



Ipsos Public Affairs

The Social Research and Corporate Reputation Specialists

Duracell Firefighters Consumer Poll

Project Report



Nobody's Unpredictable



Methodology



- Results included in this document are based on two parallel Ipsos Public Affairs polls.
 - The findings among the U.S. population at large (Gen. Pop.) are based on an Ipsos poll conducted January 27 – February 8, 2011 with a nationally representative, randomly selected sample of 1,144 adults aged 18 and older across the United States interviewed via Ipsos' U.S. Express Telephone Omnibus. With a sample of that size, the results are considered accurate within 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult population in the U.S. been polled.
 - The findings among Hispanics are based on an Ipsos Public Affairs poll conducted from January 27 – March 1, 2011 with a nationally representative sample of 501 Hispanics aged 18 and older, interviewed by telephone via Ipsos' U.S. Hispanic Omnibus. With a sample of this size, the results are considered accurate within 4.4 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Hispanics in the U.S. been polled.
- All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.
- These data were weighted to ensure that the sample's composition reflects that of the actual U.S. population according to U.S. Census figures.
- In both polls, respondents had the option to be interviewed in English or Spanish.
- Throughout the report sums of percentages do not always add up to exactly 100% due to rounding.



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Detailed Findings



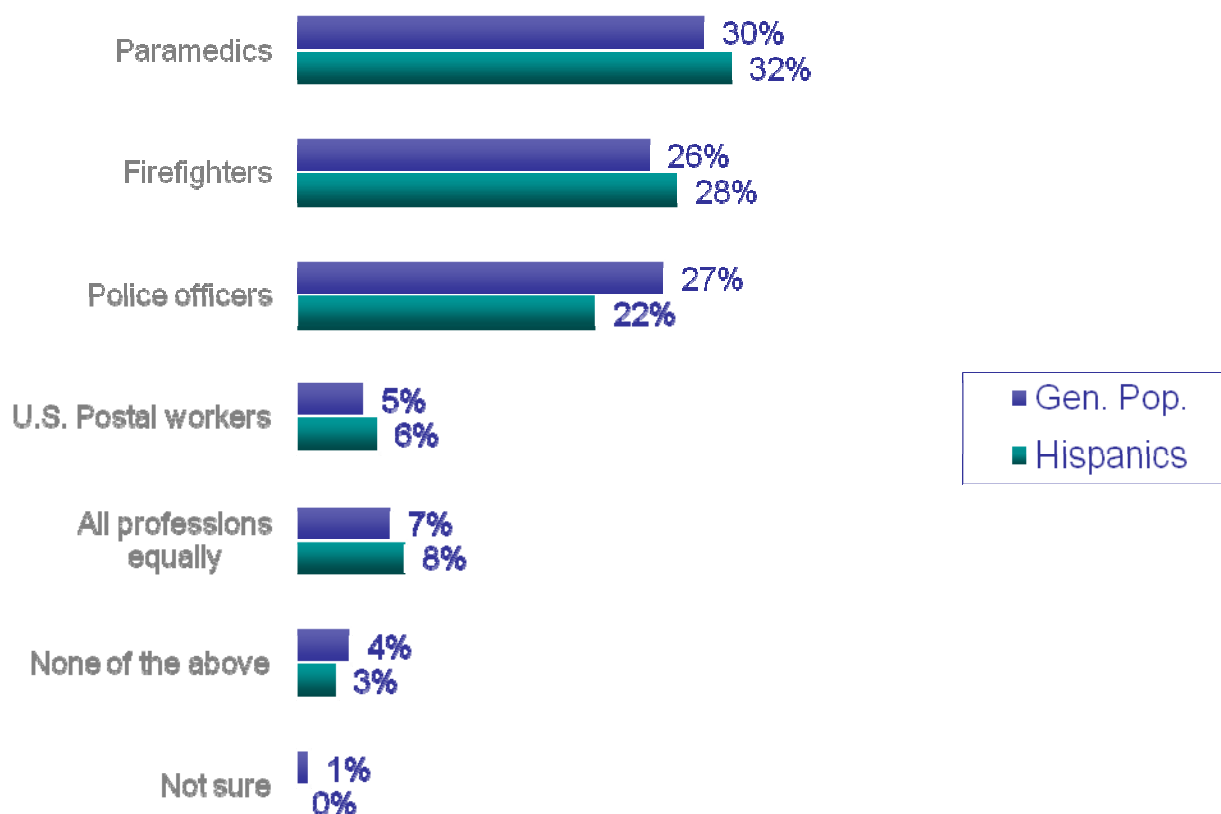
4/4/2011

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Admired Professions

- Over four in one Hispanic adults (28%) report that among several professions, Firefighters is the one they admire the most, second only to paramedics (32%), and leading police officers (22%) by six percentage points.
- The general population of adults shows similar results, with paramedics ranking first (30%), though police officers (27%) fall very slightly ahead of firefighters (26%).



