



# Everyone Goes Home™

## FIREFIGHTER LIFE SAFETY INITIATIVES

### 2008 AWARENESS & PERCEPTIONS SURVEY

For the second consecutive year, the National Fallen Firefighter's Foundation has undertaken a survey for the purpose of gathering feedback from fire service professionals regarding their awareness and perceptions of the resources available through the Everyone Goes Home Program, specifically the 16 Life Safety Initiatives.

More than a third of survey respondents either work for a volunteer department (39.0%) or are with a paid department (34.9%), while the remaining quarter (26.1%) are with a combination volunteer/paid department.

Approximately four in ten survey respondents (38.2%) are firefighter, one-third (33.0%) report they are a chief officer within their department, and more than one quarter (28.7%) are company officers.

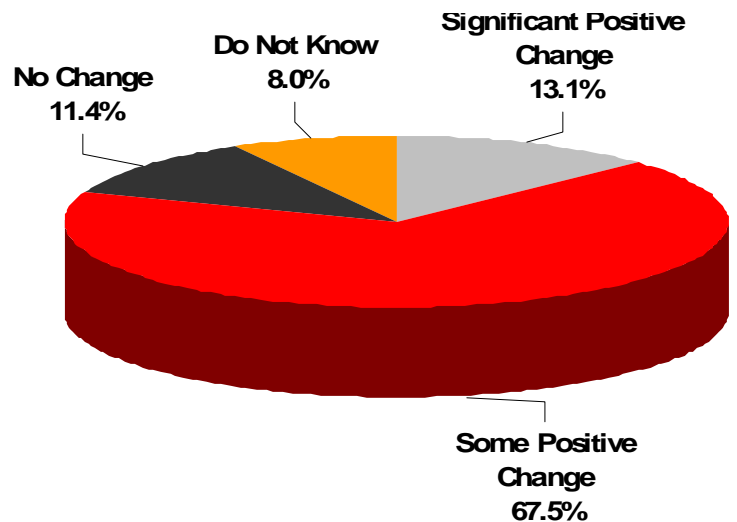
Respondents come from all jurisdictions and are fairly evenly split between suburban (39.2%), rural (31.7%), and urban (31.7%) jurisdictions.

Response came from all across the United States. Respondents from the south and north regions account over one-third of respondents each (37.6% and 36.4% respectively), 14.4% are from the mid-west, and 11.7% are from the west. Pennsylvania account for the largest group of responses (23.8%), followed by Florida (15.4%).

The majority of survey respondents (62.0%) indicate that they have heard of the 16 Firefighter Life Safety Initiatives. Chief Officers are more aware (77.9%) of the Initiatives than the general respondent base. Of all those who had heard of the Safety Initiatives, eight out of ten indicate that there has been some positive change (67.5%) or a significant positive change (13.1%) on the safety attitudes of those serving in their fire department (see Chart 1).

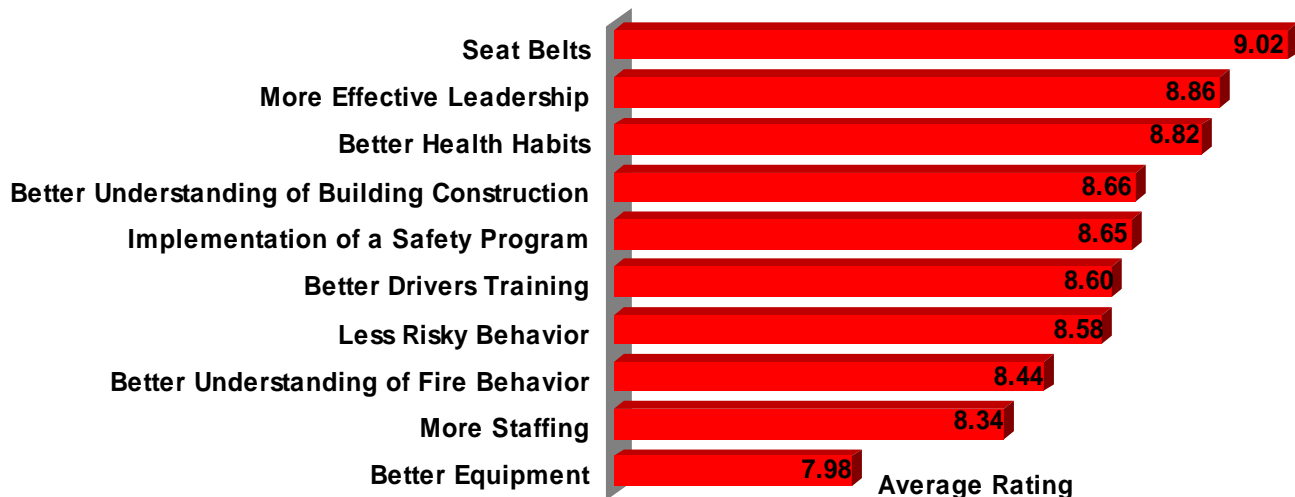
The survey also queried respondents on their interest in Courage to be Safe program. An overwhelming majority (90.5%) expressed interest in attending a Courage to Be Safe Class.

When it came to the Firefighter Life Safety Resource Kit, more than a third (35.1%) say



**Chart 1: Fire service professionals indicated the overall impact that the 16 Firefighter Life Safety Initiatives have had on safety attitudes in their department.**

# 2008 AWARENESS & PERCEPTIONS SURVEY



**Chart 2: Illustrates ratings of effectiveness by fire service professionals, indicating items that are, or would be, helpful to reduce line-of-duty injuries and deaths, using a scale of 1 to 10, where 1 = Not at all Effective and 10 = Extremely Effective.**

that their fire department use this kit in their training program.

Survey respondents were then shown a list of 10 possible measures that could be taken by fire departments in order to reduce line-of-duty injuries and deaths. Rating the effectiveness of each item on a 10-point scale all 10 items received an average scores of 7.98 or better. Fire professionals believe that Seat Belts (9.02), More Effective Leadership (8.86) and Better Health Habits (8.82) are the most effective actions that are/could be taken (see Chart 2).

The final survey question asked respondents if NFFF was to conduct another Whistle Stop Tour what would be their primary reason for attending. The majority of respondents (70.2%) indicated that their primary reason for attending would be for educational programs such as the Courage To Be Safe Program. One in five (19.5%) indicated that their primary reason would be to pay respect to fallen firefighters—more than one-quarter (27.2%) of all firefighters indicated that this would be their primary reason for attending. Showing solidarity with other fire departments was selected by 7.4% of all respondents.

## Methodology

The National Fallen Firefighters Foundation retained the services of iiON Advantage, part of iiON Corporation, to conduct their 2008 Awareness & Perception Survey for the Firefighter Life Safety Initiatives Program and the Courage to be Safe Programs. The sample for this survey was provided by independent fire service associations and deployed by them.

This survey of Fire Service Professionals was conducted June 2<sup>nd</sup> through July 1<sup>st</sup>, 2008. The sample was contacted via e-mail inviting them to participate in the online survey by clicking on a survey link embedded in the email invitation. As an incentive to participate, all respondents who verified their e-mail address at the end of the survey were entered into a random drawing for an Everyone Goes Home Job Shirt. The margin of error, based on our respondent base of 3,779, is calculated to be no greater than +/-1.6 percentage points at a confidence level of 95%.

iiON Advantage (part of iiON Corporation) is an independent research company based in San Diego, CA. iiON Advantage specializes in communications research and works with clients in a variety of industries including technology, communications, public safety, entertainment, and travel/hospitality.