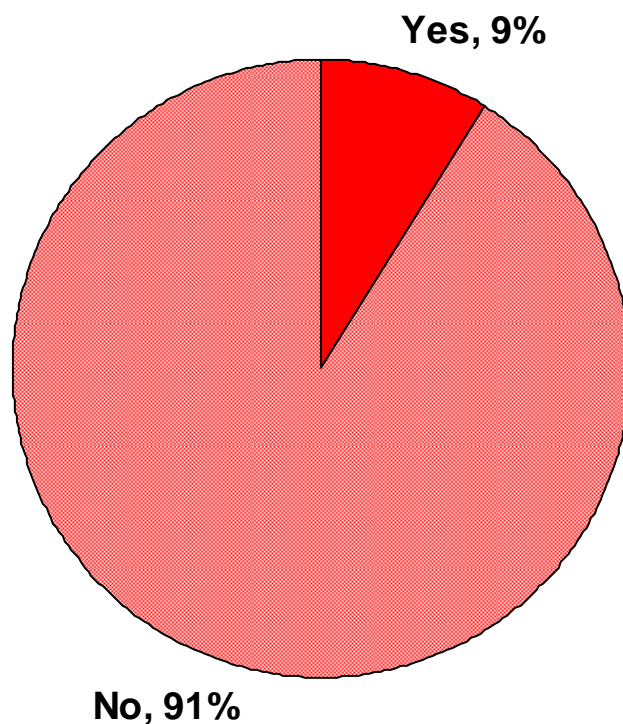
Base is the 28% who saw someone choking



Where did the choking emergency that you mentioned happen? If you have been in this situation more than once, please answer for the most recent. Did it happen. . .



One in ten indicated that they themselves needed help because they were choking.

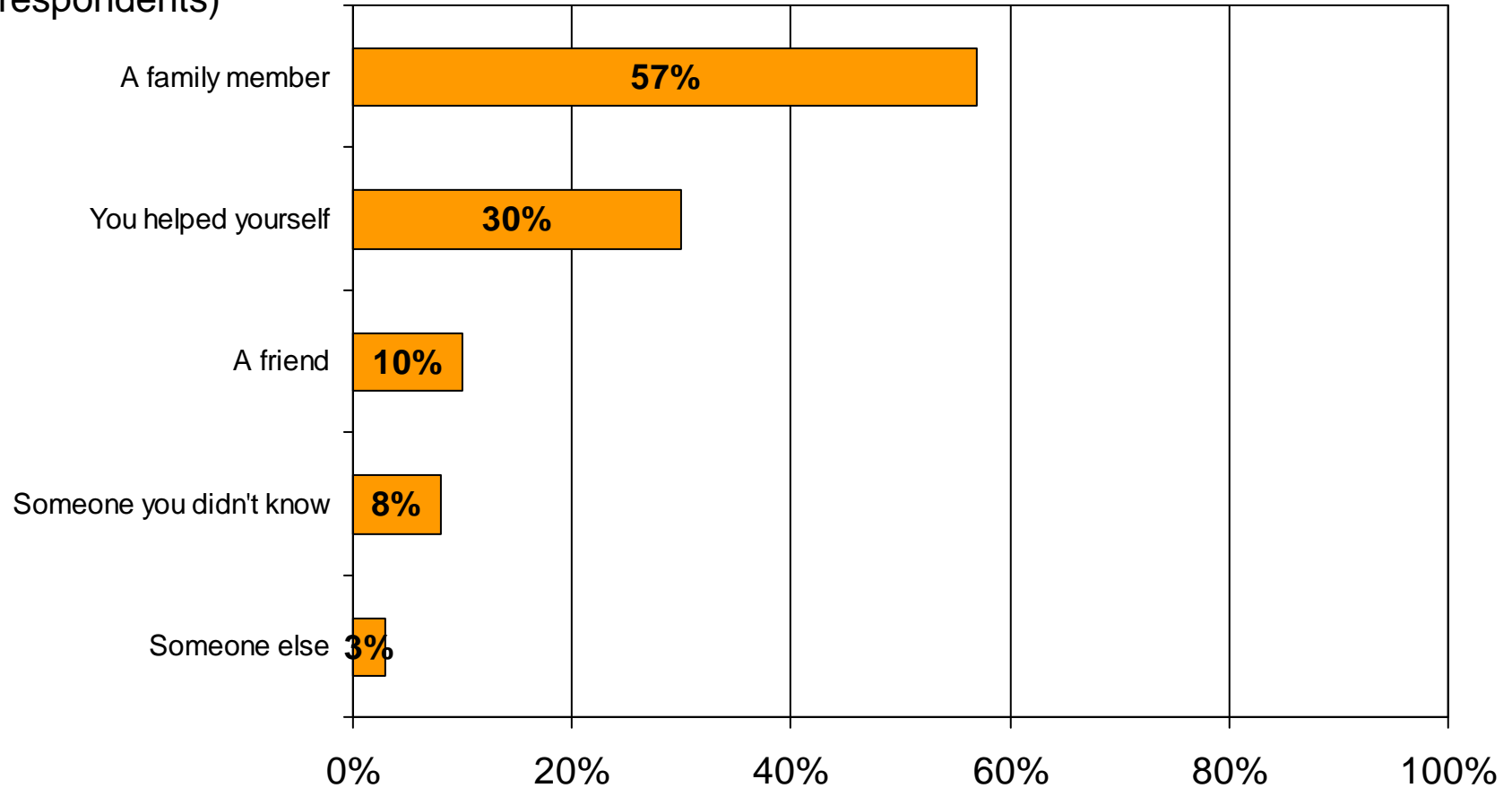


Have you yourself ever needed help because you were choking?



