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**DEPARTMENT FOR HEALTH, SOCIAL SERVICES AND
PUBLIC SAFETY**

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QUANTITATIVE

**NORTHERN IRELAND
FIRE AND RESCUE
SERVICE SURVEY
(NIFRS)**

JULY 2007

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1. INTRODUCTION

The report details the findings of a survey on public awareness of fire safety in Northern Ireland. The aim of the research was to maintain a continuation of previous research carried out on this subject since 1995. The objectives of the research were:

- To elicit levels of public awareness and attitudes towards fire safety in the home
- To elicit levels of public awareness of the Northern Ireland Fire and Rescue Service (NIFRS) Charter Standards

The findings are presented from this, the 2007 wave of the research and comparisons are made to previous waves of the research. The research was carried out on behalf of the Department of Health, Social Services and Public Safety.

2.1 METHODOLOGY

This research was conducted by making an inclusion on the Northern Ireland Omnibus Survey. The Omnibus Survey is carried out on a bi-monthly basis with a representative sample of the Northern Ireland population aged 16+. The interviews are carried out on a face to face basis and are carried out in home. In order to ensure geographical representativeness, the interviewing is spread across 45 sampling points across Northern Ireland. This differs from the previous methodology that was utilised in previous surveys, when a telephone interview methodology was employed.

A representative sample of 1008 respondents were interviewed in June 2007. A sample size of 1000 at 95% confidence level, produces a sensitivity level of plus or minus 3%. This sample size is robust enough to allow for sub-population analysis, for example, comparisons can be made by gender, age, socio-economic group and so on.

2.2 QUESTIONNAIRE DESIGN

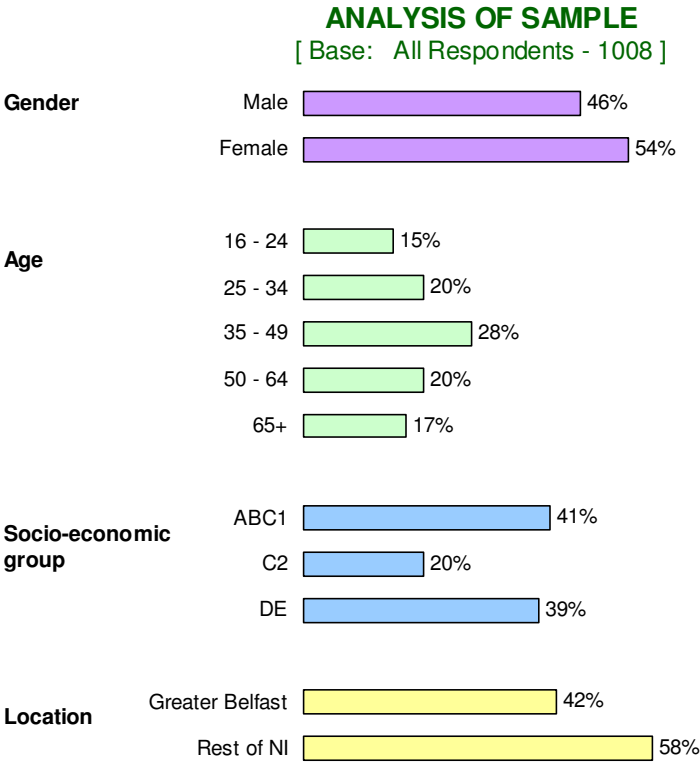
The questionnaire that was used was similar to that employed in previous years. Some minor adjustments were made to improve the structure of the questionnaire. Showcards were used to prompt respondents where appropriate.

2.3 TABLES

A full set of tabular results is included as an appendix to the report.

2.4 REPRESENTATIVENESS OF THE SURVEY

The following chart provides an analysis of the sample of respondents who were interviewed as part of the research, in terms of gender, age and socio-economic group. The sample was representative of the Northern Ireland population aged 16+.



2. EXECUTIVE SUMMARY

Background

This report presents the findings of the Public Awareness of Fire Safety in Northern Ireland Survey 2007. In total 1008 interviews were conducted among a representative sample of the Northern Ireland population (aged 16+). The Millward Brown Ulster Omnibus Survey was used as the research vehicle for conducting this research. A face to face interviewing approach was utilised as opposed to telephone interviewing, as was the case for previous waves of the survey.