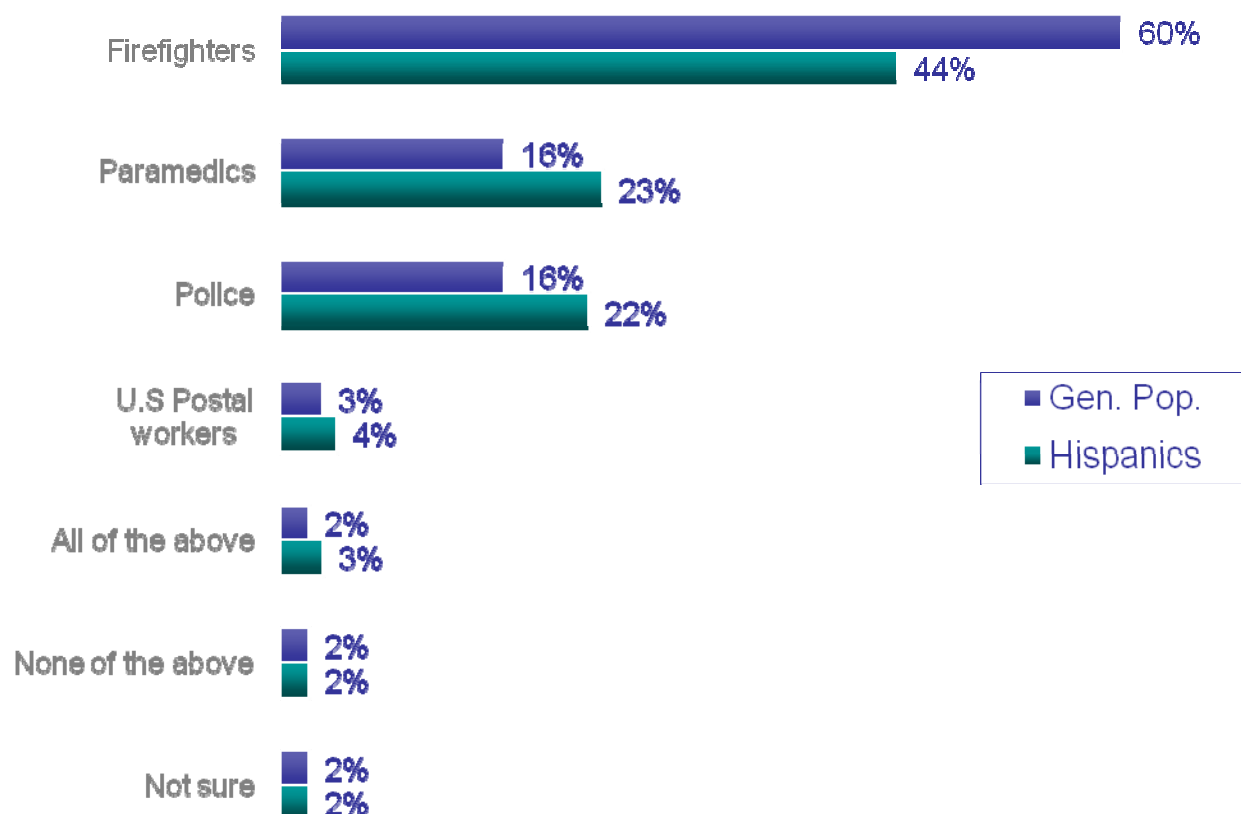
Q1. Which of the following professions do you admire the most?

Base: All respondents Gen. Pop. n=1144; Hispanics n=501



Professions Relying the Most on Volunteer Members

- When asked which out of four professions relies most on volunteer members to serve the community, firefighters came in first, selected by 44% of Hispanic respondents. Roughly one in five selected each of paramedics (23%) and police (22%), while just 4% chose postal workers.
- In comparison, adults from the general population are even more likely than are Hispanics to select firefighters as the profession that relies most on volunteers (60%), while fewer chose paramedics (16%), police (16%) or postal workers (3%).