For choking incidents, family members are the most likely to help

Base is the 9% who themselves needed help because they were choking (94 respondents)

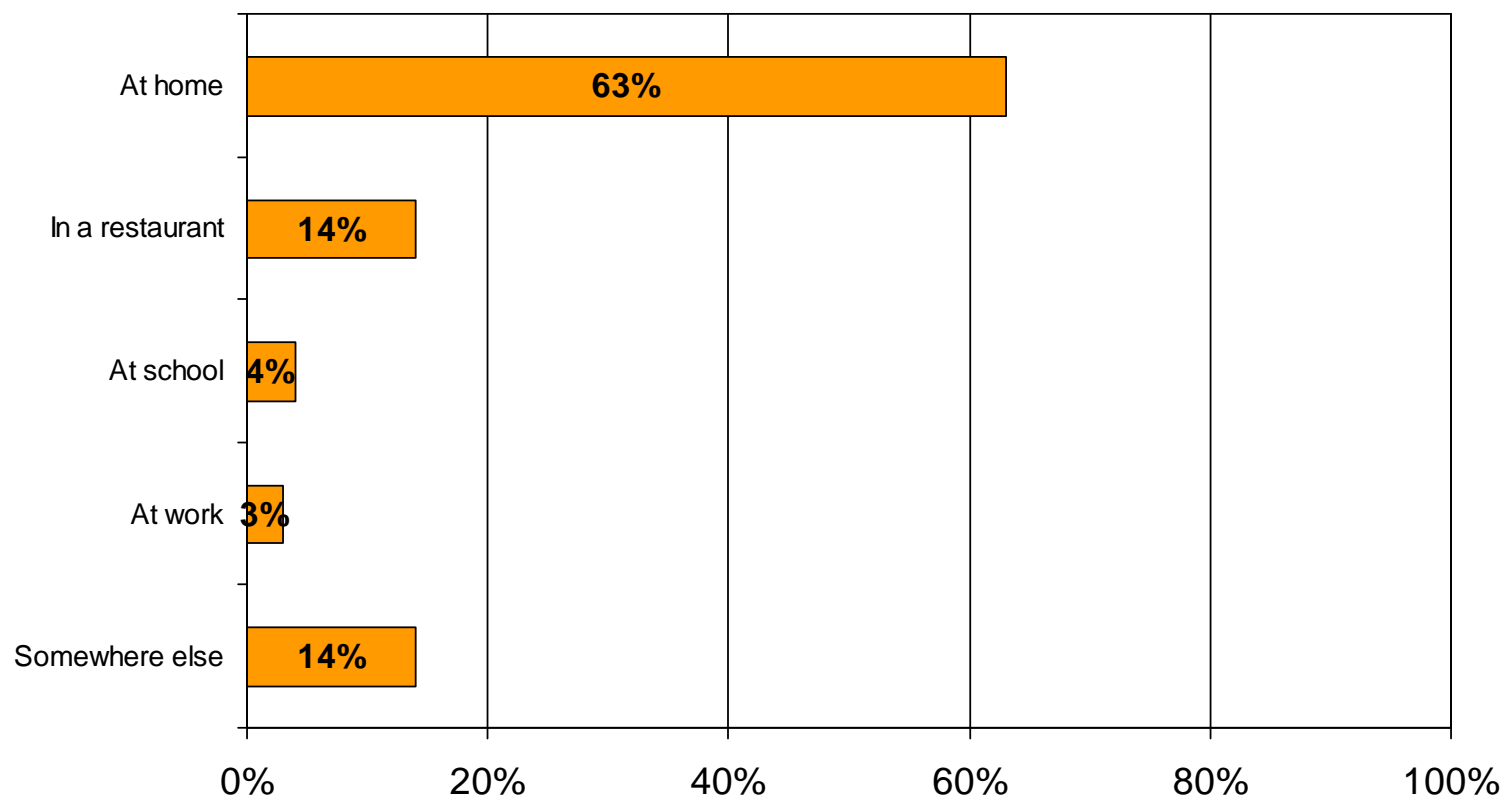


Who helped you? Would you say. . .



Home was the most common site for choking emergencies

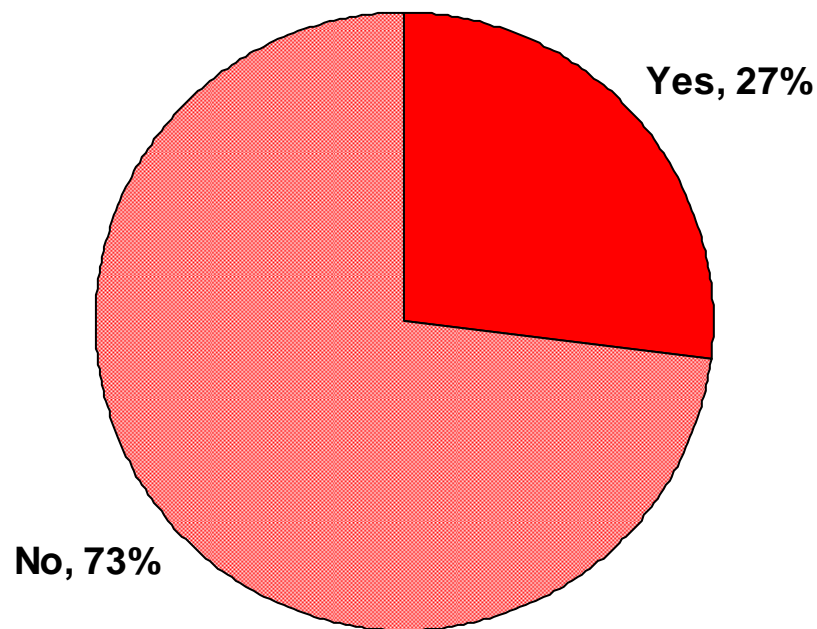
Base is the 9% who themselves needed help because they were choking (94 respondents)



Where did your choking emergency happen? If you have been in this situation more than once, please answer for the most recent. Did it happen. . .



