

1\_5. [I'm too young to worry about myself or a loved one having a heart attack]

Based on your knowledge of heart attacks, please state the extent to which you agree or disagree on the following...

		Gender		AGE		EDUCATION			
	Total	Male	Female	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All Respondents	1004	484	520	544	460	39	167	454	344
Weighted	1004	480	524	458	546	40	163	454	348
I'm too young to worry about myself or a loved one having a heart attack									
Strongly agree	15	12	3	10	5	1	2	6	6
	2%	2%	1%	2%	1%	2%	1%	1%	2%
		B				*			
Somewhat agree	48	26	23	36	13	5	8	19	16
	5%	5%	4%	8%	2%	13%	5%	4%	5%
				D		GH*			
Somewhat disagree	396	207	189	217	180	14	65	169	149
	39%	43%	36%	47%	33%	35%	40%	37%	43%
		B		D		*			
Strongly disagree	544	235	309	195	349	20	88	260	177
	54%	49%	59%	43%	64%	50%	54%	57%	51%
			A		C	*			
Summary									
Top2Box (Agree)	64	37	26	46	17	6	10	25	22
	6%	8%	5%	10%	3%	15%	6%	6%	6%
				D		GH*			
Low2Box (Disagree)	940	442	498	412	529	33	152	429	326
	94%	92%	95%	90%	97%	85%	94%	94%	94%
					C	*		E	E

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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2\_4. [You should keep ASPIRIN® with you at all times so that you can call 911 and take in the event you or someone near you has a heart attack]

Based on your knowledge of ASPIRIN®, please state the extent to which you agree or disagree to the following...

		Gender		AGE		EDUCATION			
	Total	Male	Female	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All Respondents	1004	484	520	544	460	39	167	454	344
Weighted	1004	480	524	458	546	40	163	454	348
You should keep ASPIRIN® with you at all times so that you can call 911 and take in the event you or someone near you has a heart attack									
Strongly agree	284	112	172	117	166	14	56	123	90
	28%	23%	33%	26%	30%	36%	35%	27%	26%
			A			*	H		
Somewhat agree	453	225	228	207	245	17	68	214	152
	45%	47%	43%	45%	45%	44%	42%	47%	44%
						*			
Somewhat disagree	210	106	103	113	97	4	35	91	80
	21%	22%	20%	25%	18%	11%	22%	20%	23%
				D		*			
Strongly disagree	58	37	21	21	38	4	3	26	26
	6%	8%	4%	4%	7%	9%	2%	6%	7%
		B				F*			F
Summary									
Top2Box (Agree)	736	337	400	325	412	32	125	338	242
	73%	70%	76%	71%	75%	80%	77%	74%	70%
			A			*			
Low2Box (Disagree)	268	143	125	133	135	8	38	117	105
	27%	30%	24%	29%	25%	20%	23%	26%	30%
		B				*			

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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### 3\_4. [Power outage/blackout]

To what extent do you believe you are prepared for the following situations...

		Gender		AGE		EDUCATION			
	Total	Male	Female	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All Respondents	1004	484	520	544	460	39	167	454	344
Weighted	1004	480	524	458	546	40	163	454	348
Power outage/blackout									
Very prepared	252	121	131	103	149	16	43	114	79
	25%	25%	25%	23%	27%	41%	26%	25%	23%
						GH*			
Somewhat prepared	602	284	318	265	337	16	96	270	221
	60%	59%	61%	58%	62%	41%	59%	59%	64%
						*	E	E	E
Somewhat unprepared	133	64	69	78	54	5	21	61	46
	13%	13%	13%	17%	10%	12%	13%	13%	13%
				D		*			
Very unprepared	17	10	7	11	6	3	3	10	1
	2%	2%	1%	2%	1%	6%	2%	2%	*
						H*		H	
Summary									
Top2Box (Prepared)	854	406	449	368	486	32	138	384	300
	85%	85%	86%	80%	89%	82%	85%	85%	86%
					C	*			
Low2Box (Unprepared)	150	74	76	90	60	7	24	70	48
	15%	15%	14%	20%	11%	18%	15%	15%	14%
				D		*			

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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### 3\_5. [A house fire]

To what extent do you believe you are prepared for the following situations...