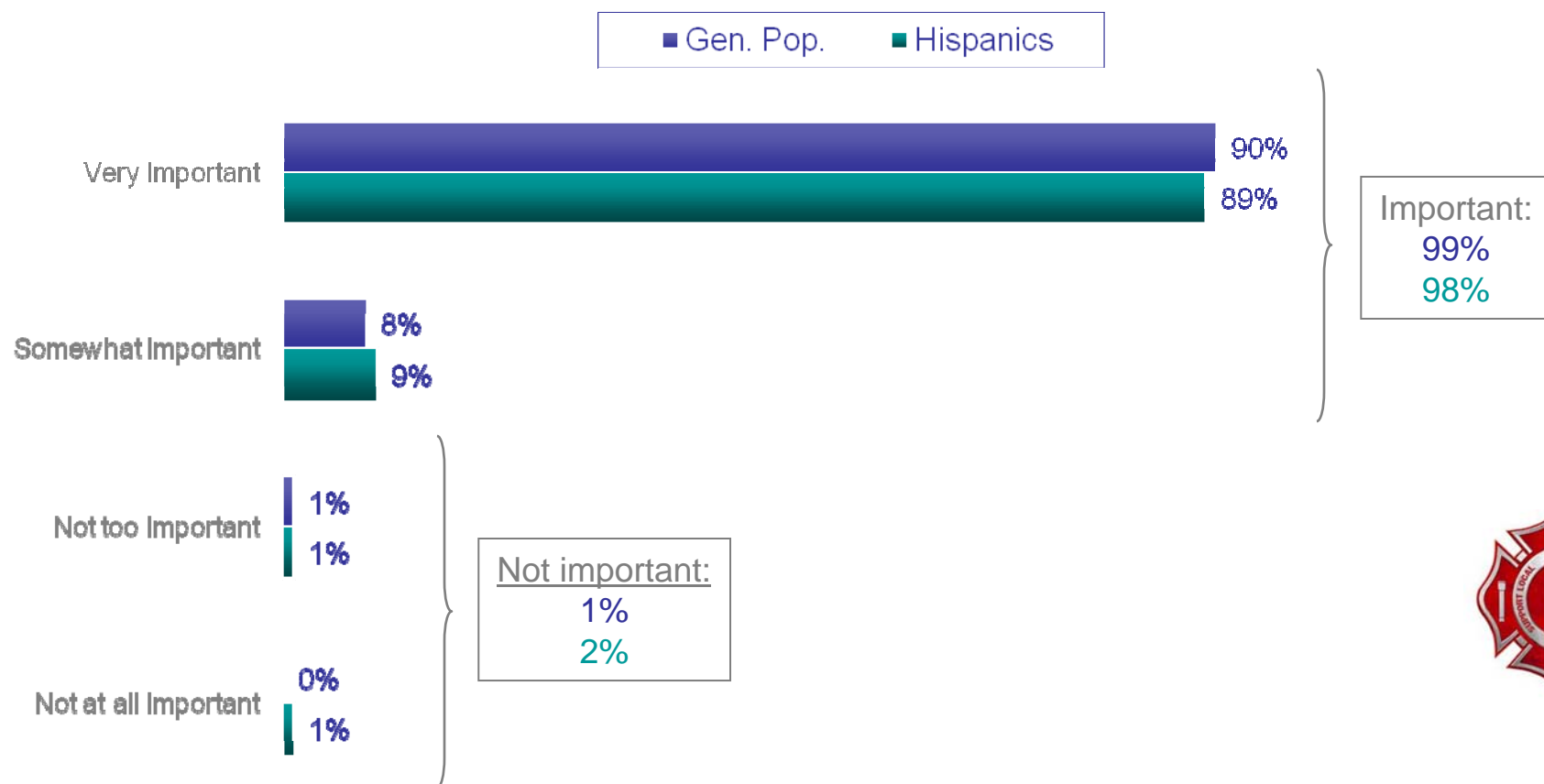
Q2. Out of the following professions, which one would you say relies the most on volunteer members to serve the community?

Base: All respondents Gen. Pop. n=1144; Hispanics n=501



Importance of Firefighters for the Safety of the Community

- Nearly all Hispanics (98%) feel that firefighters are important to the safety of their community, including 89% who feel that they are very important.
- Likewise, 99% of adults from the general population believe that firefighters are important to the safety of their community.



Q3. In your opinion, how important are firefighters for the safety of your community?

Base: All respondents Gen. Pop. n=1144; Hispanics n=501

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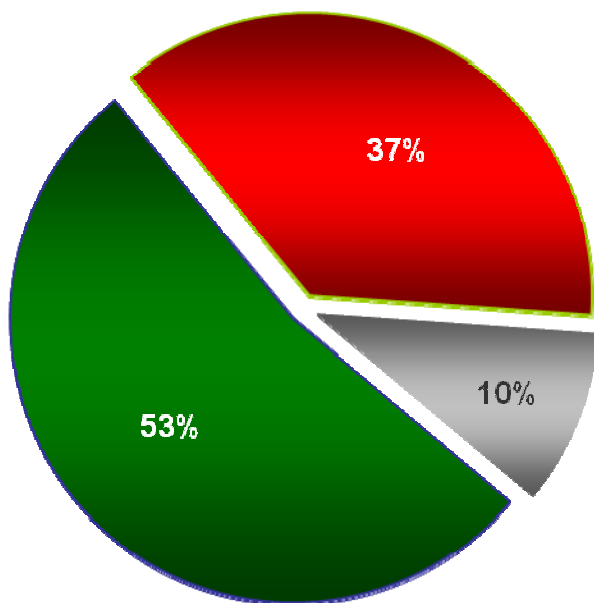


