

REPORT

CPR & AED Awareness Survey

Created for: Philips Medical Systems & the American Heart Association

SUBJECTS FOR QUESTIONNAIRE

400	SCREENER
500	AWARENESS AND KNOWLEDGE OF SCA, CPR, AED
600	EXPERIENCE WITH CPR AND AED
700	PERCEIVED BARRIERS TO ACTION
800	GENERAL QUESTIONS
100	DEMOGRAPHICS

Field Dates: January 4, 2008-January 21, 2008

Number of Completes:

- Total N=1,132
- African American N=162
- Hispanic N=150

Weighting: Figures for age, sex, race/ethnicity, income, education and region were weighted where necessary to bring them in line with their actual proportions in the U.S. adult population. Propensity score weighting was also applied to adjust for respondents' propensity to be online.

Margin of Error: Given the sample size, the margin of error is +/- 3 percentage points at a 95% Confidence Interval.

Notes on reading the results: *The percentage of respondents has been included for each item. An asterisk (*) signifies a value of less than one-half percent. A dash represents a value of zero. Percentages may not always add up to 100% due to computer rounding or the acceptance of multiple answers from respondents on a given question.*

SECTION 500: AWARENESS AND KNOWLEDGE OF SCA, CPR & AED

BASE: ALL U.S. RESIDENTS 18+

Q505 For each of the following statements, please indicate whether you agree or disagree.

SUMMARY OF STRONGLY/SOMEWHAT AGREE

TOTAL

1132 BASE

- 89% If I saw a medical emergency, I would do something to help
I am confident that I would know what actions to take in a
- 79% medical emergency
I know where to get information about what to do in medical
- 89% emergencies
- 95% I would know how to get help in a medical emergency

SUMMARY OF STRONGLY/SOMEWHAT DISAGREE

TOTAL

1132 BASE

- 5% If I saw a medical emergency, I would do something to help
I am confident that I would know what actions to take in a
- 17% medical emergency
I know where to get information about what to do in medical
- 7% emergencies
- 3% I would know how to get help in a medical emergency

SUMMARY OF NOT SURE

TOTAL

1132 BASE

- 5% If I saw a medical emergency, I would do something to help
I am confident that I would know what actions to take in a
- 4% medical emergency
I know where to get information about what to do in medical
- 4% emergencies
- 2% I would know how to get help in a medical emergency

BASE: ALL U.S. RESIDENTS 18+

Q510 Looking at the images below, have you ever seen the object pictured, or something like it?

TOTAL

1132 BASE

60% Yes

33% No

7% Not sure

BASE: ALL U.S. RESIDENTS 18+

Q512 The image below shows the same object in a typical setting. Have you ever seen this object, or something like it?

TOTAL

1132 BASE

47% Yes

46% No

7% Not sure

BASE: RESPONDENTS WHO HAVE SEEN AN AED (Q510/1 OR Q512/1)

Q515 What do you think the object in the images below is used for?

TOTAL

828 BASE

98% Administers an electrical shock to restore a normal heart

beat among victims of sudden cardiac arrest

2% Monitors someone's heart rate

* Measures someone's blood pressure

* Measures blood sugar levels among people with diabetes

* Other

* Not sure

BASE: ALL U.S. RESIDENTS 18+

Q516 How familiar would you say you are with each of the following?

CPR

TOTAL

1132 BASE

29% TOP 2 BOX (NET)

- 11% Extremely familiar
- 18% Very familiar
- 28% Familiar

44% BOTTOM 2 BOX (NET)

- 29% Somewhat familiar
- 15% Not at all familiar

AED

TOTAL

1132 BASE

16% TOP 2 BOX (NET)

- 6% Extremely familiar
- 10% Very familiar
- 15% Familiar

69% BOTTOM 2 BOX (NET)

- 30% Somewhat familiar
- 38% Not at all familiar

SCA

TOTAL

1132 BASE

12% TOP 2 BOX (NET)

- 5% Extremely familiar
- 7% Very familiar
- 21% Familiar

67% BOTTOM 2 BOX (NET)

- 30% Somewhat familiar
- 37% Not at all familiar

BASE: ALL U.S. RESIDENTS 18+

Q520 Sudden cardiac arrest, or SCA, occurs when the heart's pumping chambers suddenly stop contracting effectively, and the heart loses its ability to effectively pump blood. As a result, a person experiencing sudden cardiac arrest usually has no detectable pulse. They suddenly become unresponsive, stop breathing, and could die if treatment is not received in minutes.

How familiar would you say you are with sudden cardiac arrest (SCA)?

