



# Poll: Adults unprepared to help in a medical emergency

- 1 On average, adults report that it would take approximately 12 minutes for medical emergency services to arrive to an emergency situation after being called.
- 2 Adults confidence to respond in emergency situations is dependent on the type of emergency and their past history or interactions they've had with medical professionals or emergency situations. Adults are more confident in their ability to help during non-life threatening emergencies like fainting than life threatening emergencies like severe bleeding or a mass shooting.
- 3 Preparedness to respond to a medical emergency dovetails confidence. Adults feel prepared to respond to situations where someone has fainted or provide CPR. However they feel less prepared to offer assistance if someone has been shot, administer an AED, or control severe bleeding.
- 4 A plurality of adults (92%) report they would be more willing to intervene in an emergency situation if they received the *Until Help Arrives* training. Notably, 88% of adults who have NO emergency training reported they would be more willing to respond.
- 5 Adults strongly agree that the *Until Help Arrives* training program should be offered in places like: local hospitals or clinics, high schools, college or universities, community centers, and your place of employment.
- 6 Adults would feel more safe knowing that somebody certified in the *Until Help Arrives* training course was present in all the following places and establishments tested: school, your personal home, your office, community center or library, etc.

## **METHODOLOGY:**

This poll was conducted by Morning Consult from October 7-8, 2019 among a national sample of 2201 adults. The interviews were conducted online and the data weighted to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region. The results from the full survey have a margin of error of plus or minus 2 percentage points.

## **AUDIENCE:**

**Has had some type of emergency training:**

Adults who reported that they have had one of the following types of training: compression only CPR, rescue breathing, administer a defibrillator, control severe bleeding or apply a tourniquet. N=1072

**Has NO emergency training:**

Adults who reported that they have never had any type of medical emergency training (i.e. perform CPR, control severe bleeding, etc.) N=1064

**Has called 911 for a medical emergency:**

Adults who report that they have called 911 for a medical emergency. N=956

**Has NOT called 911 for a medical emergency:**

Adults who report that they have NOT called 911 for a medical emergency. N=1195

**1** Confidence To Respond

**2** Preparedness To Respond

**3** Until Help Arrives

*To the nearest minute, how long do you believe it takes for an ambulance to arrive to an emergency situation after being called?:*



**AN AVERAGE OF:**

**12** MINUTES

*When asked, “What, if anything, would cause you to hesitate from helping in an emergency situation?” the most frequent responses were...*

*My own safety*

*Fear of making it worse*

*Do more damage than good.*

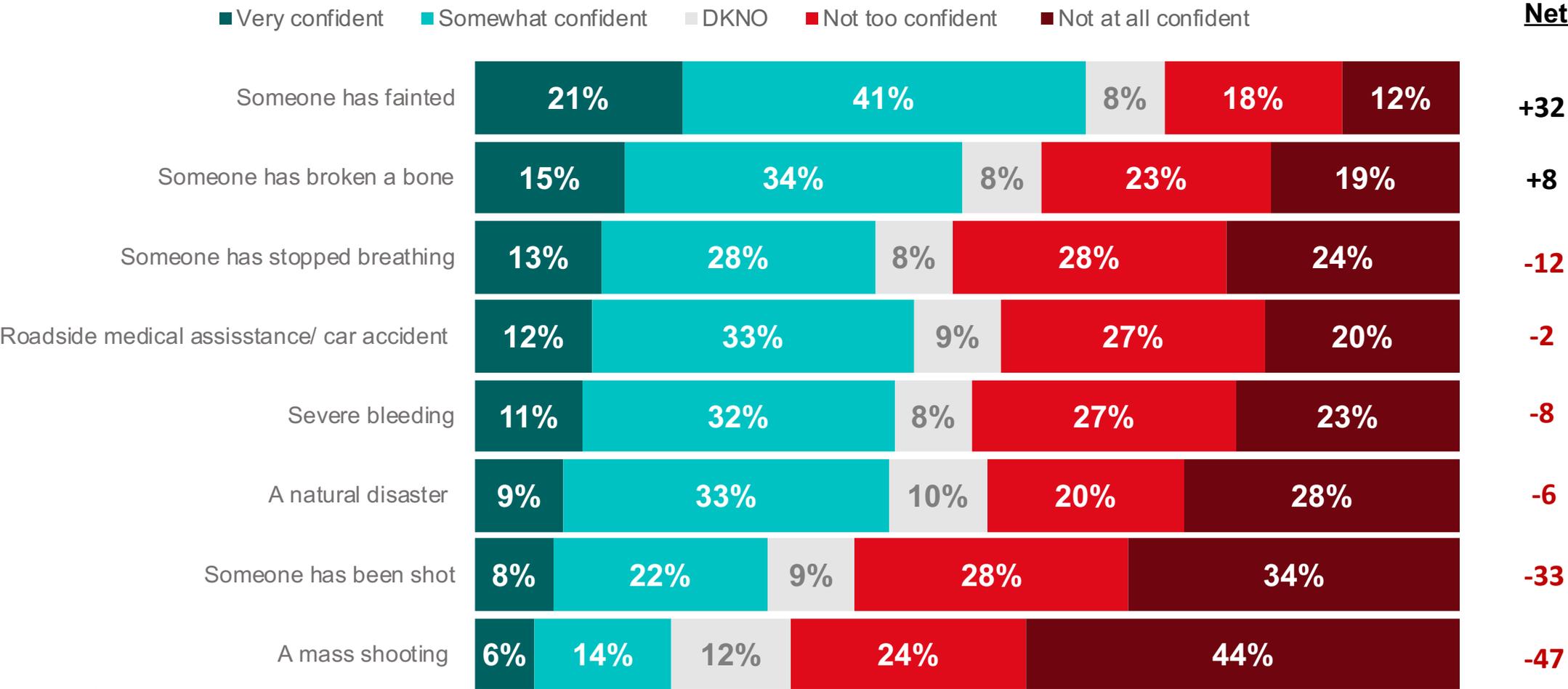
*Not enough training*

*I would not feel qualified or knowledgeable enough to help*

*Not knowing what to do and being afraid of causing worse injuries or death*

**Adults are largely only confident in their abilities to help during non-life threatening emergencies. As we tested more serious emergencies, adults report being significantly less confident (i.e. mass shootings, someone has been shot, or a natural disaster).**

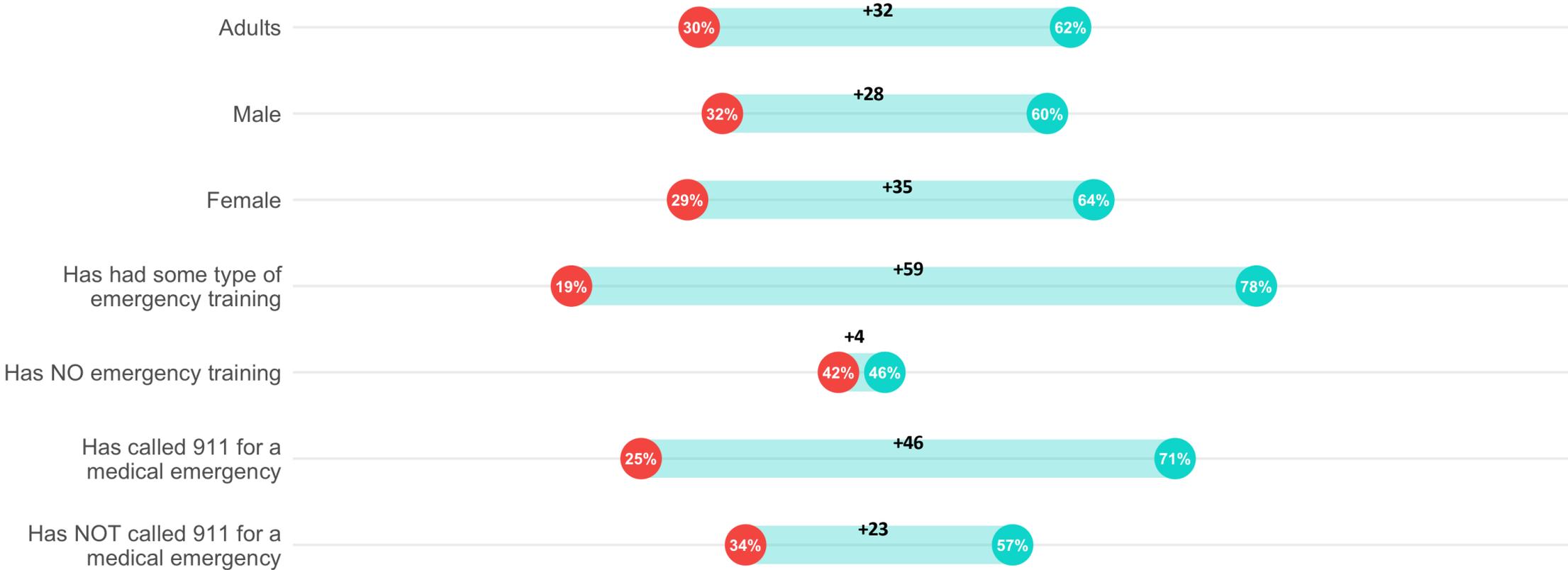
*How confident are you in your abilities to help in the following emergency situations before a medically trained professional arrives:*