Incidence of Having a Smoke Alarm within the Home

The survey found that 94% of respondents reported having a smoke alarm in their home. The most common locations for situating the smoke alarm was in the ground floor hall way (80%) and in the upstairs hallway (62%). *(See questionnaire, Question 1)*

Testing Smoke Alarms

Of those who had smoke alarms fitted in their home, over 6 in 10 (61%) reported that they checked their alarms at least monthly. Almost 1 in 10 (9%) stated that they had never tested their smoke alarm. *(See questionnaire, Question 6)* The majority (81%) tested their smoke alarm by pressing the button with 3% suggesting the use of a cigarette or match. Of those who did not at that time own a smoke alarm, 33% indicated that they would be unlikely to purchase one. *(See questionnaire, Question 7)*

Burning Candles

Over half (55%) stated that they burnt candles in their home. *(See questionnaire, Question 16c)* The most common reasons for burning candles were to release fragrance (73%), for use in case of a power failure/ emergency (50%) and to create atmosphere (45%). *(See questionnaire, Question 16d)* The survey found a high appreciation of the hazardous nature of candles (88%) *(See questionnaire, Question 16e)* with 65% stating that they placed candles in a safe holder and 68% stating that they never left candles unattended *(See questionnaire, Question 16f)*.

Reaction to Fire and Safety Precautions

The majority of those surveyed (79%) stated that they were either very likely or likely to wake up if there was a fire at home at night. *(See questionnaire, Question 12)* The survey also found that 81% of all respondents took fire precautions before going to bed. *(See questionnaire, Question 13)* Of those who did take precautions, almost 6 in 10 (58%) pulled out plugs and two thirds (67%) turned off switches and electrical appliances *(See questionnaire, Question 14)*.

Public Advertising Campaigns

Over half (53%) remembered fire safety advertising campaigns in the last year. *(See questionnaire, Question 18)* Of these 86% said that it resulted in improved awareness of fire safety issues including the causes of fires. Almost 8 in 10 (78%) stated that it had changed the way that they thought about fire safety and almost 8 in 10 (77%) were influenced to do something practical about fire safety in their home. *(See questionnaire, Question 20)* As a result of seeing the campaign 42% stated that they carried out regular night time fire safety checks and 34% tested their smoke alarm *(See questionnaire, Question 21a)*.

Fire Safety and Fire Safety Plans

Over 4 in 10 (45%) had discussed fire safety with other household members *(See questionnaire, Question 22)*, the same proportion (45%) had a fire escape plan *(See questionnaire, Question 23)* and two thirds (67%) knew what the different elements of a fire safety plan were *(See questionnaire, Question 24)*.

Open Chip Pans

The majority of respondents (82%) said that they would put out a chip or grill pan fire by putting a wet or damp cloth over it or covering it with a fire blanket. 3 in 20 (16%) stated that they would turn off the heat source *(See questionnaire, Question 17a)*.

Public Awareness of the Northern Ireland Fire and Rescue Service

Levels of awareness of the types of services that NIFRS provides ranged from 57% for maintains hydrants to 97% for fire fighting. *(See questionnaire, Question 28)* Public awareness that the Fire and Rescue Service may charge for special service calls was relatively low (29%) *(See questionnaire, Question 30)* as was public awareness of the various components of the Home Office's standards on arrival at fire incidents *(See questionnaire, Question 32)*.

Use of Fire Stations as Advice Centres for the Public

Over 8 in 10 (83%) considered that it would be useful for fire stations to be used as fire safety centres for the public *(See questionnaire, Question 37a)*.

Fire Service Working with Local Community Groups

Over 9 in 10 (93%) agreed that the Fire Service should work with local community groups to reduce arson, hoax calls and attacks on fire fighters *(See questionnaire, Question 38)*.

Attacks on Fire Engines and Personnel

Over 9 in 10 (93%) were aware that fire engines and personnel were regularly attacked when attending emergency incidents *(See questionnaire, Question 39a)*.

Comparing the Current Survey Findings with Previous Survey Findings

The proportion of respondents reporting having a smoke alarm in their home has remained fairly steady (94%) in comparison with the previous survey in 2005 (98%) *(See questionnaire, Question 1)*. Compared to the 1997 figure of 75% this represents an increase of 19%.

Of those who did not presently own a smoke alarm, 23% in the current survey stated that they were unlikely to purchase one *(See questionnaire, Question 9)*. This is a significant drop from the 44% in the 2005 survey who stated that they would be unlikely to do so.