		Gender		AGE		EDUCATION			
	Total	Male	Female	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All Respondents	1004	484	520	544	460	39	167	454	344
Weighted	1004	480	524	458	546	40	163	454	348
A house fire									
Very prepared	165	93	72	72	93	11	31	75	47
	16%	19%	14%	16%	17%	29%	19%	17%	13%
		B				H*			
Somewhat prepared	540	267	273	230	310	16	76	252	196
	54%	56%	52%	50%	57%	41%	47%	55%	56%
					C	*			F
Somewhat unprepared	227	95	132	116	111	9	43	90	84
	23%	20%	25%	25%	20%	23%	26%	20%	24%
			A			*			
Very unprepared	72	25	48	40	32	3	12	37	20
	7%	5%	9%	9%	6%	7%	8%	8%	6%
			A			*			
Summary									
Top2Box (Prepared)	705	360	345	302	403	28	107	327	243
	70%	75%	66%	66%	74%	70%	66%	72%	70%
		B			C	*			
Low2Box (Unprepared)	299	119	179	156	143	12	55	127	104
	30%	25%	34%	34%	26%	30%	34%	28%	30%
			A	D		*			

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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### 3\_6. [A heart attack]

To what extent do you believe you are prepared for the following situations...

		Gender		AGE		EDUCATION			
	Total	Male	Female	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All Respondents	1004	484	520	544	460	39	167	454	344
Weighted	1004	480	524	458	546	40	163	454	348
A heart attack									
Very prepared	71	40	31	25	46	2	12	40	16
	7%	8%	6%	5%	8%	6%	8%	9%	5%
						*		H	
Somewhat prepared	444	218	226	176	268	17	66	189	173
	44%	45%	43%	38%	49%	42%	40%	42%	50%
					C	*			G
Somewhat unprepared	377	172	205	190	187	15	58	166	137
	38%	36%	39%	42%	34%	39%	35%	37%	40%
				D		*			
Very unprepared	113	50	63	67	46	5	27	59	21
	11%	10%	12%	15%	8%	13%	17%	13%	6%
				D		*	H	H	
Summary									
Top2Box (Prepared)	514	258	257	200	314	19	78	229	189
	51%	54%	49%	44%	57%	48%	48%	50%	54%
					C	*			
Low2Box (Unprepared)	490	222	268	257	232	21	85	226	159
	49%	46%	51%	56%	43%	52%	52%	50%	46%
				D		*			

- Column Proportions:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:

Columns Tested (5%): A/B,C/D,E/F/G/H

Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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4. Which of the following actions have you taken to prepare yourself for any emergency situation?

		Gender		AGE		EDUCATION			
	Total	Male	Female	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All Respondents	1004	484	520	544	460	39	167	454	344
Weighted	1004	480	524	458	546	40	163	454	348
Have working smoke detectors on each floor of your house	935	447	488	416	519	37	149	432	318
	93%	93%	93%	91%	95%	93%	92%	95%	91%
					C	*		H	
Have candles, flashlights and dry foods for a power outage/blackout	925	437	488	403	522	36	150	424	316
	92%	91%	93%	88%	96%	91%	92%	93%	91%
					C	*			
Have a first aid kit in your house	759	359	401	331	428	26	111	363	259
	76%	75%	76%	72%	78%	65%	68%	80%	75%
					C	*		EF	
Have working fire extinguishers in your house	637	321	316	273	364	29	89	292	226
	63%	67%	60%	60%	67%	74%	55%	64%	65%
		B			C	F*		F	F
Have ASPIRIN® in your medicine cabinet	621	309	311	211	410	25	99	284	213
	62%	65%	59%	46%	75%	62%	61%	62%	61%
					C	*			
Have a roadside emergency kit in your car	537	269	268	228	309	16	83	246	192
	53%	56%	51%	50%	57%	40%	51%	54%	55%
					C	*			
Install a sump-pump or backwater valve for a basement flood	276	117	159	128	148	6	33	137	100
	28%	24%	30%	28%	27%	15%	20%	30%	29%
			A			*		F	F
Have 911 on speed-dial	205	104	101	86	119	14	31	108	52
	20%	22%	19%	19%	22%	35%	19%	24%	15%
						FH*		H	
None of the above	12	6	7	9	3	-	4	4	5
	1%	1%	1%	2%	1%	-	2%	1%	2%
						*			

- Column Proportions:  
Columns Tested (5%): A/B,C/D,E/F/G/H  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

- Column Means:  
Columns Tested (5%): A/B,C/D,E/F/G/H  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_2. [At the gym]

Based on your perceptions, where and when do you think heart attacks are most likely to happen?