# Adults across key targets report being confident in their abilities to help if someone faints, including adults who have had NO emergency training.

How confident are you in your abilities to help in the following emergency situations before a medically trained professional arrives: **Someone has fainted**

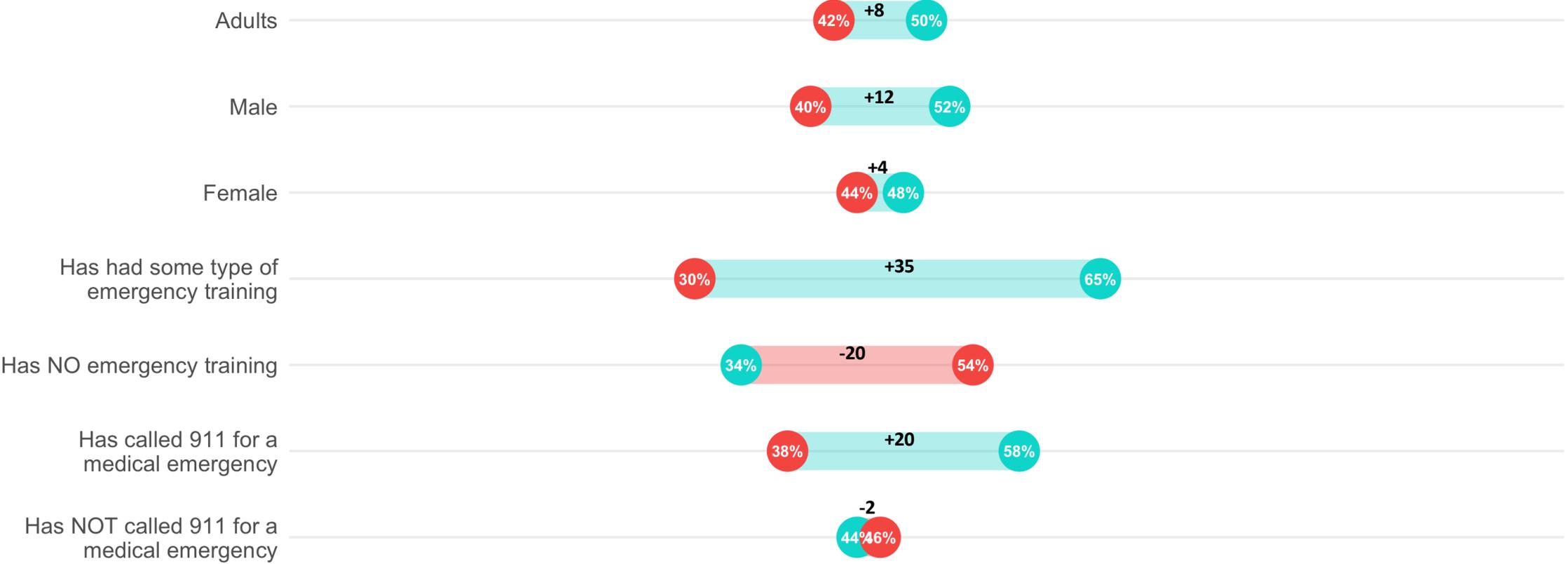
● Confident ● Not confident



# Adults who have no emergency training and those who have never called 911 for a medical emergency are the least confident in their abilities to help if someone broke a bone.

How confident are you in your abilities to help in the following emergency situations before a medically trained professional arrives: **Someone has broken a bone**

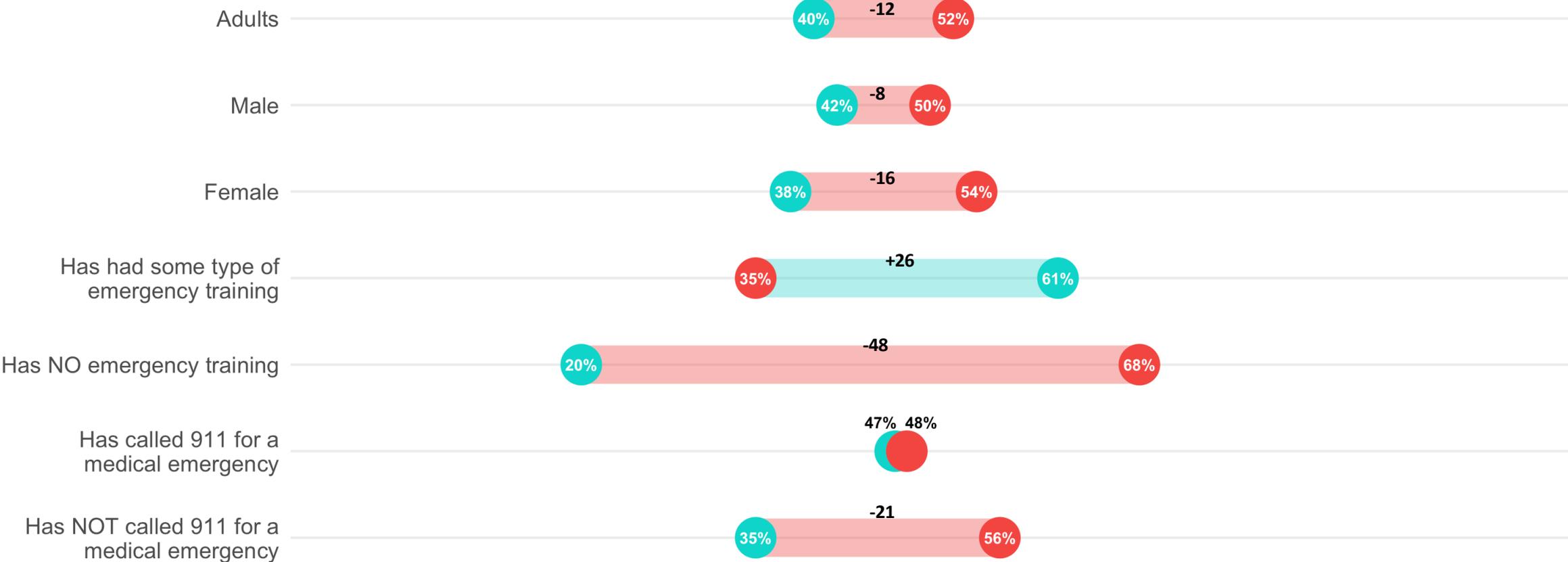
● Confident ● Not confident



# Only adults who report having some type of emergency training feel confident in their abilities to help if someone has stopped breathing.