One in four has been in a situation where someone may have needed CPR

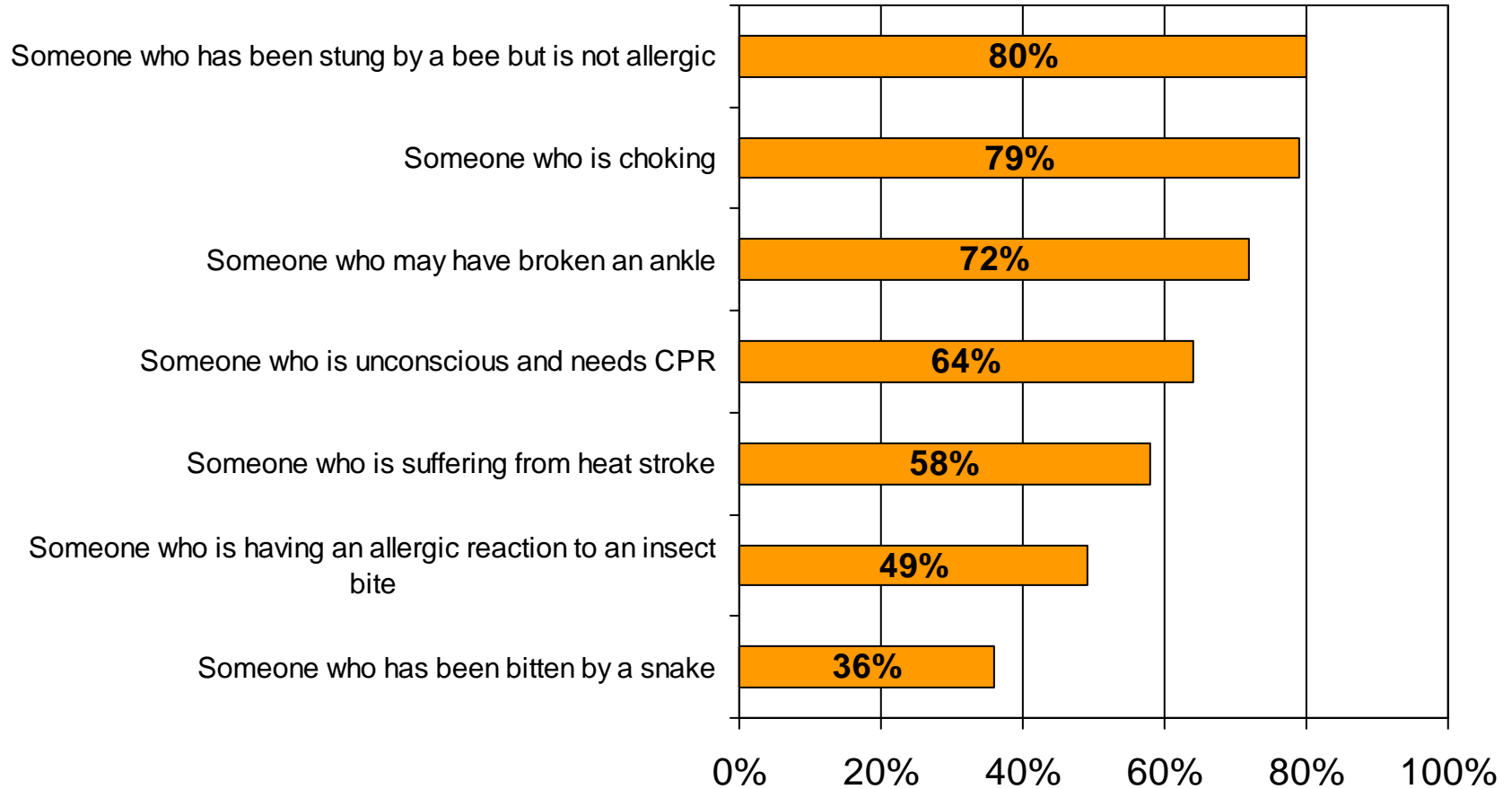


Have you ever been in a situation where someone nearby collapsed and may have needed CPR?