TOTAL	
1132	BASE
<hr/>	
11%	Top 2 Box
5%	Extremely Familiar
7%	Very Familiar
19%	Familiar
70%	Bottom 2 Box
33%	Somewhat Familiar
37%	Not at all Familiar

BASE: ALL U.S. RESIDENTS 18+

Q525 Cardiopulmonary resuscitation, or CPR, is used to maintain circulation when the heart stops pumping during sudden cardiac arrest, by manually compressing the chest overlying the heart and forcing air into the lungs by providing mouth-to-mouth breaths.

How familiar would you say you are with CPR?

TOTAL	
1132	BASE
<hr/>	
30%	Top 2 Box
11%	Extremely Familiar
19%	Very Familiar
30%	Familiar
40%	Bottom 2 Box
32%	Somewhat Familiar
8%	Not at all Familiar

BASE: ALL U.S. RESIDENTS 18+

Q530 An automated external defibrillator, or AED, is a portable device used to deliver an electrical shock to the heart of a victim of sudden cardiac arrest. An AED automatically analyzes the patient's heart rhythm and advises the rescuer whether or not a shock is needed.

How familiar would you say you are with automated external defibrillators (AEDs)?

TOTAL	
1132	BASE
<hr/>	
13%	Top 2 Box
5%	Extremely Familiar
7%	Very Familiar
18%	Familiar
69%	Bottom 2 Box
31%	Somewhat Familiar
39%	Not at all Familiar

BASE: RESPONDENTS WHO ANSWER AT LEAST SOMEWHAT FAMILIAR TO SCA, CPR, AND AED

Q535 How knowledgeable would you say you are about the following?

CPR

TOTAL	
1059	BASE
<hr/>	
25%	Top 2 Box
10%	Extremely Knowledgeable
15%	Very Knowledgeable
30%	Knowledgeable
45%	Bottom 2 Box
38%	Somewhat Knowledgeable
7%	Not at all Knowledgeable

AED

TOTAL

747 BASE

- 19% Top 2 Box**
- 8% Extremely Knowledgeable
- 11% Very Knowledgeable
- 24% Knowledgeable
- 57% Bottom 2 Box**
- 44% Somewhat Knowledgeable
- 13% Not at all Knowledgeable

SCA

TOTAL

757 BASE

- 15% Top 2 Box**
- 5% Extremely Knowledgeable
- 10% Very Knowledgeable
- 24% Knowledgeable
- 61% Bottom 2 Box**
- 52% Somewhat Knowledgeable
- 9% Not at all Knowledgeable

BASE: ALL U.S. RESIDENTS 18+

Q545 Which of the following do you think are causes of sudden cardiac arrest (SCA)? Please select all that apply.

TOTAL

1132 BASE

- 77% Heart disease
- 30% Heart medications
- 60% Recreational drug abuse
- 69% Sudden traumas, such as a blow to the chest
- 62% Electric shock or electrocution
- Vigorous physical exercise, such as running or
- 54% swimming
- 28% Choking
- 11% Not sure
- 1% None of these

BASE: ALL U.S. RESIDENTS 18+

Q550 Do you think you are at risk for sudden cardiac arrest?

TOTAL

1132 BASE

17% Yes

52% No

30% Not sure

BASE: DOES NOT THINK THEY ARE AT RISK

Q551 Which of the following are reasons why you do not think you are at risk for sudden cardiac arrest? Please select all that apply.

TOTAL

606 BASE

53% PERCEIVED LOW RISK (NET)

34% I am not a member of the racial/ethnic group that is most at-risk

11% I am at lower risk than members of the opposite sex

96% NO HEALTH RISK (NET)

83% I do not have heart disease

73% I do not have high blood pressure

55% I do not have a family history of heart disease

74% I do not take heart medications

76% I am not diabetic

94% HEALTHY HABITS (NET)

77% I do not smoke

87% I do not abuse recreational drugs

45% I exercise regularly

41% I follow a heart healthy diet

2% Other

BASE: ALL U.S. RESIDENTS 18+

Q555 Which one of the following steps do you think someone should take immediately after administering an electrical shock with an AED?

TOTAL

1132	BASE
	Use the AED to check whether normal heart functioning has been restored
42%	
8%	Deliver two rescue breaths to the victim
	Allow the victim to rest for thirty seconds before proceeding
5%	
4%	Administer chest compressions to the victim for two minutes
40%	Not sure
2%	None of these

BASE: ALL U.S. RESIDENTS 18+

Q560 How much training do you think is necessary to be able to properly use an automated external defibrillator (AED) in a medical emergency?