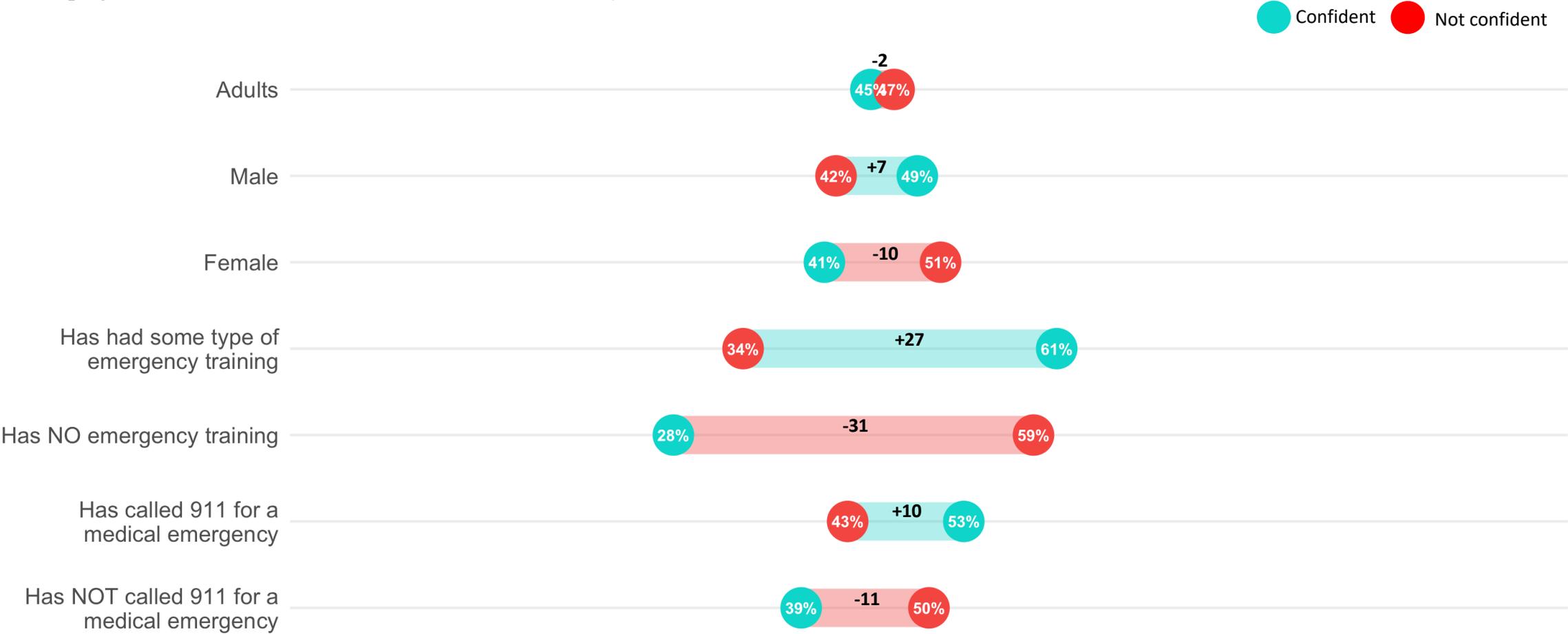
How confident are you in your abilities to help in the following emergency situations before a medically trained professional arrives: **Someone has stopped breathing**

Confident Not confident



# Adults –specifically men, those who have called 911 and adults with emergency training– are a little more confident in their abilities to help during a car accident.

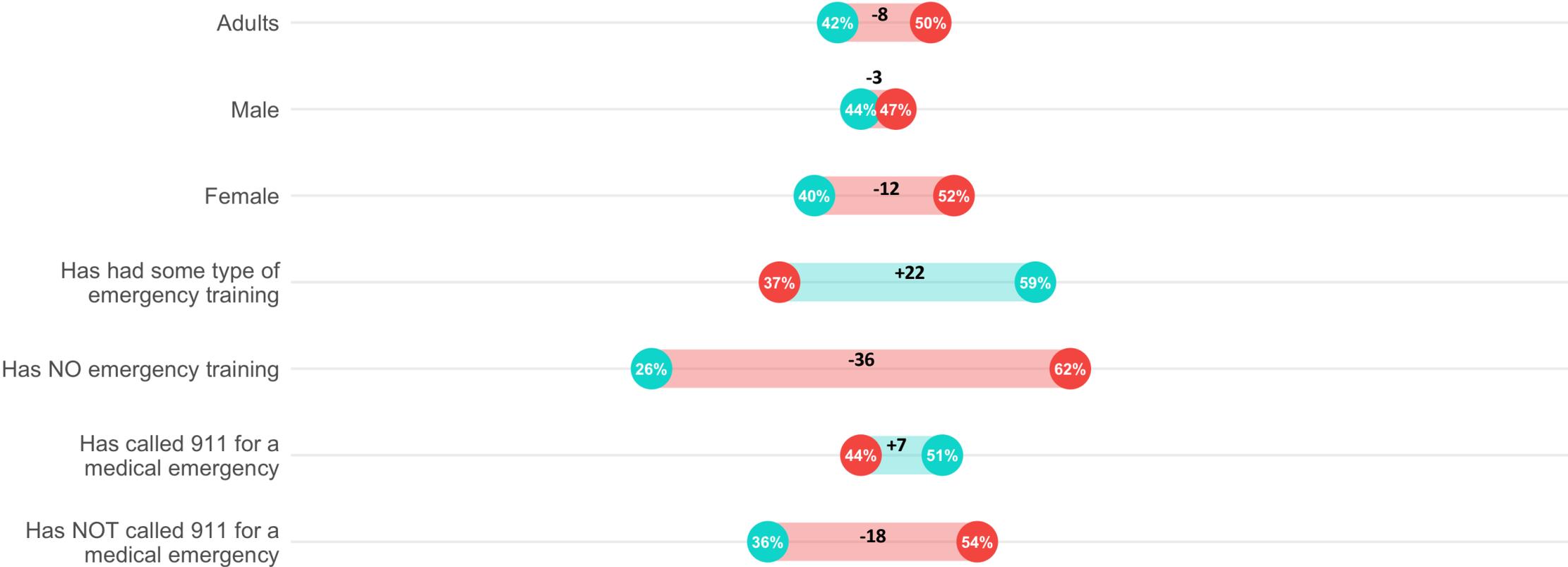
How confident are you in your abilities to help in the following emergency situations before a medically trained professional arrives: **Roadside medical assistance /car accidents**



# Adults are less confident in their abilities to control severe bleeding. However, 44% of men and 40% of women report being confident in their abilities.

How confident are you in your abilities to help in the following emergency situations before a medically trained professional arrives: **Severe bleeding**