Two out of three are confident they could help someone who needed CPR

Seniors are the least confident (44%)

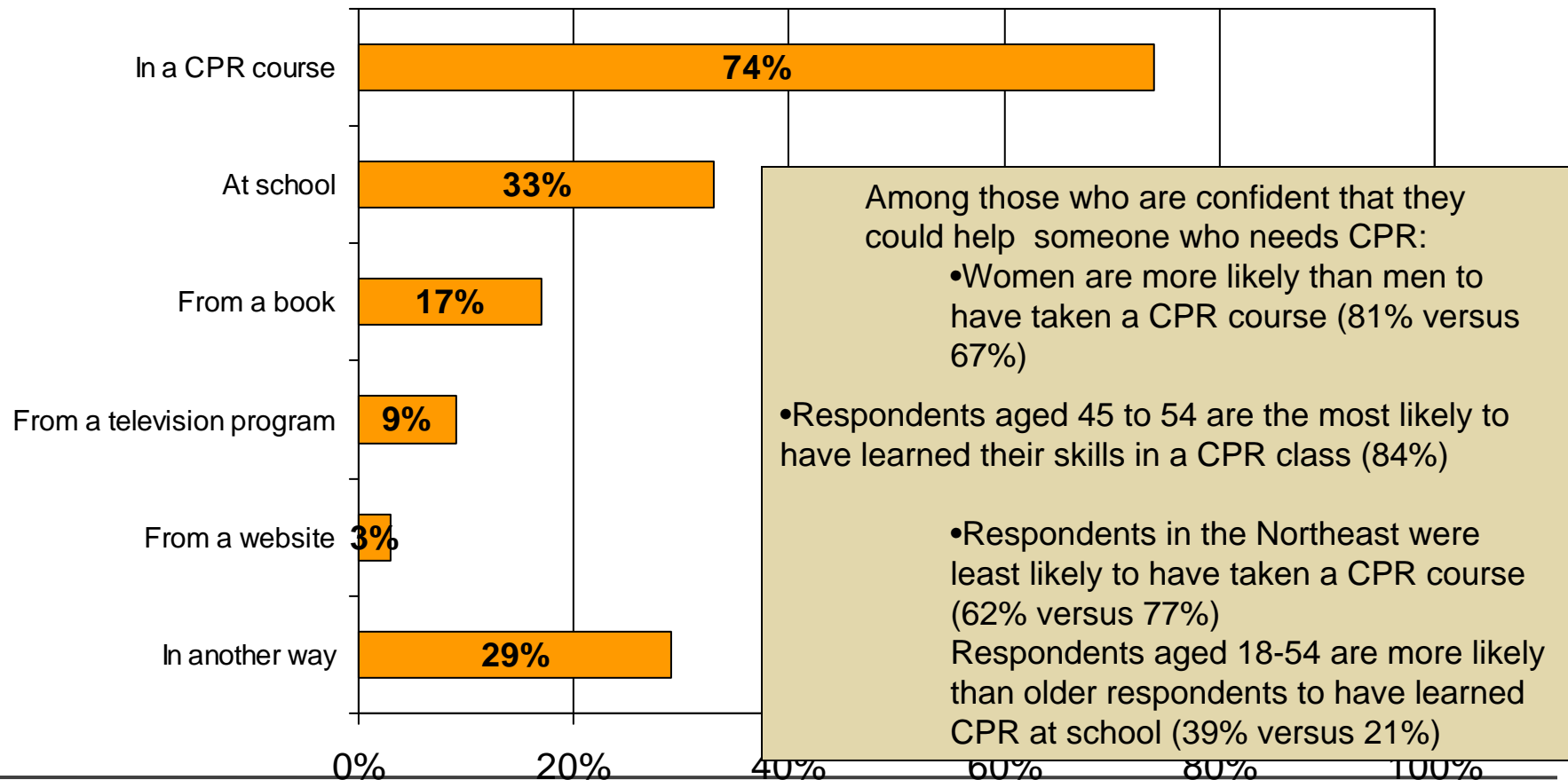


Are you confident that you know how to help. . .



Three out of four who are confident they could give CPR have taken a CPR course

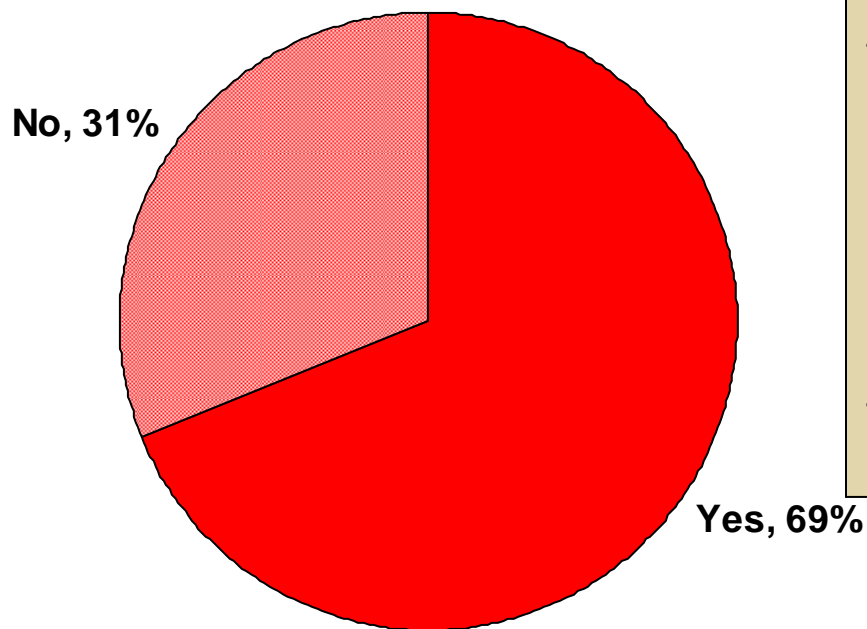
Base is 64% who are confident that they know how to help someone who is unconscious and needs CPR



Where did you learn your CPR skills? Would you say . . .



Seven in ten have taken a CPR class at some point in their lives



44% of those aged 65 and over have never taken a CPR class versus 27% for those under the age of 65.