TOTAL

1132	BASE
57%	Some minimal training is necessary
24%	Extensive training is necessary
6%	No training is necessary
2%	Only medical professionals are qualified to operate AEDs
11%	Not sure

BASE: ALL U.S. RESIDENTS 18+

Q565 Now we have a few questions about cardiopulmonary resuscitation (CPR). When performing CPR, how many compressions do you think someone should perform in between rescue breaths to the victim?

TOTAL	
1132	BASE
49%	5
20%	15
*	50
	The rescuer should not pause between compressions to
4%	administer rescue breaths
9%	30
17%	Not sure

BASE: ALL U.S. RESIDENTS 18+

Q570 Which of the following symptoms do you think should always be present before someone attempts CPR or uses an automated external defibrillator (AED)? Please check all that apply.

TOTAL	
1132	BASE
69%	The victim is not breathing
44%	The victim is not conscious
73%	The rescuer is unable to find a pulse
6%	The victim appears to be choking
12%	Not sure

BASE: ALL U.S. RESPONDENTS 18+

Q572 Which of the following do you think you should do first if you witness someone experiencing sudden cardiac arrest?

TOTAL	
1132	BASE
85%	Call 911
6%	Perform CPR
8%	Use an AED, if it is available

BASE: ALL U.S. RESIDENTS 18+

Q575 How much do you agree or disagree with each of the following statements?

SUMMARY OF STRONGLY/SOMEWHAT AGREE

TOTAL	
1132	BASE
73%	Performing CPR on a victim of sudden cardiac arrest can double or triple their chances of survival
59%	Effective hands-only CPR can restore a normal heart beat if performed early enough after sudden cardiac arrest occurs
54%	When used correctly, AEDs (automated external defibrillators) pose no risk to either the rescuer or the victim
52%	AEDs (automated external defibrillators) can automatically determine whether an electrical shock is needed
49%	Almost 80% of all sudden cardiac arrests occur in the home
42%	Even if no trained person is available, a person should not attempt to use CPR on someone experiencing sudden cardiac arrest
40%	Sudden cardiac arrest is the same as a heart attack
40%	If a person witnesses someone experiencing sudden cardiac arrest, he or she should use an AED (automated external defibrillator) before attempting CPR, if one is readily available
39%	Most (95%) sudden cardiac arrest victims die before they reach a hospital
32%	Although CPR can sustain life for a short time, only defibrillation, the delivery of an electrical shock to the heart muscle, can restore a normal heart beat
19%	AEDs (automated external defibrillators) are never suitable for use on children of any age
7%	Children cannot suffer from sudden cardiac arrest

SUMMARY OF STRONGLY/SOMEWHAT DISAGREE

TOTAL

1132 BASE

- 79% Children cannot suffer from sudden cardiac arrest
Although CPR can sustain life for a short time, only defibrillation, the delivery of an
- 41% electrical shock to the heart muscle, can restore a normal heart beat
Even if no trained person is available, a person should not attempt to use CPR on
- 40% someone experiencing sudden cardiac arrest
- 33% Sudden cardiac arrest is the same as a heart attack
AEDs (automated external defibrillators) are never suitable for use on children of any
- 32% age
If a person witnesses someone experiencing sudden cardiac arrest, he or she should
use an AED (automated external defibrillator) before attempting CPR, if one is readily
- 26% available
- 26% Most (95%) sudden cardiac arrest victims die before they reach a hospital
When used correctly, AEDs (automated external defibrillators) pose no risk to either the
- 20% rescuer or the victim
Effective hands-only CPR can restore a normal heart beat if performed early enough
- 15% after sudden cardiac arrest occurs
- 12% Almost 80% of all sudden cardiac arrests occur in the home
AEDs (automated external defibrillators) can automatically determine whether an
- 8% electrical shock is needed
Performing CPR on a victim of sudden cardiac arrest can double or triple their chances
- 4% of survival

SUMMARY OF NOT SURE

TOTAL

1132 BASE

- 49% AEDs (automated external defibrillators) are never suitable for use on children of any age
- 40% AEDs (automated external defibrillators) can automatically determine whether an electrical shock is needed
- 39% Almost 80% of all sudden cardiac arrests occur in the home
- 35% Most (95%) sudden cardiac arrest victims die before they reach a hospital
- 34% If a person witnesses someone experiencing sudden cardiac arrest, he or she should use an AED (automated external defibrillator) before attempting CPR, if one is readily available
- 27% Although CPR can sustain life for a short time, only defibrillation, the delivery of an electrical shock to the heart muscle, can restore a normal heart beat
- 27% Sudden cardiac arrest is the same as a heart attack
- 26% Effective hands-only CPR can restore a normal heart beat if performed early enough after sudden cardiac arrest occurs
- 26% When used correctly, AEDs (automated external defibrillators) pose no risk to either the rescuer or the victim
- 23% Performing CPR on a victim of sudden cardiac arrest can double or triple their chances of survival
- 18% Even if no trained person is available, a person should not attempt to use CPR on someone experiencing sudden cardiac arrest
- 14% Children cannot suffer from sudden cardiac arrest

BASE: ALL U.S. RESIDENTS 18+

Q580 How confident are you that you would know when it is appropriate to do the following in an emergency situation?