		Gender		AGE		EDUCATION			
	Total	Male	Female	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All Respondents	1004	484	520	544	460	39	167	454	344
Weighted	1004	480	524	458	546	40	163	454	348
At the gym									
Morning	78	42	36	29	50	3	10	42	24
	8%	9%	7%	6%	9%	7%	6%	9%	7%
						*			
Afternoon	30	19	11	15	15	-	3	15	11
	3%	4%	2%	3%	3%	-	2%	3%	3%
						*			
Evening	43	24	19	24	19	2	6	15	20
	4%	5%	4%	5%	4%	6%	4%	3%	6%
						*			
Any time of day	829	378	451	378	451	33	141	373	283
	83%	79%	86%	83%	82%	83%	86%	82%	81%
			A			*			
Not likely to happen here	24	17	7	12	12	2	3	9	10
	2%	3%	1%	3%	2%	5%	2%	2%	3%
		B				*			

- Column Proportions:  
Columns Tested (5%): A/B,C/D,E/F/G/H  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D,E/F/G/H  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_3. [Outside enjoying activities]

Based on your perceptions, where and when do you think heart attacks are most likely to happen?

		Gender		AGE		EDUCATION			
	Total	Male	Female	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All Respondents	1004	484	520	544	460	39	167	454	344
Weighted	1004	480	524	458	546	40	163	454	348
Outside enjoying activities									
Morning	50	26	24	20	30	1	4	25	20
	5%	5%	5%	4%	5%	2%	3%	5%	6%
						*			
Afternoon	65	35	31	32	34	3	8	35	19
	7%	7%	6%	7%	6%	8%	5%	8%	5%
						*			
Evening	34	18	16	17	17	-	6	15	13
	3%	4%	3%	4%	3%	-	3%	3%	4%
						*			
Any time of day	848	396	451	383	465	36	144	376	292
	84%	83%	86%	84%	85%	90%	89%	83%	84%
						*			
Not likely to happen here	7	5	3	6	1	-	-	4	4
	1%	1%	1%	1%	*	-	-	1%	1%
				D		*			

- Column Proportions:  
Columns Tested (5%): A/B,C/D,E/F/G/H  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D,E/F/G/H  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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6\_6. [Heart attacks can happen anywhere]

Based on your perceptions, where and when do you think heart attacks are most likely to happen?

		Gender		AGE		EDUCATION			
	Total	Male	Female	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H
Base: All Respondents	1004	484	520	544	460	39	167	454	344
Weighted	1004	480	524	458	546	40	163	454	348
Heart attacks can happen anywhere									
Morning	47	20	27	18	28	1	5	19	21
	5%	4%	5%	4%	5%	4%	3%	4%	6%
						*			
Afternoon	12	6	6	6	6	-	4	7	1
	1%	1%	1%	1%	1%	-	3%	1%	*
						*	H		
Evening	21	12	8	9	12	1	2	9	8
	2%	3%	2%	2%	2%	3%	1%	2%	2%
						*			
Any time of day	921	440	481	421	500	37	151	418	315
	92%	92%	92%	92%	91%	94%	93%	92%	91%
						*			
Not likely to happen here	4	2	2	4	-	-	-	2	3
	*	*	*	1%	-	-	-	*	1%
				D		*			

- Column Proportions:  
Columns Tested (5%): A/B,C/D,E/F/G/H  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)
- Column Means:  
Columns Tested (5%): A/B,C/D,E/F/G/H  
Minimum Base: 30 (\*\*), Small Base: 100 (\*)

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