Respondents in the Northeast were least likely to have taken a CPR class (60% versus 71%).

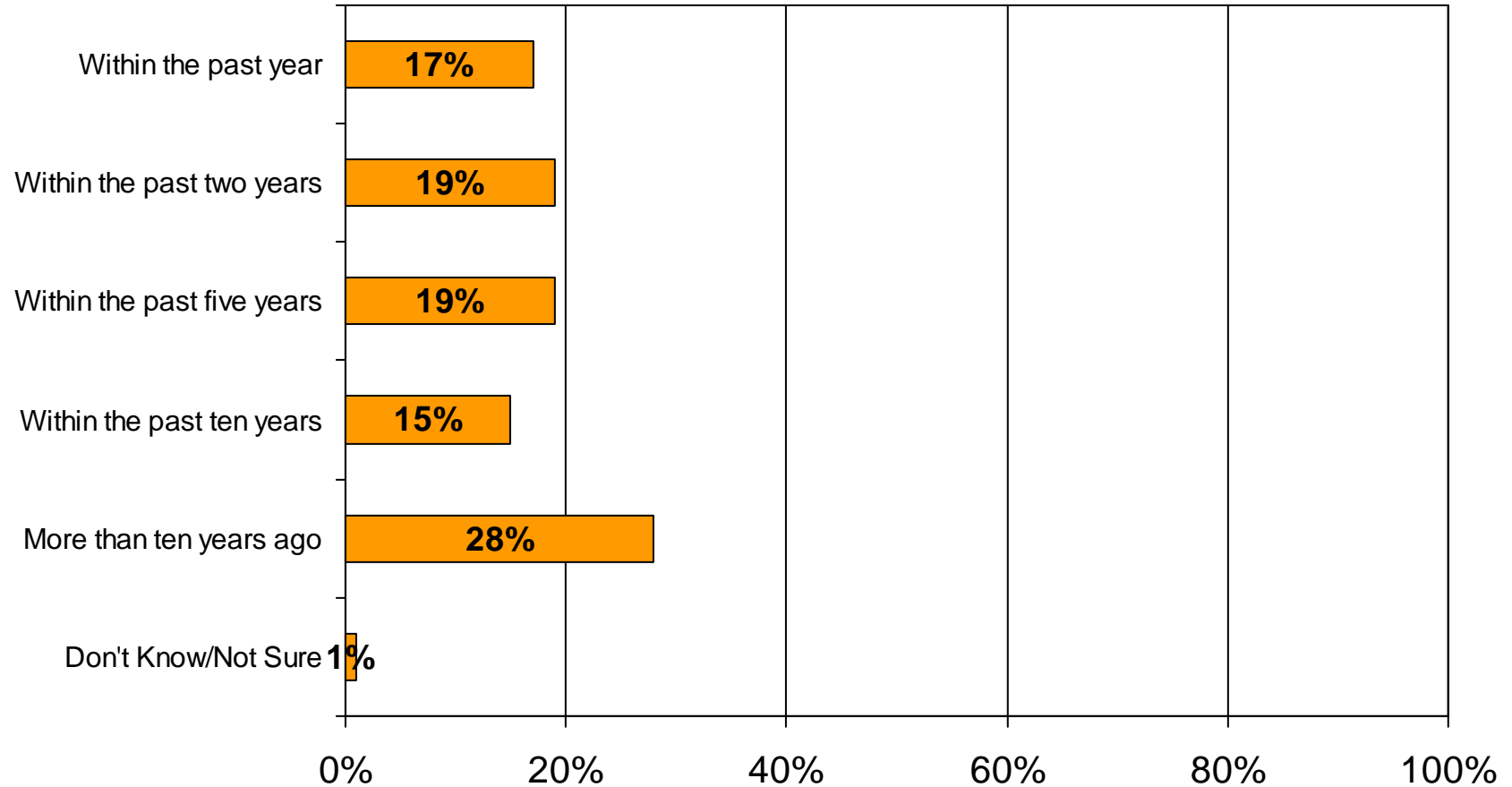
Respondents who had not completed high school were less likely to have taken a CPR class (44% versus 71%).

Have you ever taken a class to learn how to give CPR



Among those who have taken a CPR class, four in ten took it more than five years ago.