PERFORM CPR

TOTAL

1132 BASE

20% Top 2 Box

7% Extremely Confident

13% Very Confident

20% Confident

61% Bottom 2 Box

33% Somewhat Confident

28% Not at all Confident

USE AN AED

TOTAL

1132 BASE

12% Top 2 Box

4% Extremely Confident

8% Very Confident

13% Confident

75% Bottom 2 Box

26% Somewhat Confident

49% Not at all Confident

BASE: ALL U.S. RESIDENTS 18+

Q585 How confident are you that you could do the following in an emergency situation?

PERFORM CPR

TOTAL

1132 BASE

21% Top 2 Box

8% Extremely confident

13% Very confident

19% Confident

60% Bottom 2 Box

31% Somewhat confident

29% Not at all confident

USE AN AED

TOTAL

1132 BASE

15% Top 2 Box

6% Extremely Confident

10% Very Confident

16% Confident

69% Bottom 2 Box

29% Somewhat Confident

40% Not at all Confident

BASE: U.S. RESIDENTS 18+

Q590 How likely would you be to do the following if you witnessed a person experiencing sudden cardiac arrest?

SUMMARY OF EXTREMELY/VERY LIKELY FOR AGE OF VICTIM

Perform CPR	Use an AED	
1132	1132	BASE
33%	26%	Adult
31%	16%	Child
24%	9%	Infant

SUMMARY OF EXTREMELY/VERY LIKELY FOR RELATIONSHIP TO VICTIM

Perform CPR	Use an AED	
1132	1132	BASE
38%	24%	Someone I know personally
27%	18%	Someone I don't know

SUMMARY OF EXTREMELY/VERY LIKELY

TOTAL

1132 BASE

- 39% Perform CPR on an adult I know personally
- 37% Perform CPR on a child I know personally
- 30% Use an AED on an adult I know personally
- 28% Perform CPR on an adult I don't know
- 26% Perform CPR on a child I don't know
- 24% Perform CPR on an infant
- 23% Use an AED on an adult I don't know
- 19% Use an AED on a child I know personally
- 13% Use an AED on a child I don't know
- 9% Use an AED on an infant

SUMMARY OF LIKELY

TOTAL

1132 BASE

- 26% Perform CPR on an adult I don't know
- 25% Perform CPR on an adult I know personally
- 24% Perform CPR on a child I don't know
- 23% Perform CPR on a child I know personally
- 21% Use an AED on an adult I don't know
- 21% Use an AED on an adult I know personally
- 21% Perform CPR on an infant
- 19% Use an AED on a child I know personally
- 17% Use an AED on a child I don't know
- 10% Use an AED on an infant

SUMMARY OF SOMEWHAT/NOT AT ALL LIKELY

TOTAL

1132 BASE

- 81% Use an AED on an infant
- 69% Use an AED on a child I don't know
- 62% Use an AED on a child I know personally
- 56% Use an AED on an adult I don't know
- 55% Perform CPR on an infant
- 50% Perform CPR on a child I don't know
- 49% Use an AED on an adult I know personally
- 47% Perform CPR on an adult I don't know
- 40% Perform CPR on a child I know personally
- 36% Perform CPR on an adult I know personally

BASE: ALL U.S. RESIDENTS 18+

Q592 How likely would you be to perform CPR if you witnessed a person experiencing sudden cardiac arrest in the following places?

SUMMARY OF EXTREMELY/VERY LIKELY

TOTAL

1132 BASE

- 41% Home
- 30% Workplace
- 25% Public place

SUMMARY OF LIKELY

TOTAL

1132 BASE

- 28% Home
- 27% Public place
- 26% Workplace

SUMMARY OF SOMEWHAT/NOT AT ALL LIKELY

TOTAL

1132 BASE

- 48% Public place
- 44% Workplace
- 31% Home

BASE: ALL U.S. RESIDENTS 18+

Q594 How likely would you be to use an AED (automated external defibrillator) if you witnessed a person experiencing sudden cardiac arrest in the following places?