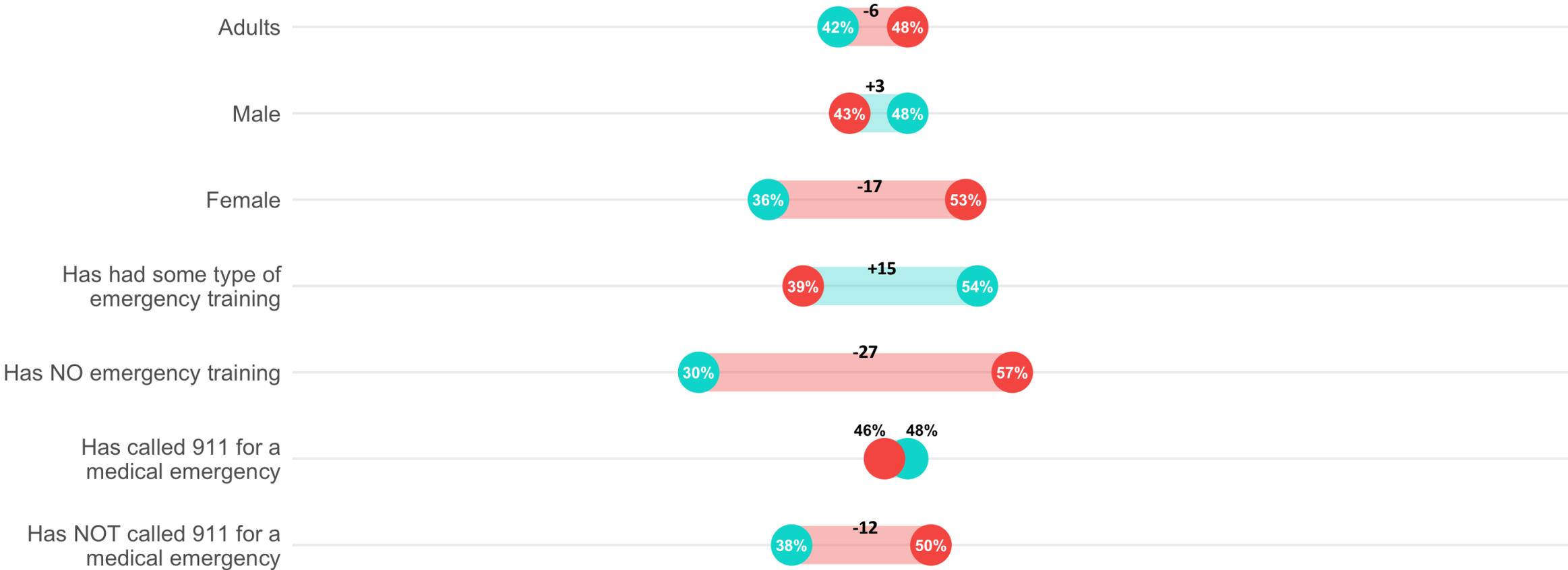
Confident Not confident



# More than half of women (53%) and adults who report having no emergency training (57%) indicate a lack of confidence in their abilities to help during a natural disaster.

How confident are you in your abilities to help in the following emergency situations before a medically trained professional arrives: **A natural disaster**

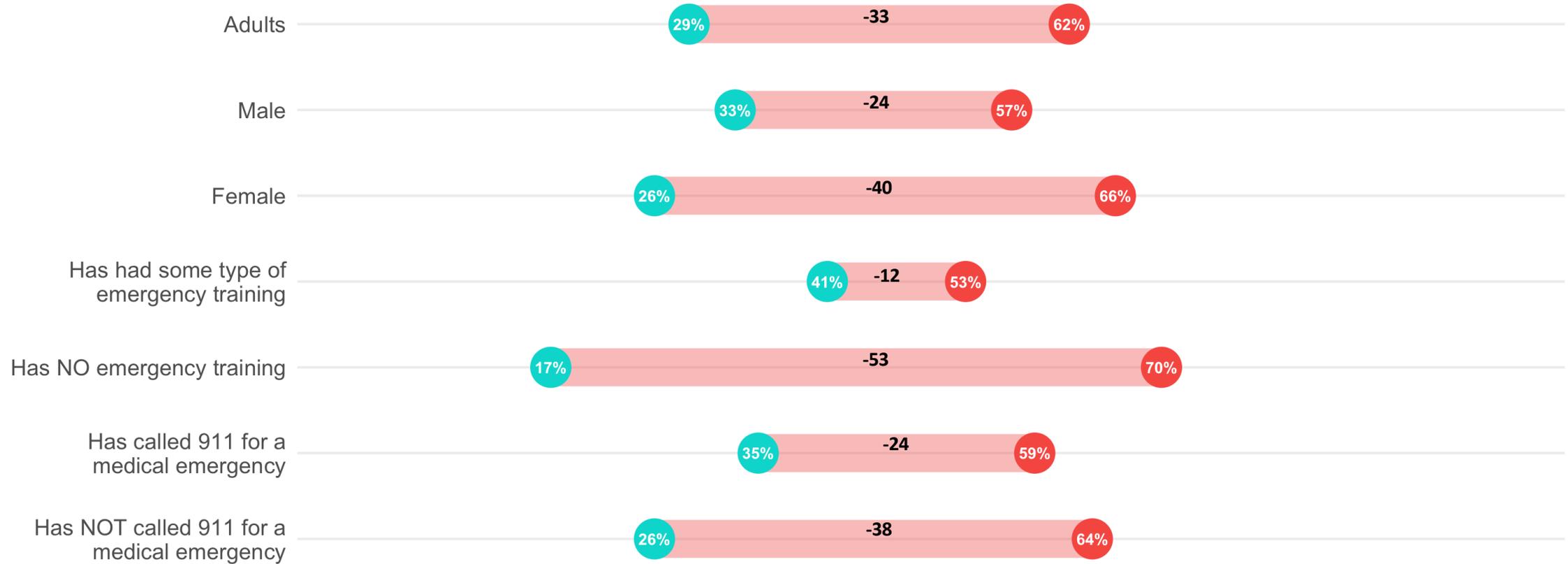
Confident Not confident



# Adults across key demographics, including those who report having some type of emergency training, are not confident in their abilities to help in a situation where someone has been shot.

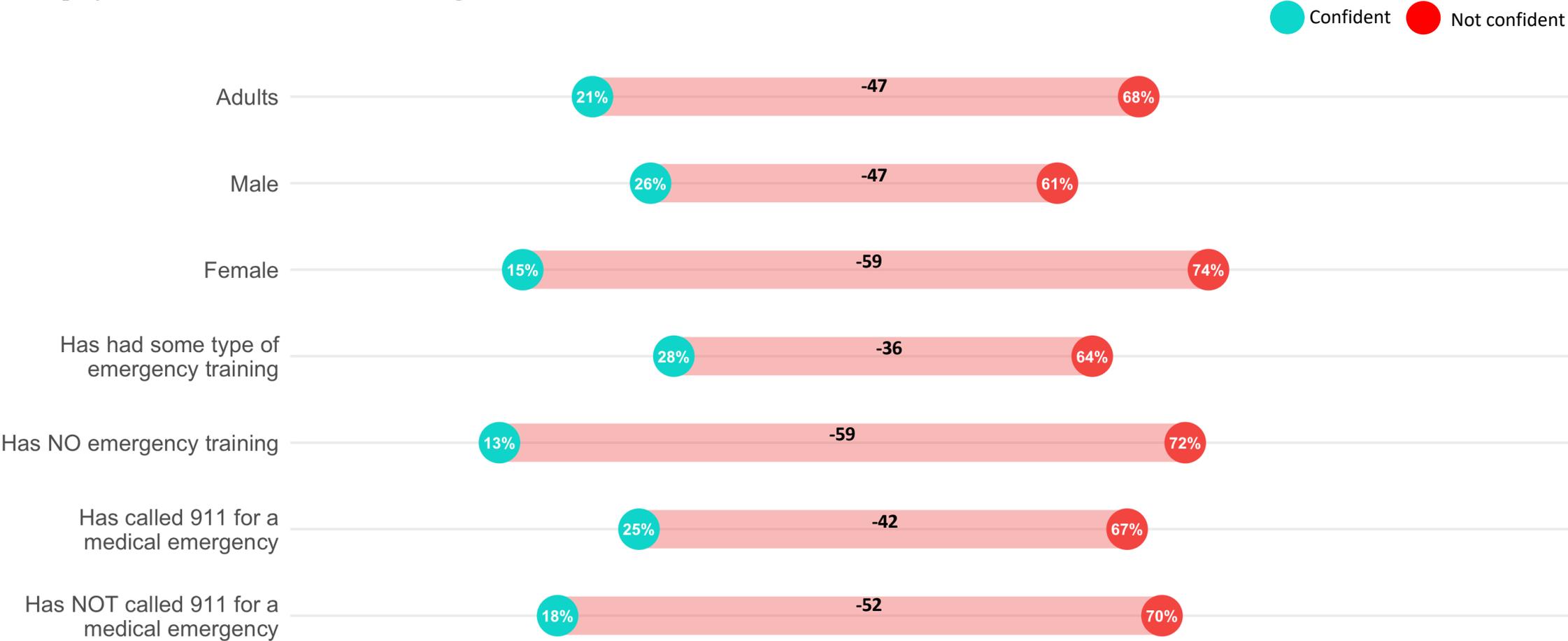
How confident are you in your abilities to help in the following emergency situations before a medically trained professional arrives: **Someone has been shot**

Confident Not confident



# Adults across key demographics are NOT confident in their abilities to help in the event of a mass shooting, including those who have some type of emergency training.