Base is 69% who have ever taken a class to learn how to give CPR

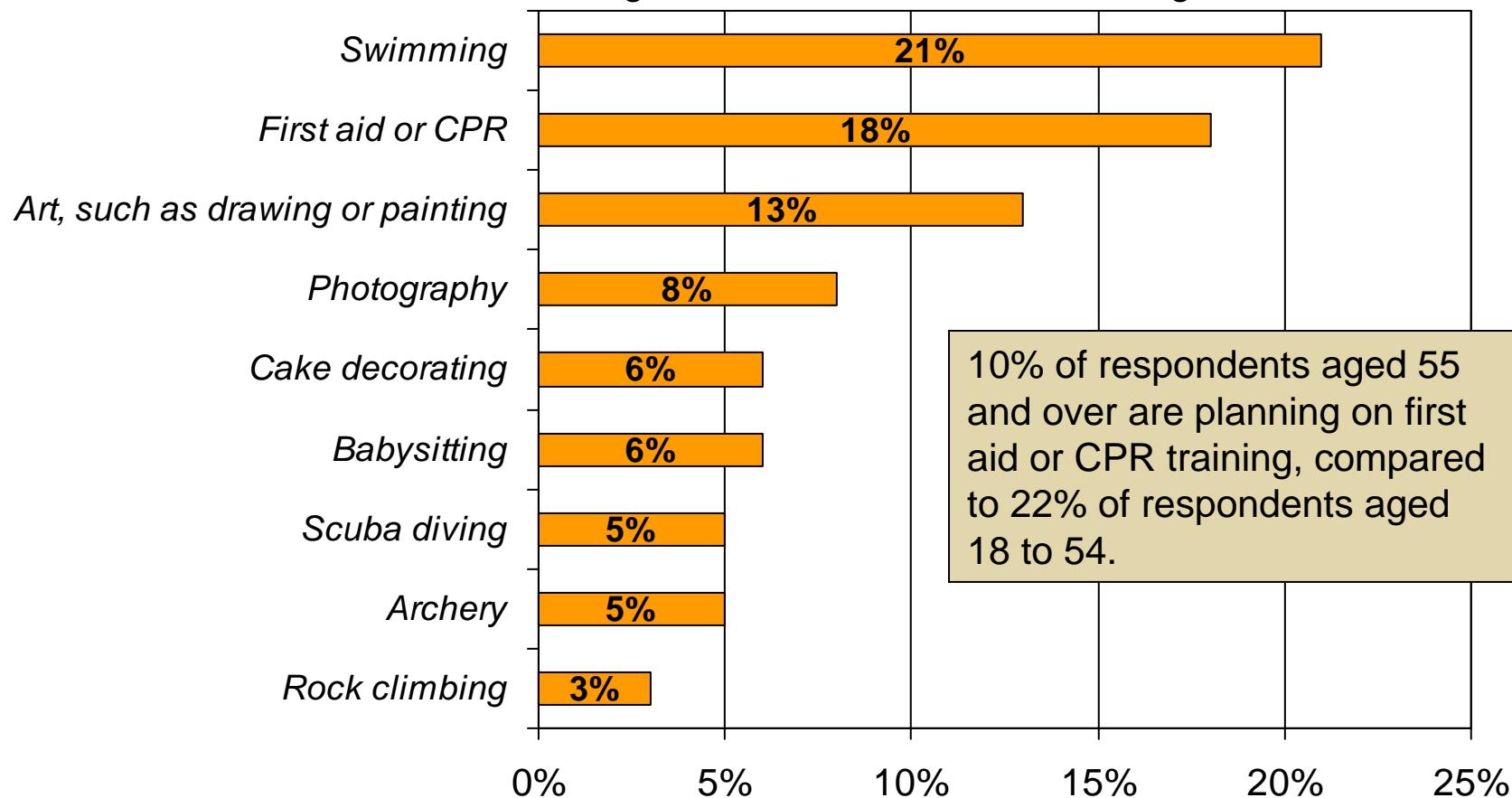


Was that CPR class taken. . .



Most popular course choices for the summer are swimming and first aid or CPR

One in five households would like to get some first aid or CPR training this summer