SUMMARY OF EXTREMELY/VERY LIKELY

TOTAL

1132	BASE
<hr/>	
29%	Home
24%	Workplace
22%	Public place

SUMMARY OF LIKELY

TOTAL

1132	BASE
<hr/>	
21%	Home
21%	Public place
21%	Workplace

SUMMARY OF SOMEWHAT/NOT AT ALL LIKELY

TOTAL

1132	BASE
<hr/>	
57%	Public place
54%	Workplace
50%	Home

BASE: ALL U.S. RESIDENTS 18+

Q596 How important is it to you that an AED is located in places you are likely to visit, such as your place of work, restaurants, or schools?

TOTAL

1132	BASE
<hr/>	
45%	Top 2 Box
21%	Extremely important
24%	Very important
26%	Important
29%	Bottom 2 Box
23%	Somewhat Important
6%	Not at all important

BASE: U.S. RESIDENTS 18+

Q597 Now we'd like to ask for your opinion on some public policy issues. Please indicate how strongly you would favor or oppose the following.

SUMMARY OF STRONGLY/SOMEWHAT FAVOR

TOTAL	
1132	BASE
89%	Requiring all adult day care professionals (individuals who work with the elderly at senior centers or similar places) to receive CPR training
88%	Requiring all schools to have medical emergency response plans
86%	Making CPR training mandatory for all teachers and child care providers
81%	Providing immunity from law suits for Good Samaritans who perform CPR or use automated external defibrillators (AEDs)
75%	Requiring schools to have AEDs (automated external defibrillators) on-site
65%	Requiring public places such as subway stations or playgrounds to have AEDs (automated external
63%	Requiring restaurants to have AEDs (automated external defibrillators) on-site
58%	Making CPR training mandatory for students in middle and high schools
53%	Making CPR training mandatory for students to graduate from high school
31%	Requiring individuals to complete a CPR course before they are eligible to receive driver's licenses

SUMMARY OF NEITHER FAVOR NOR OPPOSE

TOTAL

TOTAL	BASE
1132	BASE
	Requiring individuals to complete a CPR course before they are eligible to receive driver's licenses
33%	
31%	Making CPR training mandatory for students in middle and high schools
29%	Making CPR training mandatory for students to graduate from high school
28%	Requiring restaurants to have AEDs (automated external defibrillators) on-site
	Requiring public places such as subway stations or playgrounds to have AEDs (automated external defibrillators) on-site
27%	
21%	Requiring schools to have AEDs (automated external defibrillators) on-site
	Providing immunity from law suits for Good Samaritans who perform CPR or use automated external defibrillators (AEDs)
15%	
11%	Making CPR training mandatory for all teachers and child care providers
11%	Requiring all schools to have medical emergency response plans
	Requiring all adult day care professionals (individuals who work with the elderly at senior centers or similar places) to receive CPR training
10%	

SUMMARY OF SOMEWHAT/STRONGLY OPPOSE

TOTAL

TOTAL	BASE
1132	BASE
	Requiring individuals to complete a CPR course before they are eligible to receive driver's licenses
36%	
18%	Making CPR training mandatory for students to graduate from high school
11%	Making CPR training mandatory for students in middle and high schools
9%	Requiring restaurants to have AEDs (automated external defibrillators) on-site
	Requiring public places such as subway stations or playgrounds to have AEDs (automated external defibrillators) on-site
8%	
5%	Requiring schools to have AEDs (automated external defibrillators) on-site
3%	Making CPR training mandatory for all teachers and child care providers
	Providing immunity from law suits for Good Samaritans who perform CPR or use automated external defibrillators (AEDs)
3%	
1%	Requiring all schools to have medical emergency response plans
	Requiring all adult day care professionals (individuals who work with the elderly at senior centers or similar places) to receive CPR training
1%	

SECTION 600: EXPERIENCE WITH CPR & AED

BASE: ALL U.S. RESIDENTS 18+

Q606 Have you ever been trained in CPR or AED use?

CPR

TOTAL

1132 BASE

65% YES (NET)

9% Yes, within the past year

18% Yes, 1-5 years ago

39% Yes, more than 5 years ago

35% No

AED USE

TOTAL

1132 BASE

18% YES (NET)

8% Yes, within the past year

9% Yes, 1-5 years ago

2% Yes, more than 5 years ago

82% No

BASE: TRAINED IN CPR

Q608 Are you certified to perform CPR?

TOTAL

796 BASE

31% Yes

61% No

9% Not sure

BASE: TRAINED IN CPR

Q610 To whom were you trained to administer CPR? Please select all that apply.

TOTAL	
796	BASE
<hr/>	
99%	Adults
66%	Children
53%	Infants

BASE: TRAINED IN CPR

Q615 Where were you trained in CPR? Please select all that apply.