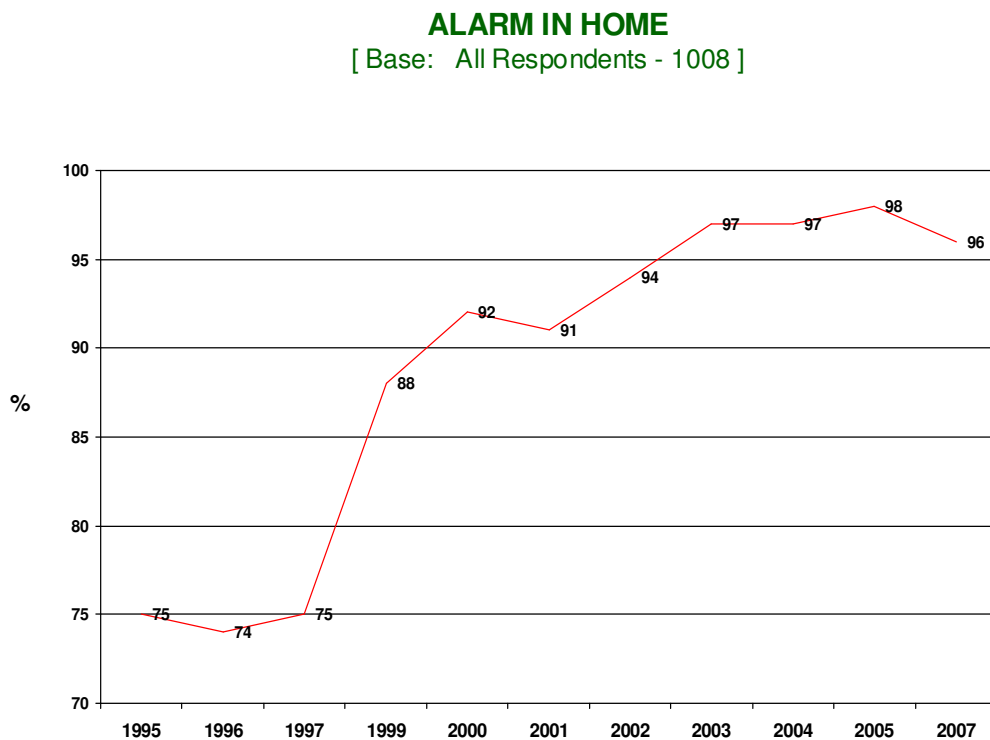
With regard to fire safety advertising, over half (54%) were able to recall some form of advertising (See *questionnaire, Question 18*). This compares to 52% in 2005 and 57% in 2004.

Regarding the level of satisfaction with NIFRS, 96% stated that it was good or very good (See *questionnaire, Question 40*). This compared to 97% for the 2005 survey.

2. FINDINGS OF THE SURVEY

3.1 SMOKE ALARMS/ DETECTORS WITHIN HOMES

The survey found that 94% of respondents reported having a smoke alarm in their home (See *questionnaire, Question 1*). This is 4% less than was reported in the previous survey in 2005. There was little variation in likelihood of having a smoke alarm fitted across the main socio-demographic characteristics of respondents.

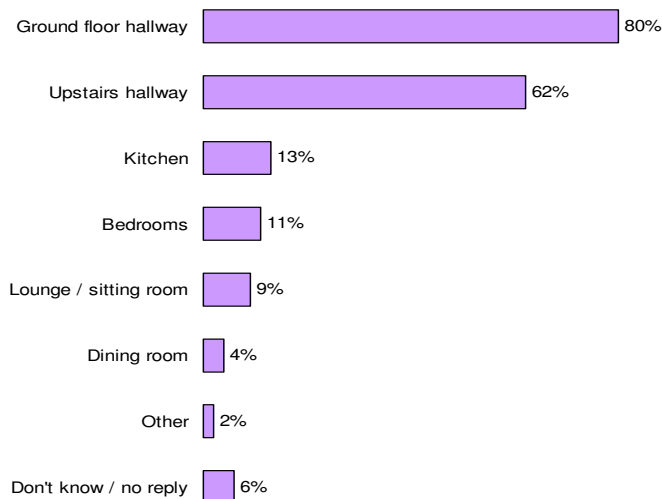


3.2 LOCATION OF SMOKE ALARMS WITHIN THE HOME

As with previous years, the most popular location for smoke alarms to be situated was in the ground floor hallway (80%). The upstairs hallway was mentioned by over 6 in 10 (62%) of respondents. The smoke alarm was located in the kitchen of 16% of respondents with the lounge or sitting room mentioned by 9% of respondents. Over 1 in 10 (11%) situated their smoke alarm in a bedroom (*See questionnaire, Question 1*).