How confident are you in your abilities to help in the following emergency situations before a medically trained professional arrives: **A mass shooting**





**Confidence To Respond**



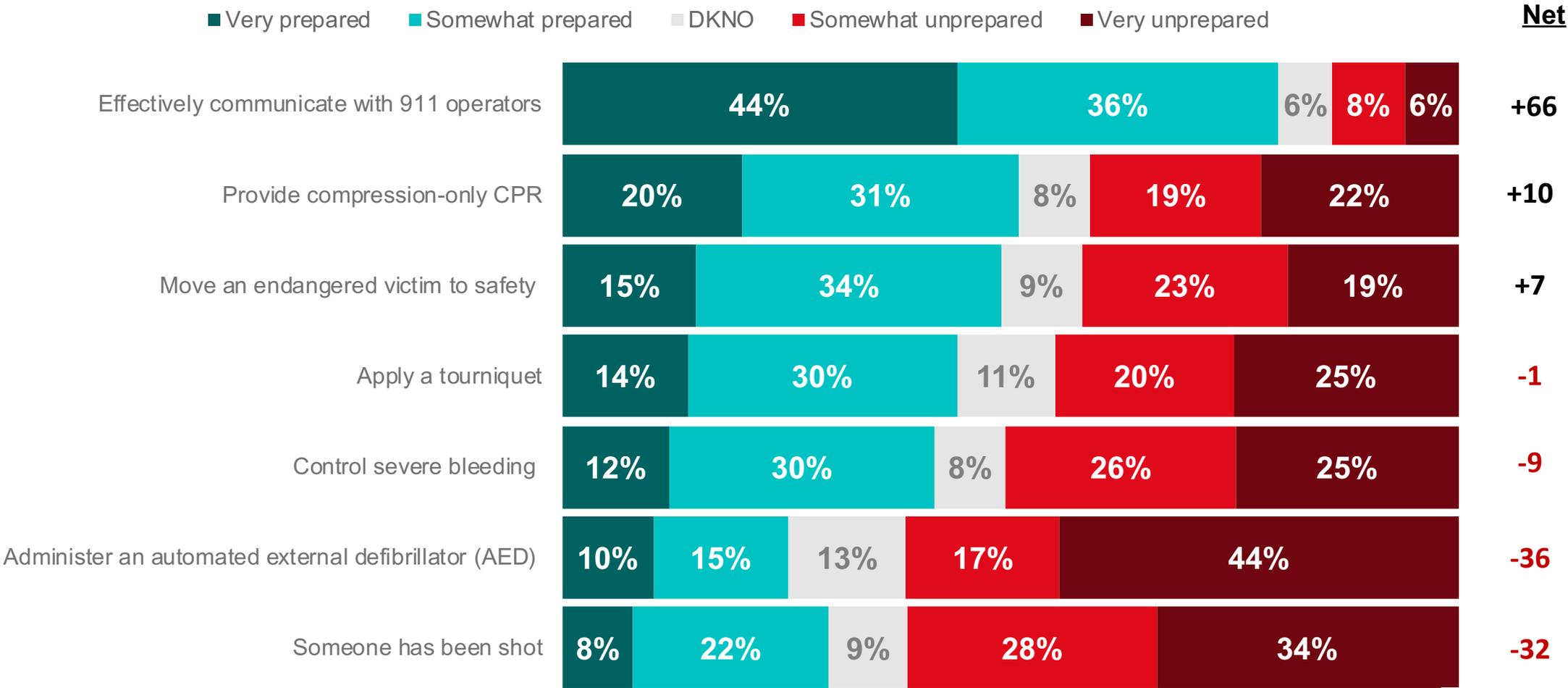
**Preparedness To Respond**



**Until Help Arrives**

**A plurality of adults feel prepared to effectively communicate with 911 operators. However, they feel less prepared when it comes to CPR, and AED, severe bleeding, natural disasters, if someone has been shot, or a mass shooting.**

*How prepared are you to do the following tasks if you're the first person on the scene of a medical emergency:*

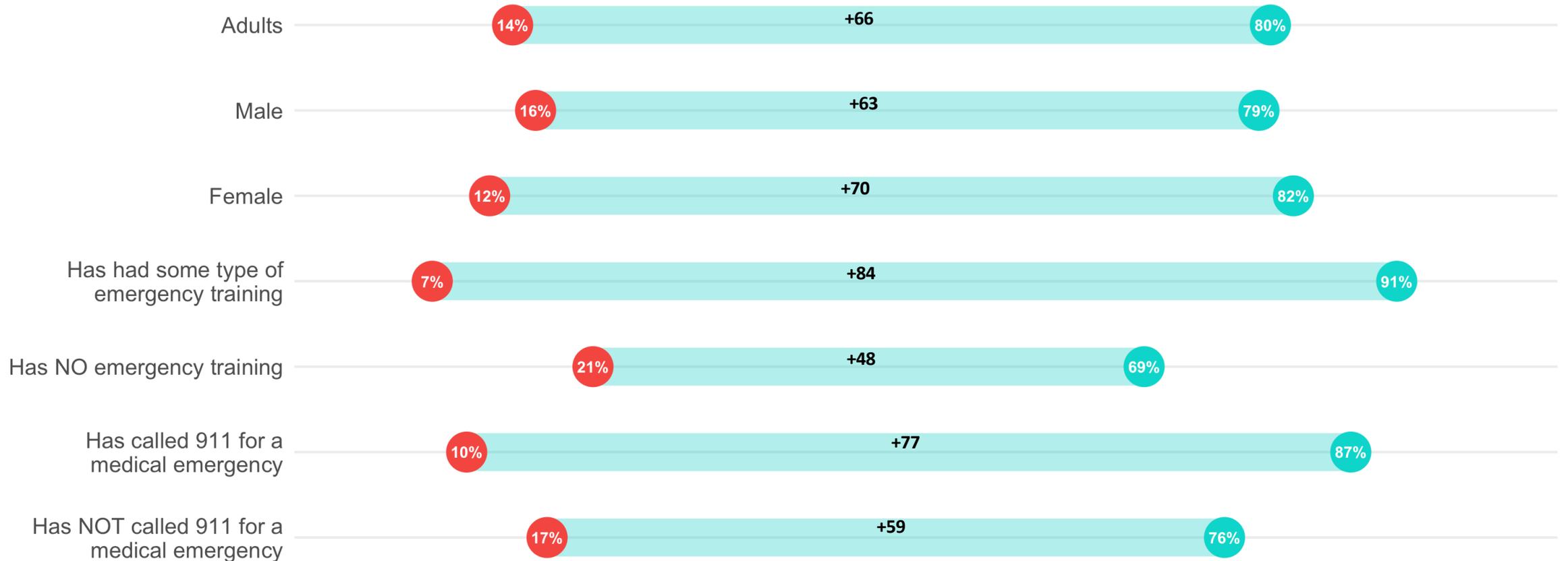


# Adults across key demographics feel prepared to effectively communicate with 911 operators, including those who have never dialed 911 for a medical emergency.

