



## *The Harris Poll on behalf of ZOLL® Medical Fact Sheet*

### **Topline Data Points**

- 94% of Americans would do anything to save the life of a family member.
- 32% of Americans would feel hesitant to try and save a stranger's life in an emergency.
  - Younger generations are more likely to feel hesitant. 50% of Gen Z ages 18-27 feel hesitant to try and save a stranger's life in an emergency compared to 38% of Millennials ages 28-43, 25% of Gen X ages 44-59, and 21% of Baby Boomers ages 60-78
- 87% of Americans are familiar with fire extinguishers, and 83% are familiar with CPR, yet only 48% are familiar with AEDs.
- 84% of Americans would be confident using a fire extinguisher in a fire, but only 46% would be confident using an AED in an emergency.
- More than half of Americans (57%) have received CPR training, but only 25% have received training for using an AED.
- 96% of Americans believe they have a responsibility to call 911 if they were to encounter someone they believed was having a cardiac event, but less than half (47%) believe they have a responsibility to administer CPR or apply an AED.
- About 2 in 5 Americans say they would not be confident using an AED because they don't know how to use one (42%) or that they are worried they would hurt someone (37%).
- More than 2 in 5 Americans say they would be more confident using an AED if the AED provided real-time coaching and feedback to the user with verbal and/or visual instructions (45%) or seeing a demonstration of how to use one (42%).
- Nearly half of Americans (46%) are surprised to learn an AED doesn't just shock a victim, but gives real time, easy to follow, verbal and visual instructions on how to perform CPR and administer a shock if necessary.
- 9 in 10 Americans (90%) say if they were having a cardiac event, they would want a bystander to use an AED on them to save their life.
- 89% of Americans say that just like fire extinguishers, the law should require that AEDs be easily accessible in public use areas.
  - Women are more likely to feel this way than men, with 92% of women saying this vs. 86% men.
- 89% of Americans feel that even if the law doesn't require it, communities should make AEDs accessible in public places (e.g. schools, venues, parks, recreation centers, pools, etc.)
  - Women are more likely to feel this way than men (91% vs. 87%)
- More than half of Americans (55%) believe that sudden cardiac arrest is the same as a heart attack.

- 49% of Americans feel confident they would be able to locate the closest AED in a public place if it were needed.

### **Baseline on Hero, Training, Crisis Management**

- 57% of Americans don't believe you have to have special training or prior experience to help save another person's life (flipped from 43% do believe).
  - 13% of Americans strongly agree that you have to have special training or prior experience to help save another person's life
- 9/10 Americans (90%) believe that anyone is capable of being a hero
- 65% of Americans feel that they are best in crisis situations.
- 89% of Americans feel that they would never do anything that could contribute to the death of another person.

### **Familiarity with Daily Emergency "Acts"**

- 87% of Americans are familiar with fire extinguishers, yet only 48% are familiar with AEDs (Automatic External Defibrillator). Yet, both hang on the wall and once accessible can help save a life!
  - Those with children under 18 in the home are more likely to be familiar with AEDs (54% vs. 44% without children under 18 in the home)
  - 86% of those with children under 18 in the home are familiar with a fire extinguisher, while 54% are familiar with AEDs.
- 84% of Americans are confident in using a fire extinguisher in an emergency.
- 46% of Americans are confident in using an AED in an emergency.
  - 54% do not feel confident using an AED in an emergency. (16% of Americans don't feel confident using a fire extinguisher in an emergency)
  - 65% are confident in performing CPR -- CPR requires Certification. AED tells you what to do.
  - 89% of Americans who have received AED training are confident in using an AED in an Emergency
- 25% of Americans say that they have received training to use an AED.

### **Consumer "Responsibility" in an Emergency**

- 96% of Americans believe that it is their responsibility to call 911 if they were to encounter someone they believe is having a cardiac event.
  - 47% believe their responsibility is to BOTH call 911 and administer CPR or apply an AED
  - 40% believe their responsibility is to call 911 and do whatever they can to comfort that person until EMS arrives.
  - 9% believe their responsibility is to call 911 and wait for EMS to arrive

### **Consumer Likelihood to Use AED/Why or Why Not**

- 68% of Americans would be likely to use an AED if available if they witnessed someone they believed was having a cardiac event.