TOTAL	
796	BASE
<hr/>	
44%	At work
26%	As part of a class in school
	I signed up for a course through a national organization (such as the American Heart Association or the American
24%	Red Cross)
	I signed up for a course at a community organization (such as church or other religious organization, a community
14%	center, a health center, or school)
4%	Through a video-based course
3%	Army/Military training (navy, air force, etc.)
1%	Girls/Boys scouts club
1%	Doctor's clinic/Hospitals
1%	EMT course
1%	Fire department
1%	By family
*	Through an online course
*	Lifeguard course
3%	Other

BASE: TRAINED IN CPR

Q620 What prompted you to receive CPR training? Please select all that apply.

TOTAL

796 BASE

66% REQUIRED (NET)

- 53% I was required to by my job or school
- I was required to for some other purpose (such as
- 15% volunteering)
- 1% Required for army/military
- * Required to become an instructor

46% I thought it was a good thing to know

8% PERSONAL EXPERIENCE WITH SCA (NET)

- I, or someone I know, witnessed someone experiencing
- 3% sudden cardiac arrest
- I know someone who experienced sudden cardiac
- 4% arrest
- I know someone who is at-risk for sudden cardiac
- 5% arrest
- 5% I became a parent
- 1% To take care of pre-mature babies
- * For re-certification
- * Free class
- * Non-required course in school
- * Part of another course
- 1% Other

BASE: ALL U.S. RESIDENTS 18+

Q630 Assuming that any method is equally effective, which of the following methods of CPR training would you prefer?

TOTAL

1132	BASE
62%	Classroom-style training course
28%	One-on-one training
6%	Online course
3%	Video-based course
1%	Other

BASE: CPR TRAINED MORE THAN 5 YEARS AGO

Q640 Why haven't you been retrained in CPR within the last five years? Please select all that apply.

TOTAL

1132	BASE
57%	I haven't thought about it
38%	I have not been required to by a job or school
26%	I have not had time
16%	I didn't know where to find a course
12%	I am not comfortable performing CPR
9%	I didn't think it was necessary to be trained more than once
8%	I didn't think I could afford it
4%	I am not good at CPR
	I didn't know anyone who was at-risk for sudden cardiac
3%	arrest
3%	Disabled
2%	Retired
1%	Health issues
1%	Retraining for not offered
*	Only medical professionals should perform CPR
*	Old age
*	Unable to perform
*	Concern about legal consequences
2%	Other

BASE: TRAINED IN AED USE

Q650 Where were you trained in AED (automated external defibrillator) use? Please select all that apply.

TOTAL	
226	BASE
60%	At work
	I signed up for a course through a national organization
23%	(such as the American Heart Association or the Red Cross)
17%	As part of a class in school
	I signed up for a course at a community organization (such
7%	as church, community center, health center, or school)
4%	Through a video-based course
1%	EMT course
1%	Boys/Girls scout camps
1%	Fire department
1%	Hospital/Medical unit
*	Through an online course
1%	Other

BASE: TRAINED IN AED

Q655 What prompted you to receive AED training? Please select all that apply.

TOTAL

226 BASE

67% REQUIRED (NET)

- 58% I was required to by my job or school
- I was required to for some other purpose (such as
- 12% volunteering)
- 30% I was trained to use AEDs as part of a CPR course
- 28% I thought it was a good thing to know

8% PERSONAL EXPERIENCE WITH SCA (NET)

- I, or someone I know, witnessed someone
- 2% experiencing sudden cardiac arrest
- I know someone who experienced sudden cardiac
- 6% arrest
- I know someone who is at-risk for sudden cardiac
- 6% arrest
- 2% I became a parent
- 1% Part of another course

BASE: ALL U.S. RESPONDENTS 18+

Q670 Which of the following best describes you?

TOTAL

1132 BASE

31% KNOW/WITNESSED SCA (NET)

- I know someone who experienced sudden cardiac
- 20% arrest
- I witnessed someone experiencing sudden cardiac
- 4% arrest
- 7% Both
- 63% Neither
- 6% Not sure

BASE: HAS WITNESSED SCA

Q675 Have you ever done any of the following when you witnessed someone experiencing sudden cardiac arrest? Please select all that apply.

TOTAL	
143	BASE
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67%	TOOK ACTION(NET)
51%	Called 911
48%	Performed CPR
10%	Used an AED
33%	None of these

BASE: ALL U.S. RESIDENTS 18+

Q680 Do you currently have an AED (automated external defibrillator) in any of the following places?