*How prepared are you to do the following tasks if you're the first person on the scene of a medical emergency:*

*Effectively communicate with 911 operators*

● Prepared ● Unprepared

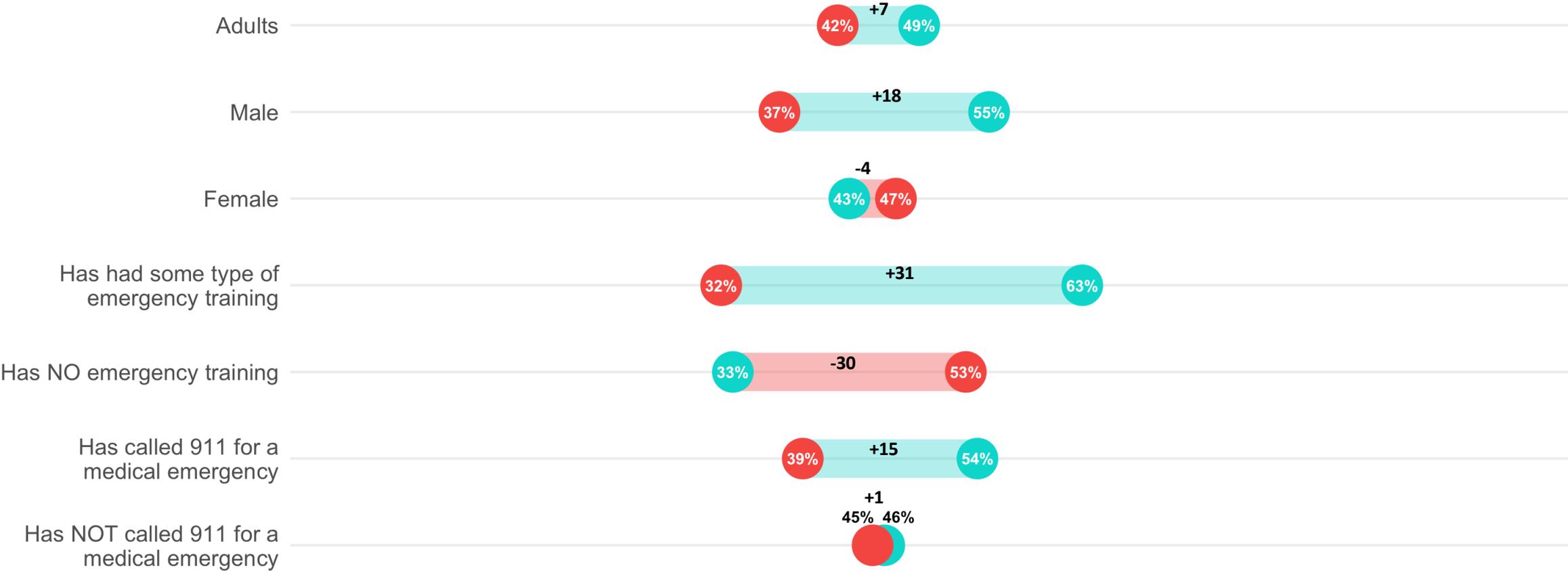


# Those who have called 911 for a medical emergency feel more prepared to help move an endangered victim to safety, including adults overall, men, and those with some type of emergency training.

How prepared are you to do the following tasks if you're the first person on the scene of a medical emergency:

*Move an endangered victim to safety*

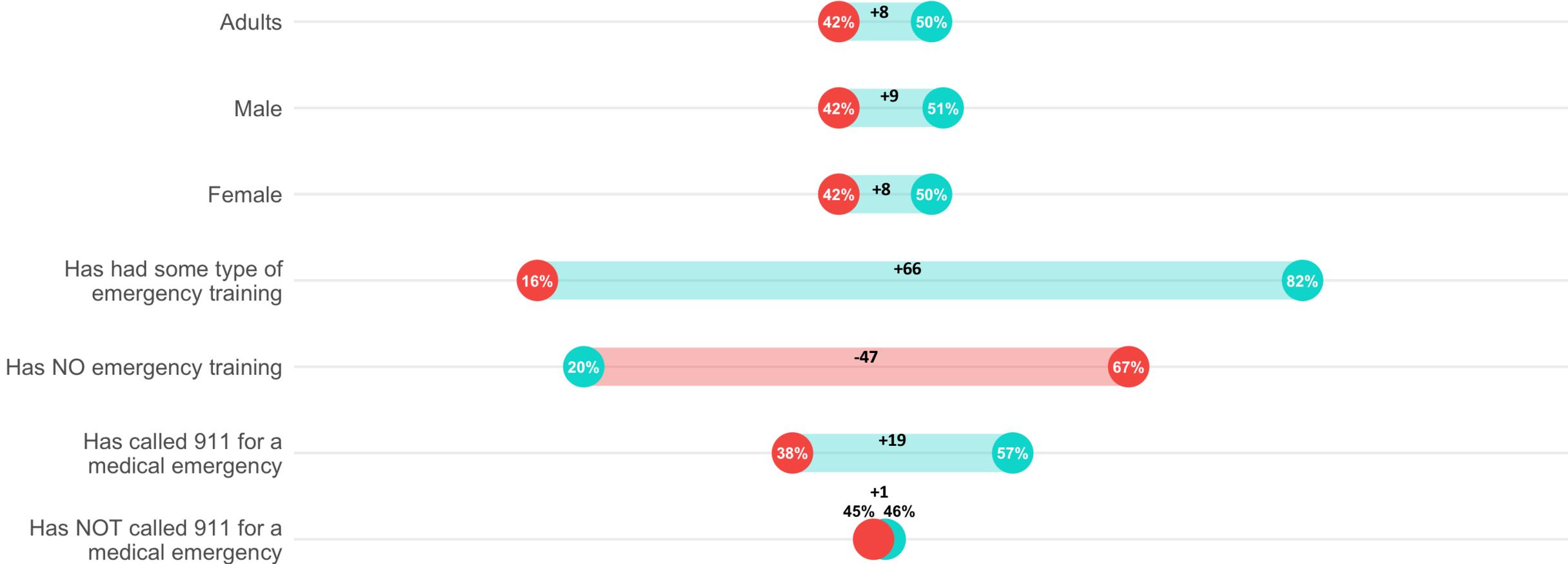
● Prepared ● Unprepared



# Half or more of adults, men, women, those with some emergency training, and those who have dialed 911 feel the most prepared to provide compression only CPR.

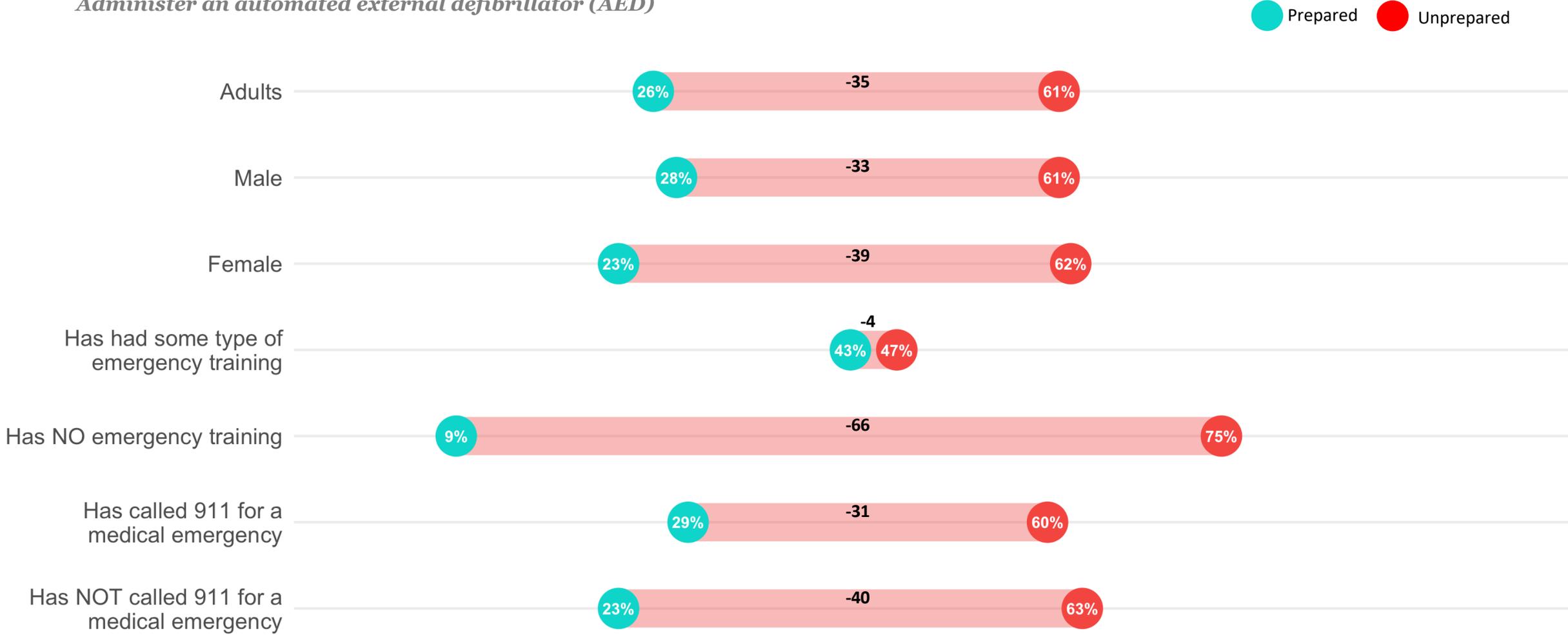
How prepared are you to do the following tasks if you're the first person on the scene of a medical emergency:  
*Provide compression only CPR*

● Prepared ● Unprepared



# Adults across key demographics report not being prepared to administer an automated external defibrillator (AED). Forty-three percent of those who have had some type of emergency training report that they would feel prepared.