LOCATION OF SMOKE ALARMS IN HOMES WHERE FITTED

[Base: All Respondents - 1008]



3.3 RESPONSIBILITY FOR INSTALLING SMOKE ALARMS IN THE HOME

Over 3 in 10 (31%) reported that it was their idea to have a smoke alarm installed in their home. For 9% it was a joint decision and for 7% their spouse or partner made the decision. For almost a quarter (24%) there was no need to install a smoke alarm as one was already present in the house (*See questionnaire, Question 3*).

Of those who said that it was their own idea to install the smoke alarm, 35% were male and 28% female.

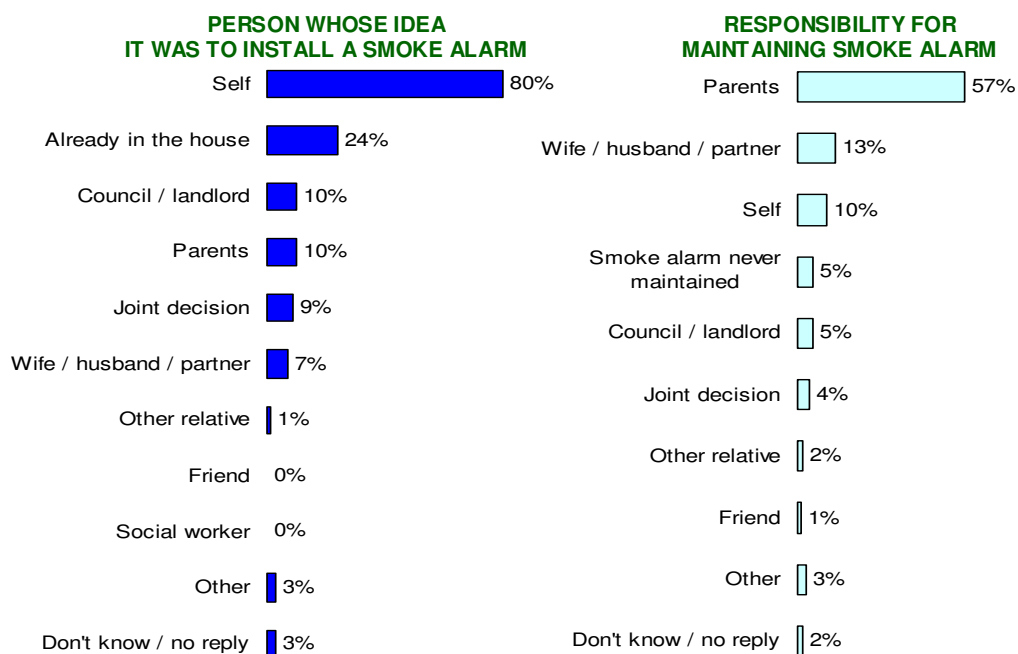
3.4 RESPONSIBILITY FOR MAINTENANCE OF SMOKE ALARMS IN THE HOME

Over half of respondents reported that it was their own responsibility to maintain the smoke alarm in their home. A further 13% said that it was the responsibility of their spouse or partner. For 4% it was a joint responsibility (*See questionnaire, Question 4*).

A higher proportion of males reported maintaining the smoke alarm themselves (68%) compared to females (48%).

PERCEIVED RESPONSIBILITY TO INSTALL AND MAINTAIN A SMOKE ALARM

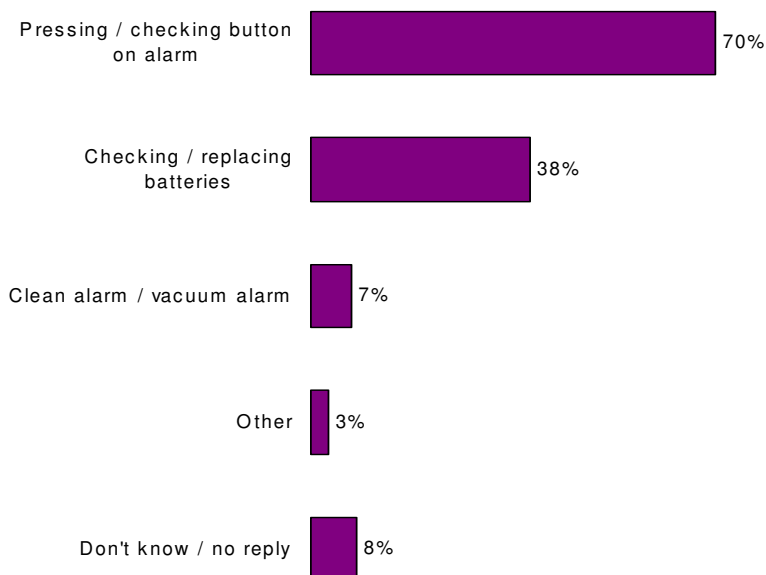
[Base: All With Smoke Alarms In Home - 951]