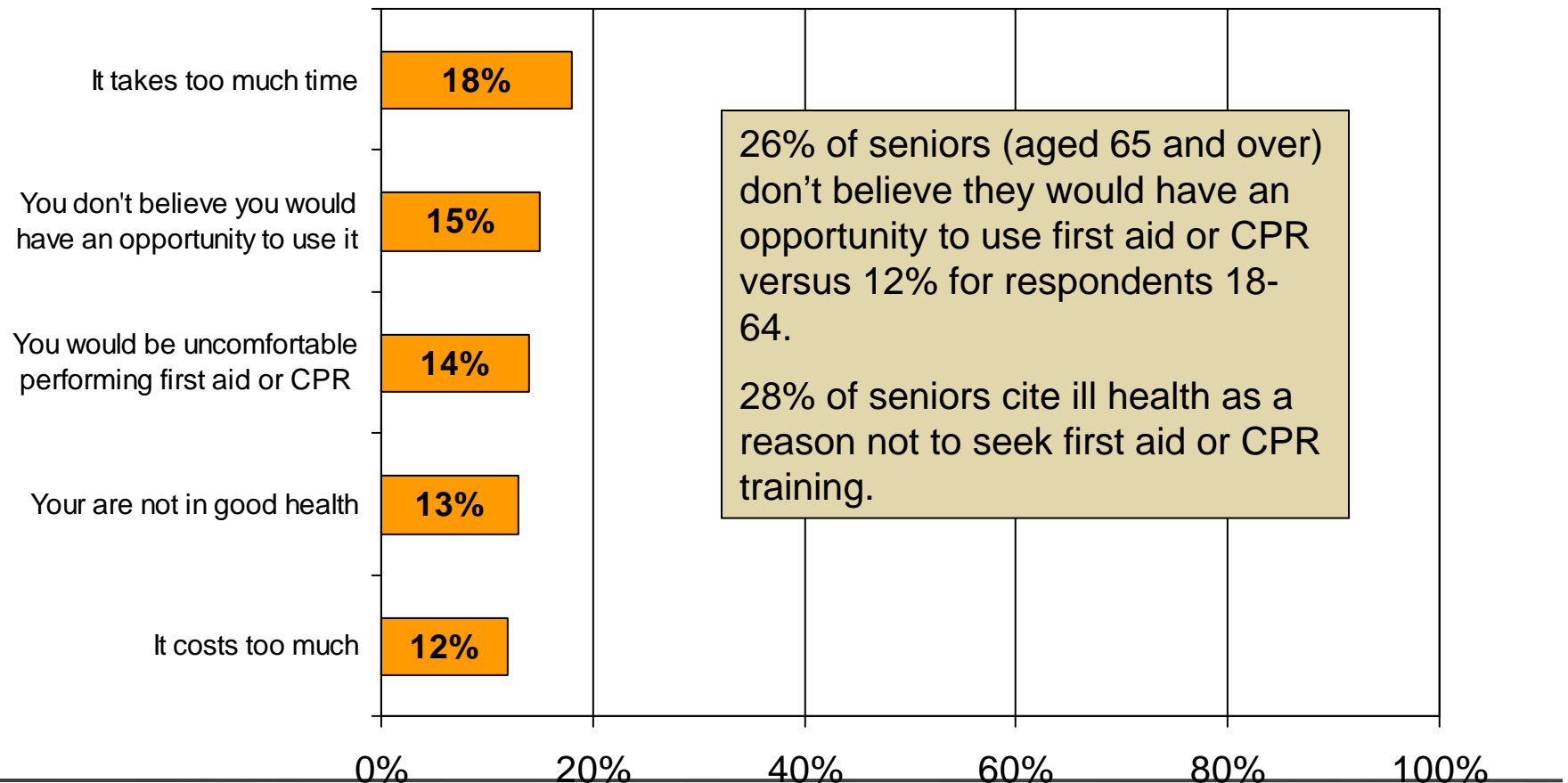


Are you or is anyone in your household planning on taking courses in any of the following skills this summer?



One in five believe that first aid or CPR training takes too much time

Base is 82% who are not planning to invest in a first aid or CPR course this summer

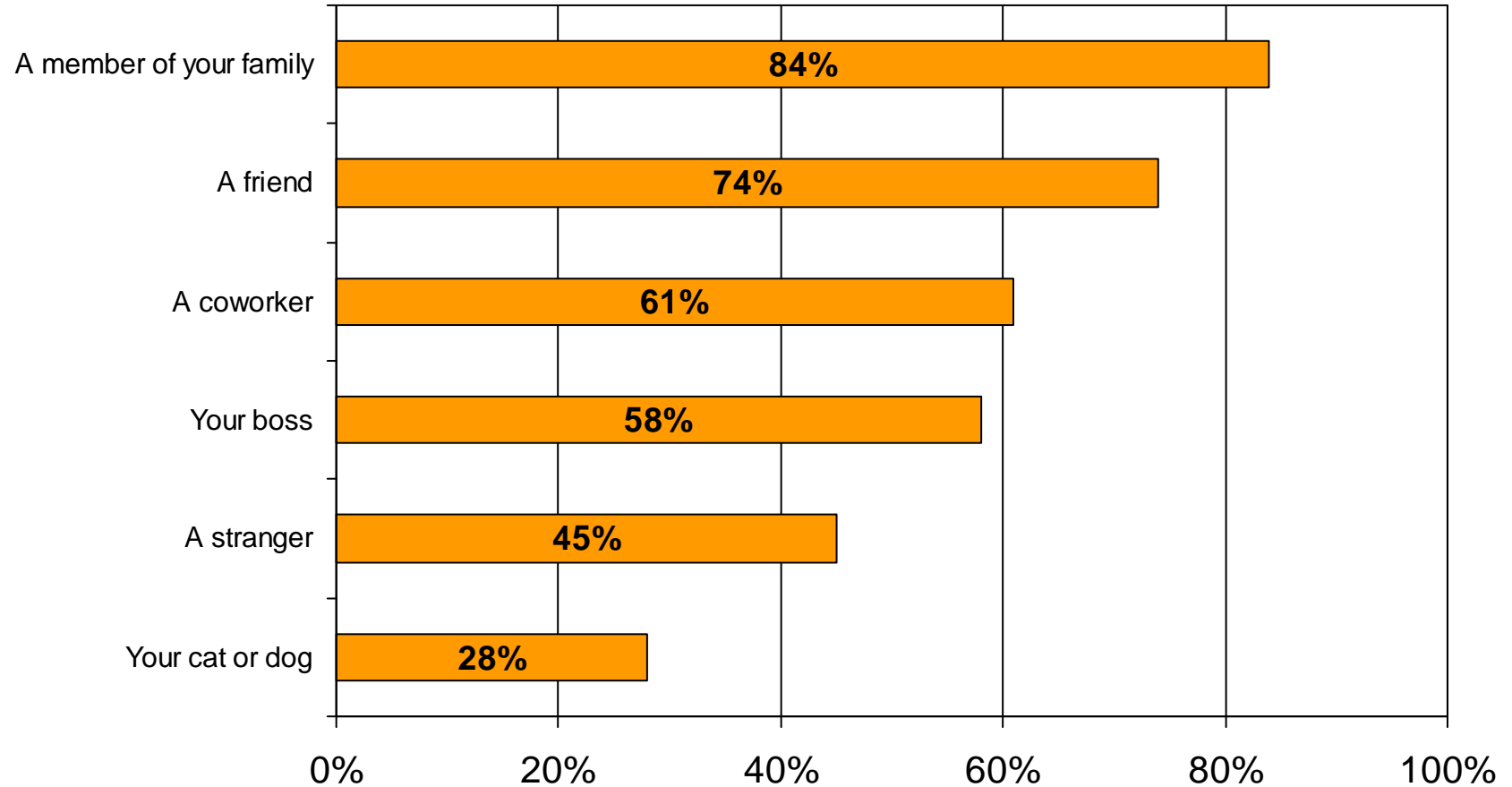


Which of the following are reasons why you are NOT planning to take a first aid or CPR course this summer?.