Funding of Local Fire Departments

- Four in ten Hispanics (40%) do not believe that their local fire department has sufficient funds to sustain all the areas in which it operates. Conversely, 49% feel that their local fire department is adequately funded.
- Similarly, among the general public, while 37% do not feel that this funding is adequate to sustain their operations, 53% believe that their local fire department has sufficient funds.

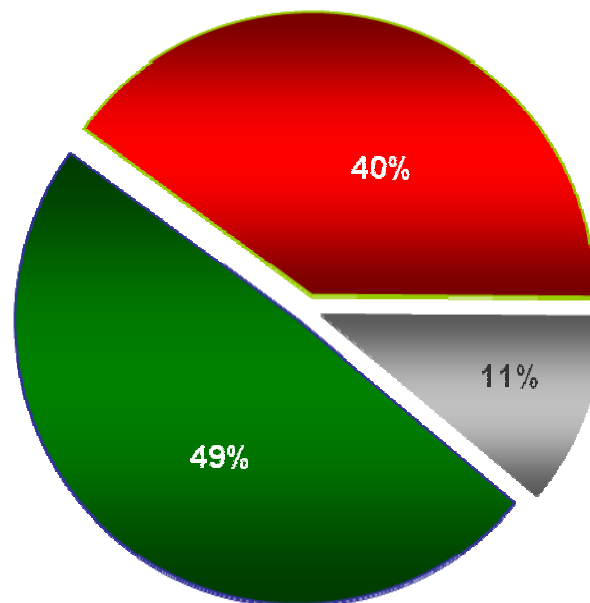
General Population

■ Yes ■ No ■ Don't know



Hispanics

■ Yes ■ No ■ Don't know



Q4. Taking into account all sources (federal funds, donations, fundraising, etc.); do you think your local fire department has sufficient funds to sustain all the areas in which it operates?

Base: All respondents GenPop n=1144; Hispanics n=501

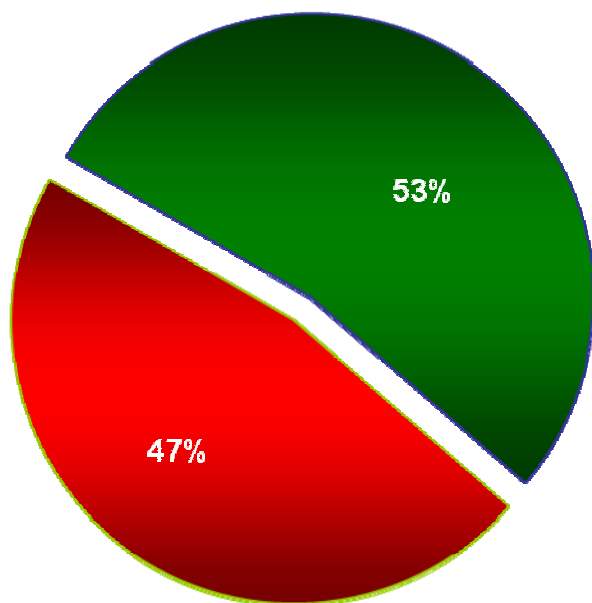


Personally Knowing a Firefighter

- Hispanic adults are less likely than adults from the general population to personally know a firefighter.
- While half of adults from the general population (53%) report they personally know a firefighter, just under a third of Hispanics (31%) say they do.

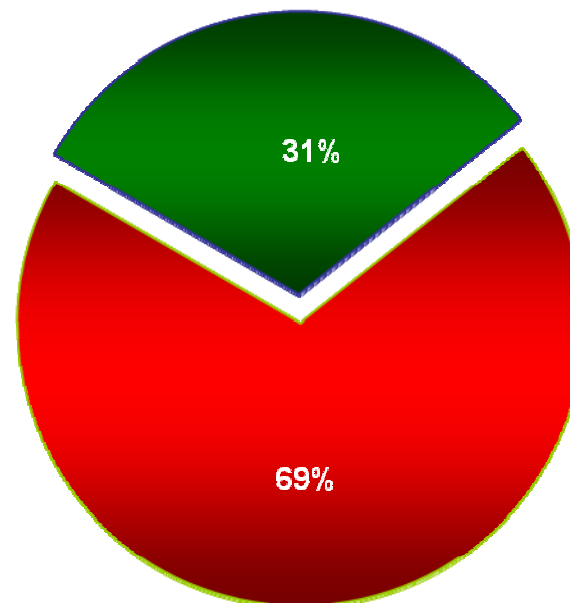
General Population

■ Yes ■ No



Hispanics

■ Yes ■ No



Q5. Do you personally know anyone who is a firefighter?