IN MY HOME

	ANSWERING	
TOTAL	RESPONDENTS	
1132	1091	BASE
<hr/>		
1%	1%	Yes
94%	97%	No
2%	2%	Not sure
4%	-	Not Applicable

IN MY WORKPLACE

	ANSWERING	
TOTAL	RESPONDENTS	
1132	875	BASE
<hr/>		
18%	23%	Yes
48%	63%	No
11%	14%	Not sure
23%	-	Not Applicable

SECTION 700: PERCEIVED BARRIERS TO ACTION

BASE: NOT CPR TRAINED

Q705 Which of the following are reasons why you have not been trained in CPR? Please select all that apply.

TOTAL

336	BASE
51%	I have never been required to by a job or school
46%	I never thought about it
22%	I have not had time
20%	I would not feel comfortable performing CPR even if I was trained
18%	I don't know where to find a course
16%	I don't think I could afford training
12%	I wouldn't be good at CPR
6%	I don't know anyone who is at-risk for sudden cardiac arrest
5%	I didn't know that training was needed
*	Only medical professionals should perform CPR
*	Too old to attend the training
*	Concern about legal consequences
3%	Other
1%	None/Nothing
1%	Don't know

BASE: NOT AED TRAINED

Q715 Which of the following are reasons why you have not been trained to use an AED (automated external defibrillator)?

TOTAL	
906	BASE
57%	I never thought about it
38%	I have never been required to by a job or school
30%	I don't know where to find a course
16%	I thought the AED would tell me what to do if I needed to use one
13%	I have never heard of AEDs
12%	I didn't know that training was needed
12%	I have not had time
10%	I would not feel comfortable using an AED even if I was trained
9%	I don't think I could afford training
5%	I don't know anyone who is at-risk for sudden cardiac arrest
5%	Only medical professionals should use AEDs
1%	Lack of opportunity/Not offered
*	Limited access to AEDs
*	Retired
*	Unable to perform
*	Old age
*	Missed/Unable to attend
*	Concern about legal consequences
1%	Other

BASE: U.S. RESIDENTS 18+

Q735 Which of the following, if any, are reasons why you would not perform CPR in a medical emergency when someone is experiencing sudden cardiac arrest? Please select all that apply.

TOTAL

1132	BASE
44%	I am not confident in my ability to perform CPR correctly
31%	I would be concerned about facing legal consequences
29%	I am afraid I would hurt the victim
27%	I have not been trained
11%	I would wait for someone else to step forward
10%	I would wait for medical professionals to arrive on the scene
8%	I am not strong enough
2%	I am afraid I would hurt myself
2%	Personal health risk
*	Need an updated course/technique
*	Lack of safety equipment
*	Would use an AED instead
*	Stranger/Unknown people
*	Disability
1%	Other
27%	None of these. I would always perform CPR.
*	Decline to answer/No answer

BASE: U.S. RESIDENTS 18+

Q745 Which of the following, if any, are reasons why you would not use an AED (automated external defibrillator) in a medical emergency when someone is experiencing sudden cardiac arrest? Please select all that apply.

TOTAL

1132	BASE
52%	I have not been trained
39%	I am not confident in my ability to operate an AED correctly
33%	I do not have access to an AED
29%	I would be concerned about facing legal consequences
27%	I am afraid I would hurt the victim
13%	I would wait for medical professionals to arrive on the scene
10%	I would wait for someone else to step forward
9%	I do not know what an AED is
4%	I am afraid I would hurt myself
3%	I do not trust AEDs to operate correctly
*	Would perform CPR instead
1%	Other
18%	None of these. I would always use an AED.
*	Refused/Declined to answer

SECTION 800: GENERAL QUESTIONS

BASE: ALL RESPONDENTS

Q805 How knowledgeable do you feel you are about heart disease?

TOTAL

1132 BASE

11% Top 2 Box

3% Extremely knowledgeable

9% Very knowledgeable

20% Knowledgeable

68% Bottom 2 Box

52% Somewhat knowledgeable

17% Not at all knowledgeable

BASE: ALL RESPONDENTS

Q810 How knowledgeable do you think the general public is about heart disease?

TOTAL

1132 BASE

1% Top 2 Box

* Extremely knowledgeable

* Very knowledgeable

14% Knowledgeable

82% Bottom 2 Box

63% Somewhat knowledgeable

19% Not at all knowledgeable

BASE: ALL RESPONDENTS

Q820 Are you involved in any organizations or charities that sponsor research on heart disease?

TOTAL

1132 BASE

8% Yes

86% No

6% Not sure

1% Decline to answer

BASE: ALL RESPONDENTS

Q825 Have you given a donation to a heart disease foundation, organization, charity, or cause in the past 5 years?

TOTAL

1132	BASE
34%	Yes
53%	No
12%	Not sure
1%	Decline to answer

BASE: ALL RESPONDENTS

Q830 Which of the following resources, if any, do you use to find health-related information? Please select all that apply.