- 32% would not use an AED even if available if they witnessed someone they believed was having a cardiac event.
- Reasons why Americans wouldn't be confident using an AED:
  - 42% say they don't know how to use one
    - Women more to cite being not knowing how to use vs. men (47% women vs. 36% men)
  - 37% say worried they would hurt someone
  - 27% say they aren't sure it would really be needed
  - 24% say they are worried about being sued
    - Men more to cite being worried about getting sued than women (29% men vs. 20% women)
  - 16% are worried the person would not want them to use it on them
  - 12% don't want to be accused of inappropriate touching
  - 9% are worried about exposure to dangerous substances
  - Only 14% have no worries and feel confident about using an AED
- Things that would make one feel more confident using an AED
  - 45% say if the AED provided real-time coaching and feedback to the user with verbal and/or visual instructions to guide the user through the lifesaving process.
  - 42% say seeing a demonstration.
  - 36% say if they could be certain someone needed it.
  - 35% say if they could be certain they couldn't hurt someone by using it.
  - 35% say if they knew more about them.
  - 28% say if they knew they couldn't get in trouble (lawsuit).
  - 14% say if they knew they wouldn't be exposed to dangerous substances.

### **Americans' Perceptions of AEDs (Awareness and Advocacy for More AEDs in Communities)**

- Facts Americans are surprised to learn about AEDs:
  - 46% of Americans are surprised to learn that an AED device will assess a victim for you and tell you what you need to help to try to save their life.
    - 49% women vs. 43% men for surprise that AEDs assess a victim
  - 46% of Americans are surprised to learn an AED doesn't just shock a victim. It will give you real time, easy-to-follow, verbal and visual instructions on how to perform CPR and administer a shock if necessary.
  - 43% of Americans are surprised to learn that you can only help, not cause further damage, to a victim of sudden cardiac arrest by using an AED on them.
  - 41% of Americans are surprised to learn that you can save a life just by retrieving an AED, turning it on and following the verbal and visual cues.
  - 37% of Americans are shocked to learn you don't to be formally trained to use an AED properly
    - 40% women vs. 34% men

- 90% of Americans say that if they were having a cardiac event they would want a bystander to use an AED to save their life.
- 89% of Americans say that just like fire extinguishers, the law should require that AEDs be easily accessible in public use areas.
  - Women are more likely to feel this way than men with 92% of women saying this vs. 86% men.
- 89% of Americans feel that even if the law doesn't require it, communities should make AEDs accessible in public places (e.g. schools, venues, parks, recreation centers, pools, etc.)
  - Women 91% are more likely to feel this way than men 87%
- 51% of Americans believe AEDs are too expensive for most communities to afford.
- 49% of Americans feel confident they would be able to locate the closest AED in a public place if it were needed.
  - More men than women feel like they know where the closest AED is (53% of men vs. 46% of women).
- 40% of Americans feel that it doesn't matter if an AED is nearby if the person using it doesn't know CPR.
  - Men are more likely to feel this way (43% vs. 37% of women)

#### **Americans' Awareness of Sudden Cardiac Arrest (SCA)**

- 83% of Americans feel that if someone is in sudden cardiac arrest the best thing they can do to help is to use an AED on them after calling 911.
- 62% of Americans feel confident they could recognize the signs of SCA in someone else.
- 61% of Americans feel that they know their risk for SCA.
- 60% of Americans feel that if someone is in sudden cardiac arrest and they try to help them that there is little they can do that would harm them more.
- 55% of Americans believe that SCA is the same as a heart attack.

#### **Survey Method:**

*This survey was conducted online within the United States by The Harris Poll on behalf of **ZOLL Medical** from May 2-6, 2024, among 2,046 adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.5 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Marcia Gray ([mgray@graycreate.com](mailto:mgray@graycreate.com)).*