Baseline study of public awareness about Sudden Cardiac Arrest

...SCA is NOT on consumers’ radar

INTRODUCTION

Survival from sudden cardiac arrest (SCA) depends largely on bystander intervention with CPR and automated external defibrillators (AEDs).

1. A baseline study of consumer Awareness & Understanding can generate deeper insights into public perceptions and knowledge gaps. No other studies have examined SCA relative to other health conditions.

2. Investigating where SCA fits in consumers’ minds relative to other health concerns is essential for the medical community and media. An integrated strategic marketing communication and outreach plan at a national level is of highest importance to improve awareness, understanding and treatment of SCA. This cause must think bigger to grab consumer share of mind to save lives.

Study fielded November, 2015. Three key phases:

1. Background analysis of existing research to provide framework.
2. Quantitative online study among national representative sample of 993 US respondents. Additional benchmark of 200 respondents from King County, WA for high-performance market comparison. Quantitative samples from Survey Sampling International (SSI).
3. Qualitative 5-on-10 minute interviews conducted in Orlando, FL at data collection facility in tourist corridor. Included 10 respondents ages 19 – 65, representing 3 states (FL, KY, MI), 4 AED, and 4 CPR.

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