Regarding what actions can be taken to maintain smoke alarms, 7 in 10 (70%) of those with smoke alarms pressed or checked the button on their alarm with almost 4 in 10 (38%) checking or replacing batteries. Cleaning the alarm was mentioned by 7% of respondents and 8% did not know how to maintain their smoke alarm (*See questionnaire, Question 5*).

WHAT NEEDS TO BE DONE TO MAINTAIN / CHECK SMOKE ALARMS WORKING

[Base: All With Smoke Alarms In Home - 951]

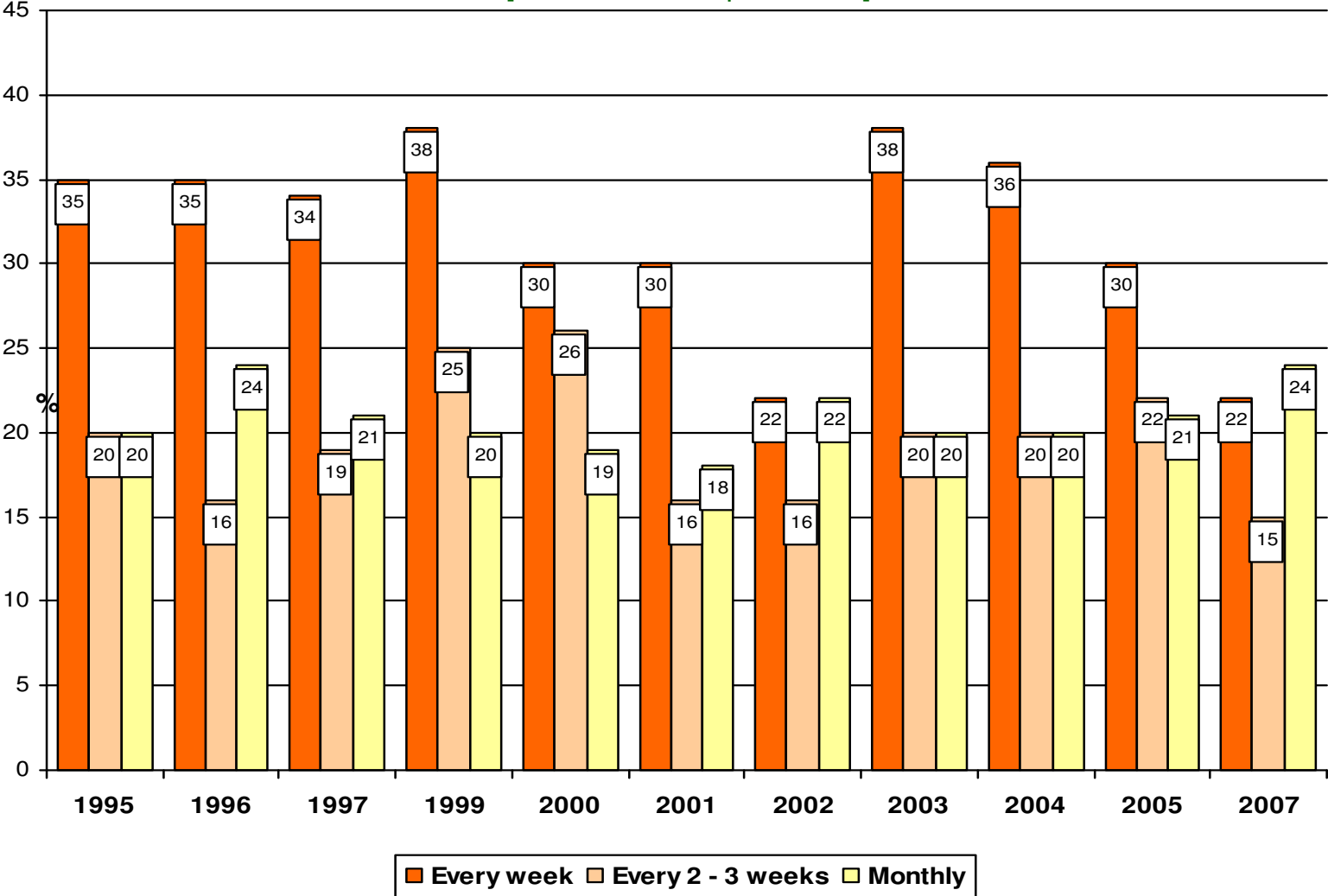


3.5 REGULARITY OF TESTING SMOKE ALARM

Over 1 in 5 of those with smoke alarms in their home tested it at least once a week (22%). This figure represents a decrease of 8% compared to 2005. 3 in 20 (15%) tested their alarm every 2 to 3 weeks and a further 24% tested it at least monthly. Therefore over 6 in 10 (61%) tested their smoke alarm at least once a month. This compares to 73% in 2005. Almost 1 in 10 (9%) stated that they had never tested their smoke alarm. This compares to 7% in 2005. (*See questionnaire, Question 6*).