Base: All respondents Gen. Pop. n=1144; Hispanics n=501

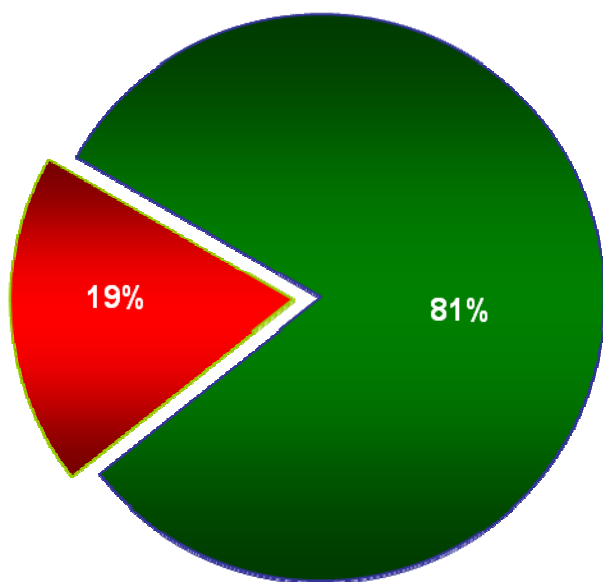


Knowing People Can Volunteer as Firefighters

- Overall, Hispanic adults are less likely than those from the general public to report they are aware that people can volunteer as a firefighter.
- Over four in ten Hispanic adults (42%) report they did not know that people can volunteer as a firefighter; in contrast just 19% of adults from the general population reported being unaware of this.