Nine out of ten would be very likely try to give CPR if needed by a family member

One in three would try to help a pet who needed CPR

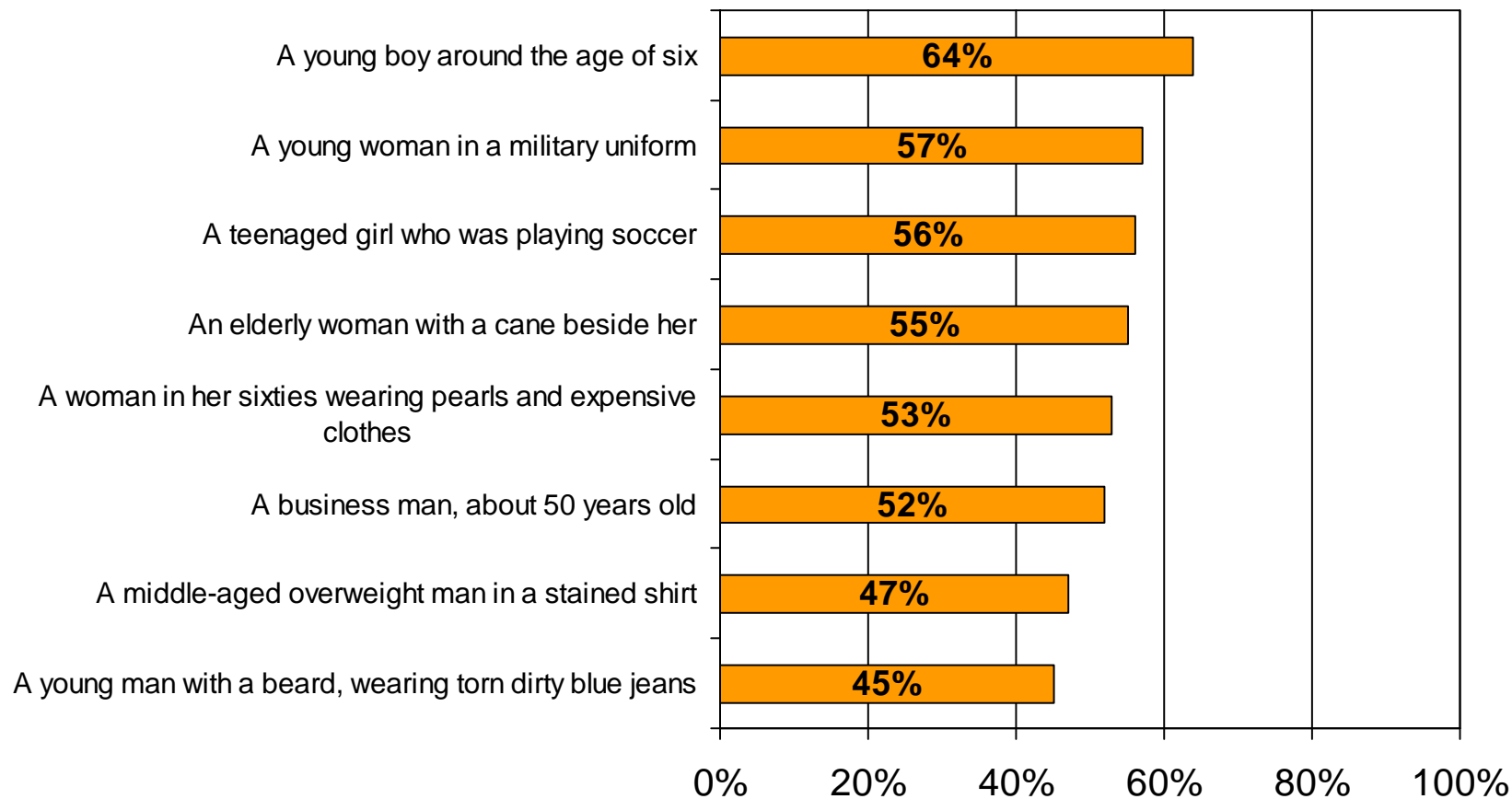


On a scale of 1 to 5, with 1 being not at all likely and 5 being very likely, how likely would you be to try to give CPR if needed by each of the following? Percentages in table are top box – very likely



People are more comfortable helping children and women

A disheveled appearance discourages people from helping.



Now imagine that the person who needed CPR was NOT someone that you knew. On a scale of 1 to 5, with 1 being not at all likely and 5 being very likely, how likely would you be to try to give CPR if that person was each of the following? Percentages in table are top box – very likely.



Findings for African Americans

- African Americans are less likely than Whites to report being in the emergency situations listed in the poll (45% versus 76%)
- African Americans are less likely than Whites to feel confident to help in the range of emergency situations listed in the poll (88% versus 95%)
- African Americans who have taken a CPR class were more likely than Whites to have taken it within the past year (38% versus 16%)

Selected Regional Values

	Northeast	Midwest	South	West
You or someone in your household will be swimming this summer	76%	74%	70%	73%
You saw someone choking	28%	32%	27%	25%
You have ever been in a situation where someone nearby collapsed and may have needed CPR	24%	27%	28%	25%
You yourself needed help because you were choking	7%	13%D	11%	5%
You are confident you could help someone who is choking	75%	78%	81%	79%
Confident you could help someone who is unconscious and needs CPR	62%	58%	66%	68%
Have ever taken a class to learn how to give CPR	60%	75%A	68%	75%A
Planning on taking a course in First Aid or CPR	16%	19%	18%	19%