TOTAL

1132	BASE
79%	Internet Web sites
64%	Consulting a physician
44%	Friends or family
37%	Pamphlets
36%	Newspapers or magazines
33%	Books
11%	Visiting a library
8%	Online support group
5%	I do not look for health-related information.
3%	Other
4%	None
3%	Support group meetings via personal interaction

SECTION 100: DEMOGRAPHICS

BASE: ALL RESPONDENTS

Q935 Are you currently employed in any of the following professions? Please select all that apply.

TOTAL

1132 BASE

9%	EMPLOYED IN CPR LIKELY PROFESSION (NET)
2%	Nurse, Nurse Practitioner, or Physician's Assistant
1%	EMT
1%	Physician
3%	Other healthcare professional
0%	Lifeguard
3%	Teacher/Instructor, K-12
1%	Child care provider
50%	I am employed, but not in any of the above professions
40%	I am not employed

BASE: ALL RESPONDENTS

Q950 Have you ever experienced any of the following? Please select **all** that apply.

TOTAL

1132 BASE

31%	ONE CONDITION (NET)
19%	TWO CONDITIONS (NET)
16%	THREE OR MORE CONDITIONS (NET)
10%	Diabetes (Fasting blood sugar 100 mg/DL or higher)
8%	Cancer (Any type)
	Heart disease (Coronary Heart Disease, Atrial Fibrillation,
6%	Heart Attack or other)
23%	High cholesterol (240 mg/DL or higher)
28%	High blood pressure (140/90 mm/Hg or higher)
48%	Overweight (20 lbs overweight for my height and build)
2%	Stroke (Carotid Artery Disease, Stroke or TIA)
32%	I have not experienced any of these
2%	Decline to answer

BASE: ALL RESPONDENTS

Q102 GENDER

TOTAL

1132	BASE
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48%	Male
52%	Female

BASE: ALL RESPONDENTS

Q105 AGE

TOTAL

1132	BASE
<hr/>	
3%	18-19
10%	20-24
9%	25-29
7%	30-34
11%	35-39
7%	40-44
14%	45-49
6%	50-54
8%	55-59
9%	60-64
16%	65 and over

BASE: ALL RESPONDENTS

Q210 EMPLOYMENT

TOTAL

1132	BASE
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60%	EMPLOYED (NET)
48%	Employed full time
10%	Employed part time
7%	Self-employed
3%	Not employed, but looking for work
4%	Not employed and not looking for work
21%	Retired
12%	Student
12%	Homemaker

BASE: ALL RESPONDENTS

Q216 EDUCATION

TOTAL

1132 BASE

35% HIGH SCHOOL OR LESS (NET)

- 1% Less than high school
- 3% Some high school
- 32% High school or equivalent (e.g., GED)

49% ATTENDED COLLEGE OR COLLEGE DEGREE (NET)

- 23% Some college, but no degree
- 8% Associate's degree
- 18% College (e.g., B.A., B.S.)

16% ATTENDED GRADUATE SCHOOL OR GRADUATE DEGREE (NET)

- 5% Some graduate school, but no degree
- 11% Graduate school (e.g., M.S., M.D., Ph.D.)

BASE: ALL RESPONDENTS

Q232 INCOME

TOTAL

1132 BASE

- 8% Less than \$15,000
- 8% \$15,000 to \$24,999
- 9% \$25,000 to \$34,999
- 12% \$35,000 to \$49,999
- 16% \$50,000 to \$74,999
- 11% \$75,000 to \$99,999
- 8% \$100,000 to \$124,999
- 4% \$125,000 to \$149,999
- 5% \$150,000 to \$199,999
- 1% \$200,000 to \$249,999
- 2% \$250,000 or more
- 17% Decline to answer

BASE: ALL RESPONDENTS

Q244 RACIAL BACKGROUND

TOTAL	
1132	BASE
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73%	White
7%	Black
2%	Asian or Pacific Islander
0%	Native American or Alaskan native
1%	Mixed racial background
0%	Other race
11%	Hispanic
4%	African American
2%	Decline to answer

BASE: ALL RESPONDENTS

Q202 MARITAL STATUS

TOTAL	
1132	BASE
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31%	Single, never married
52%	Married
8%	Divorced
1%	Separated
4%	Widowed
5%	Living with partner

BASE: ALL RESPONDENTS

Q204 ADULTS IN HOUSEHOLD

TOTAL	
1132	BASE
21%	1
57%	2
13%	3
7%	4
1%	5+

BASE: ALL RESPONDENTS

Q206 CHILDREN IN HOUSEHOLD

TOTAL	
1132	BASE
74%	0
11%	1
10%	2
4%	3
1%	4
*	5+