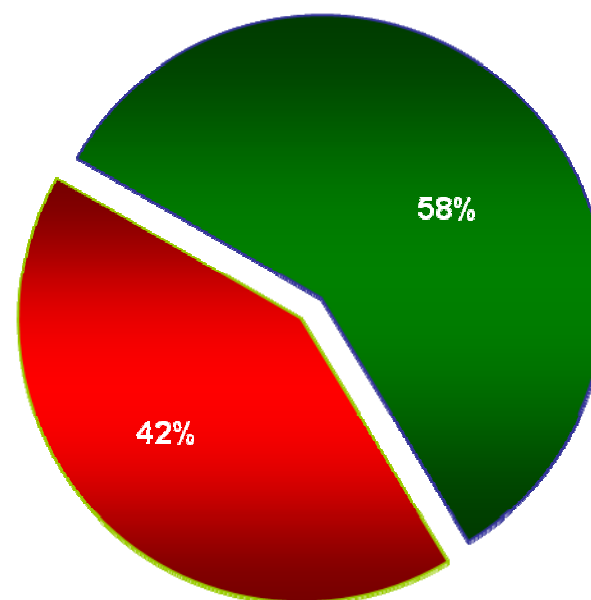
General Population

■ Yes ■ No



Hispanics

■ Yes ■ No



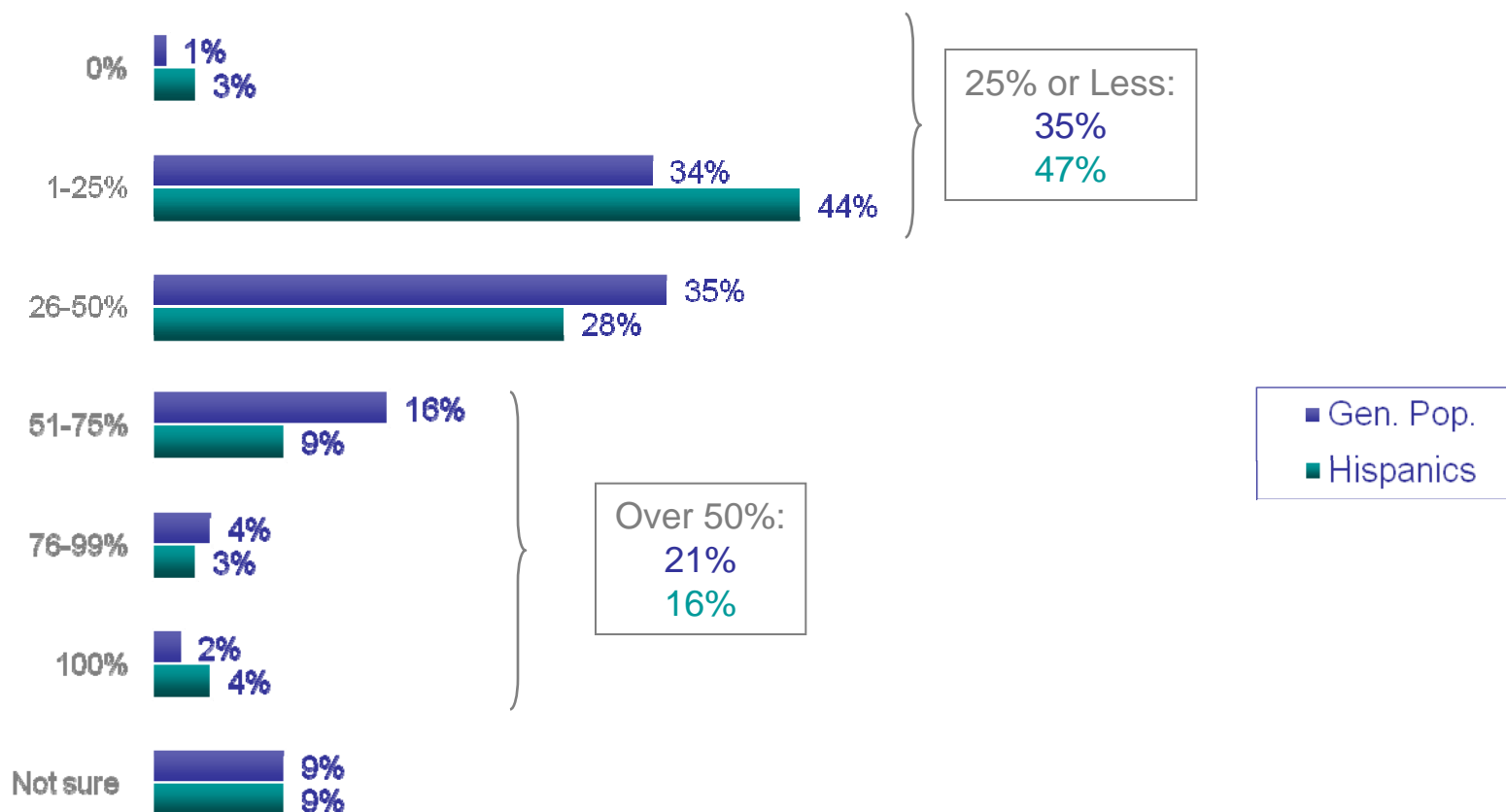
Q6. Did you know that people can volunteer as a firefighter?

Base: All respondents Gen. Pop. n=1144; Hispanics n=501



Perception of Percentage of Firefighters Who are Volunteers

- Close to half of Hispanic adults believe that less than 25% of firefighters in the U.S. are volunteers, including 3% who believe that no firefighters are volunteers. Just 16% believe that volunteers make up over half of all firefighters.
- In contrast, the general public tends to think that volunteers make up a greater proportion of all firefighters; while 35% believe that just a quarter or fewer of all firefighters are volunteers, 21% believe that over half of firefighters are volunteers.



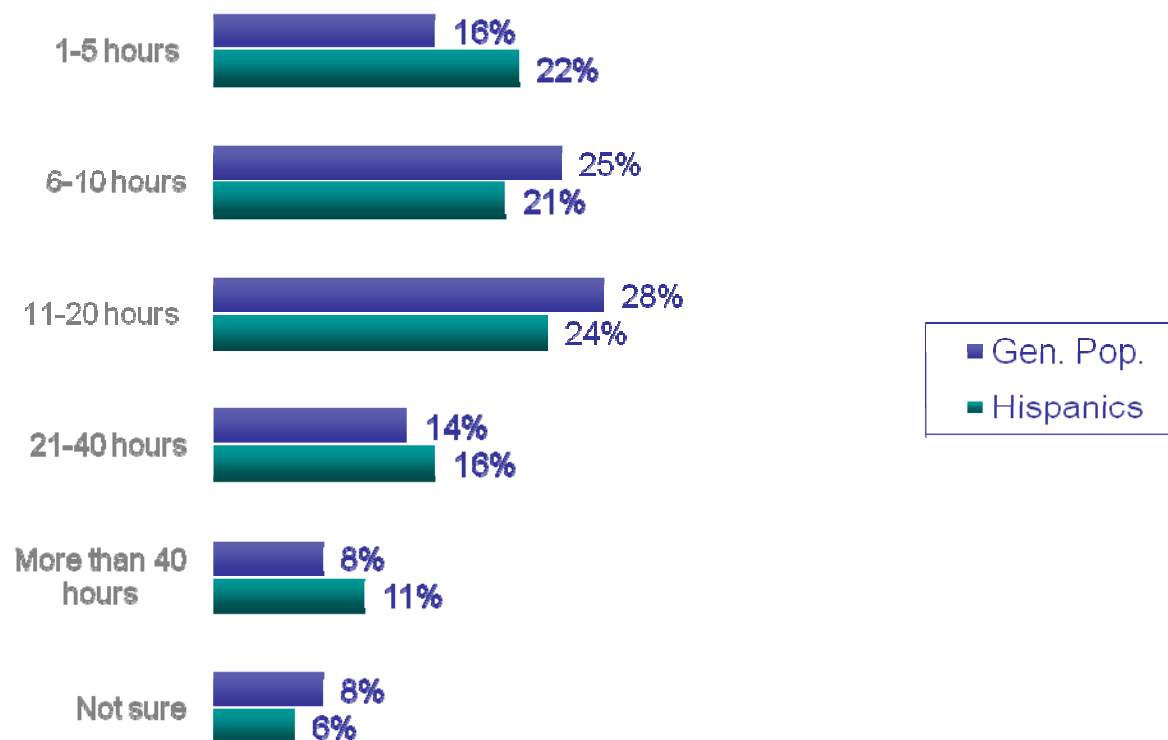
Q7. In your opinion, what percentage of all firefighters in the U.S. are volunteers?