*How prepared are you to do the following tasks if you're the first person on the scene of a medical emergency:  
Administer an automated external defibrillator (AED)*

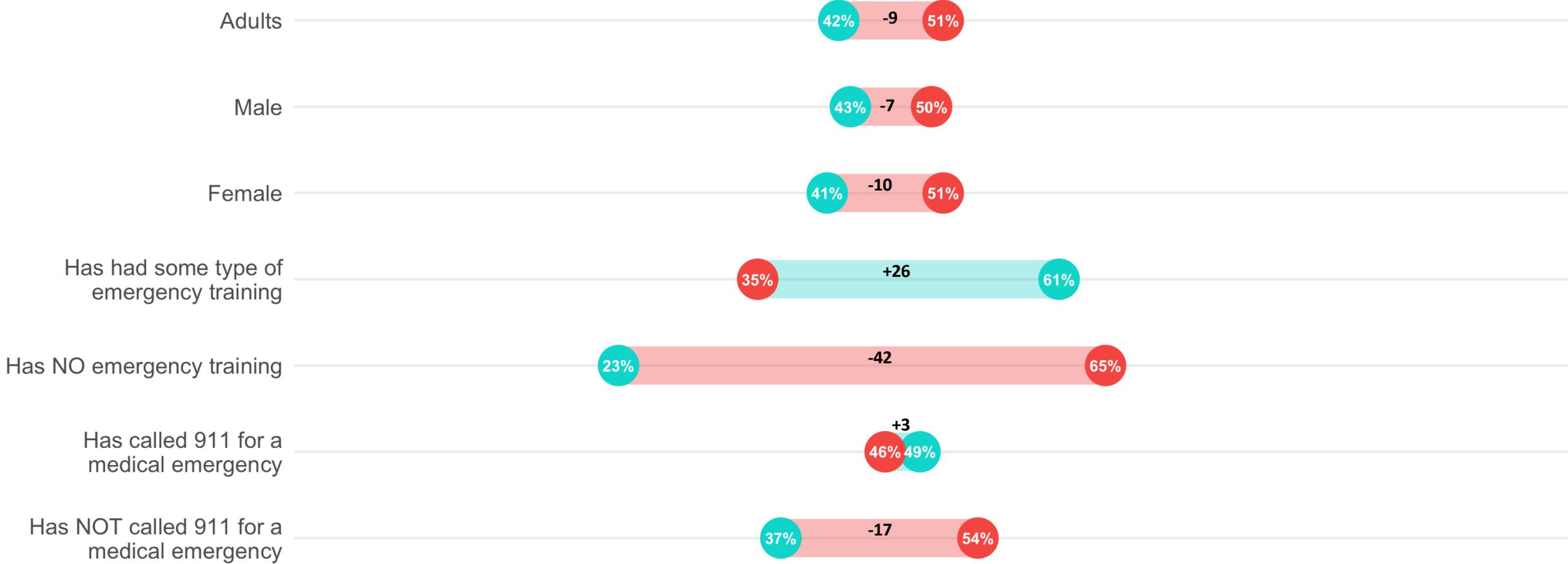


# Adults largely report feeling unprepared to help control bleeding. Adults who have called 911 for a medical emergency before are split.

How prepared are you to do the following tasks if you're the first person on the scene of a medical emergency:

## Control severe bleeding

● Prepared ● Unprepared

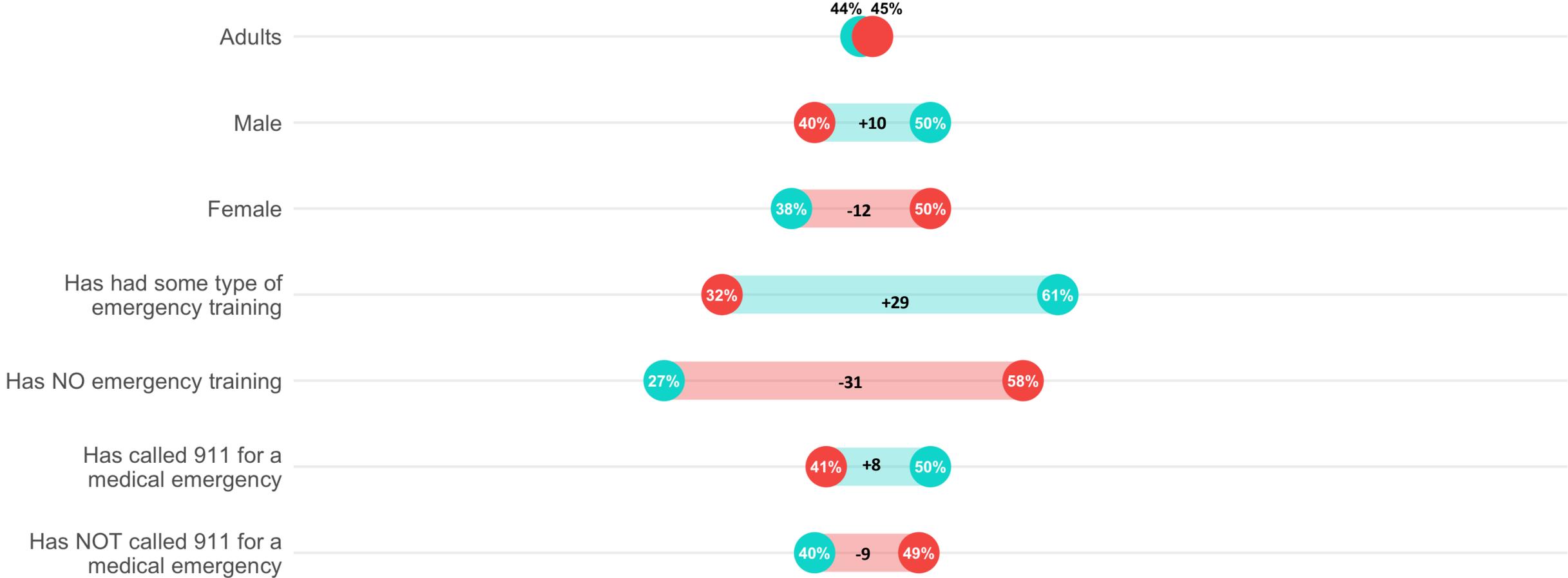


# Men and those who have called 911 for a medical emergency report feeling prepared to apply a tourniquet. While women and those have not dialed 911 in an emergency report feeling unprepared.