Base: All respondents Gen. Pop. n=1144; Hispanics n=501



Perception of Number of Hours Spent by Volunteer Firefighters Serving the Community

- One in five Hispanics (22%) thinks that in addition to the time they spend working on their paid profession; volunteer firefighters spend on average 5 hours or less serving their community each week. Similar proportions believe that these volunteers spend between 6 and 10 hours (21%) or 11 and 20 hours (24%). Fewer think that they spend between 21 and 40 hours (16%) or over 40 hours (11%) per week as a volunteer firefighter. Six percent report that they were unsure.
- The general population of adults has similar views when it comes to how much time volunteer firefighters dedicate to serving their communities in an average week.



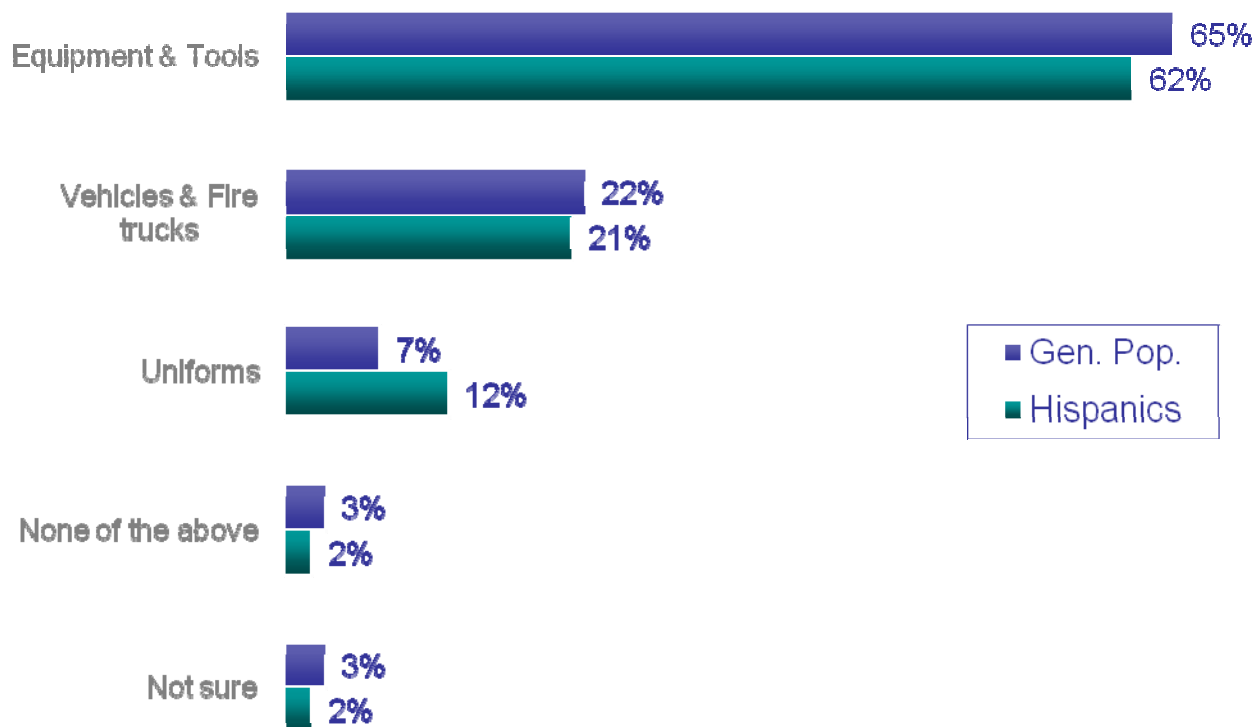
Q8. In addition to the time they spend working on their paid profession, on average, how many hours per week do you think these volunteer firefighters spend serving their community?

Base: All respondents Gen. Pop. n=1144; Hispanics n=501



Perception on What Volunteer Firefighters Need the Most

- Hispanic adults believe equipment and tools (62%) are what volunteer firefighters need the most of; more so than vehicles and fire trucks (21%) or uniforms (12%). Very few (2%) feel that volunteer firefighters are not in need of any of these supplies.
- The general population of adults holds a similar view, with 65% selecting equipment and tools, 22% selecting vehicles and fire trucks, and 7% selecting uniforms as the things that volunteer fire fighters are most in need of.



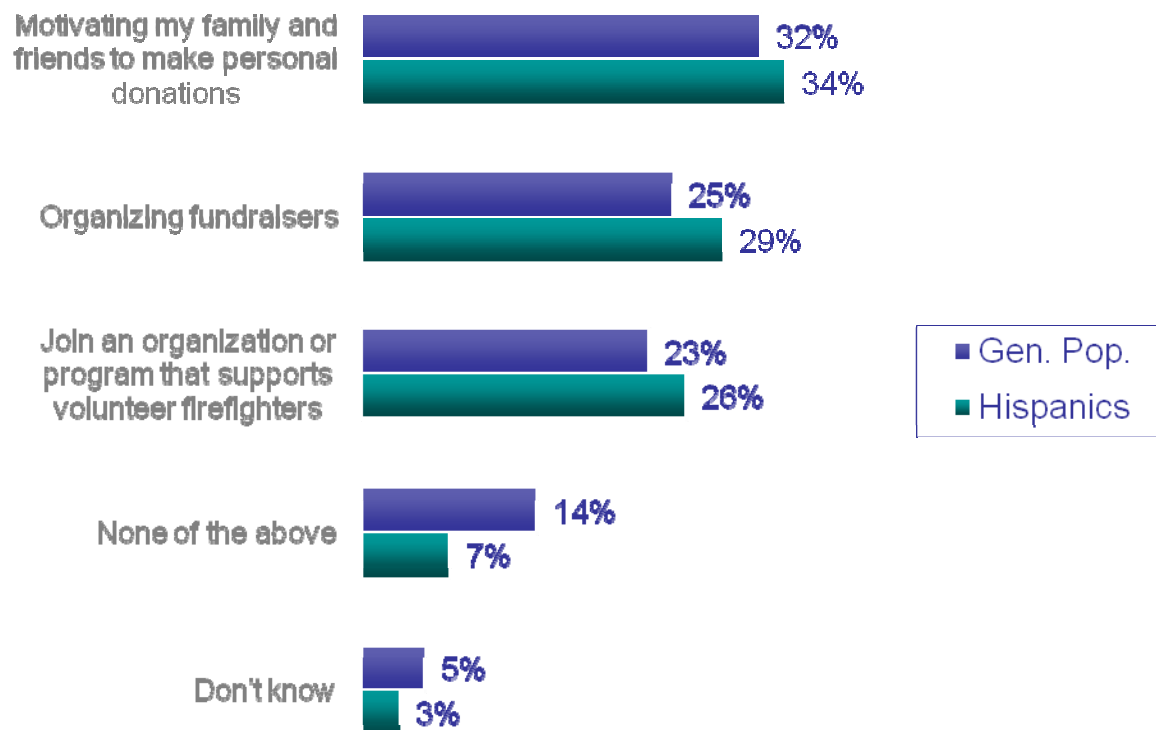
Q9. In your opinion, what do you think volunteer firefighters need the most of?

Base: All respondents Gen. Pop. n=1144; Hispanics n=501



Preferred Ways to Support Volunteer Firefighters

- In order to support volunteer firefighters in their community, Hispanics are most likely to say that they would like to motivate their family and friends to make personal donations (34%). Over a quarter say that they would most like to support local volunteer firefighters by organizing a fundraiser (29%) or by joining an organization or program that supports volunteer firefighters (26%). Just 7% say that they would not opt to take any of these actions.
- The general population shares similar preferences, with 32% opting to encourage personal donations from friends and family, 25% organizing fundraisers, and 23% joining organizations or programs that support these volunteers. However, they are more likely than are Hispanics to say that they wouldn't want to take any of these steps to help their local volunteer firefighters (14%).



Q10. If you could, how would you like to support volunteer firefighters in your community?

Base: All respondents Gen. Pop. n=1144; Hispanics n=501



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