How prepared are you to do the following tasks if you're the first person on the scene of a medical emergency:

*Apply a tourniquet*

● Prepared ● Unprepared





**Confidence To Respond**



**Preparedness To Respond**



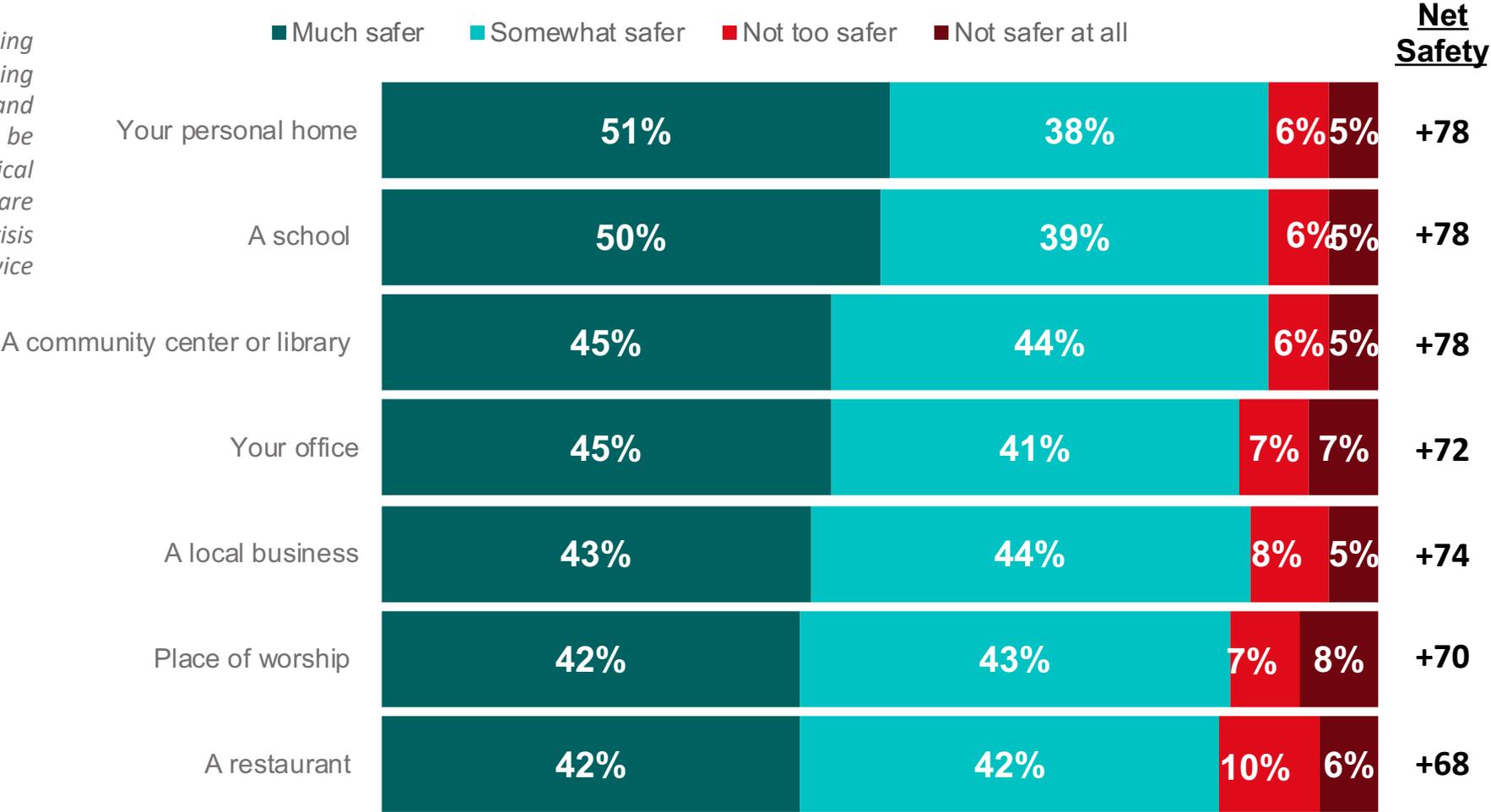
**Until Help Arrives**



# Adults would feel more safe knowing that somebody certified in the *Until Help Arrives* training course was present in all the following places and establishments tested.

Would you feel safer knowing that somebody certified in the *Until Help Arrives* training course was present in the following places or establishments:

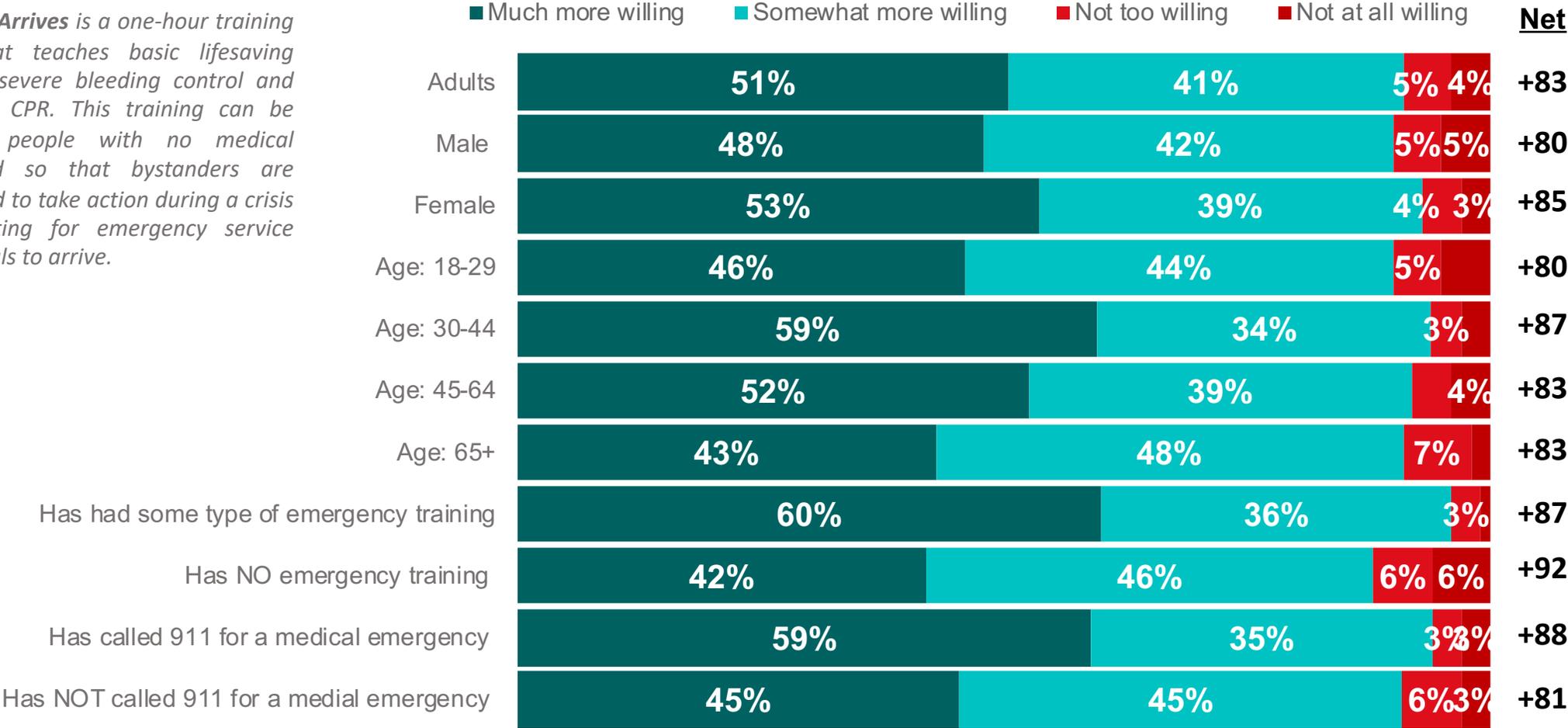
*Until Help Arrives* is a one-hour training course that teaches basic lifesaving skills, like severe bleeding control and hands-only CPR. This training can be given to people with no medical background so that bystanders are empowered to take action during a crisis while waiting for emergency service professionals to arrive.



# 88% of adults who have NO emergency training would be more willing to respond and take action in a crisis if they were trained in the *Until Help Arrives* program.

*If you were trained in the **Until Help Arrives** program, how willing would you be to take action in a crisis while waiting for emergency services to arrive?*

*Until Help Arrives is a one-hour training course that teaches basic lifesaving skills, like severe bleeding control and hands-only CPR. This training can be given to people with no medical background so that bystanders are empowered to take action during a crisis while waiting for emergency service professionals to arrive.*



**Adults agree that the *Until Help Arrives* training should be offered in every location tested. They most strongly agree that it should be taught in local hospitals, high schools, colleges, and community centers.**

*Do you agree or disagree the **Until Help Arrives** training should be offered by the following places or establishments?*