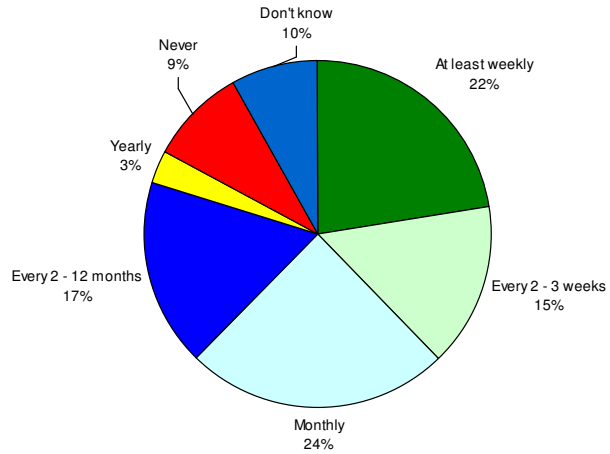
REGULARITY OF TESTING SMOKE ALARM

[Base: All Respondents]



REGULARITY OF TESTING SMOKE ALARM

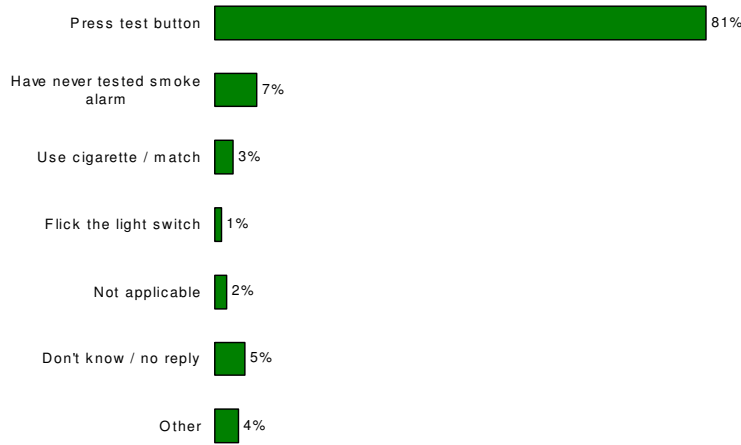
[Base: All With Smoke Alarms In Home - 951]



3.6 KNOWLEDGE OF HOW TO TEST SMOKE ALARMS

The majority of those with smoke alarms indicated that they would test them by pressing the test button (81%). 3% stated that they used a cigarette or match. (See questionnaire, Question 7)

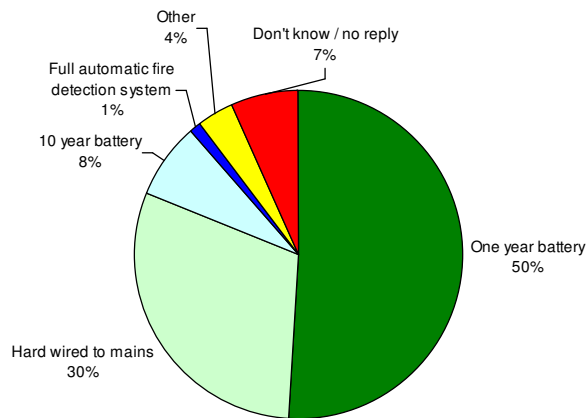
HOW TEST SMOKE ALARM
 [Base: All With Smoke Alarms In Home - 951]



3.7 TYPE OF SMOKE ALARM IN HOME

Of those who had smoke alarms in their home, over half had a one year battery smoke alarm. Almost a third (32%) had a smoke alarm which was hard wired to the mains and almost 1 in 10 (8%) had a 10 year battery (See questionnaire, Question 8a).

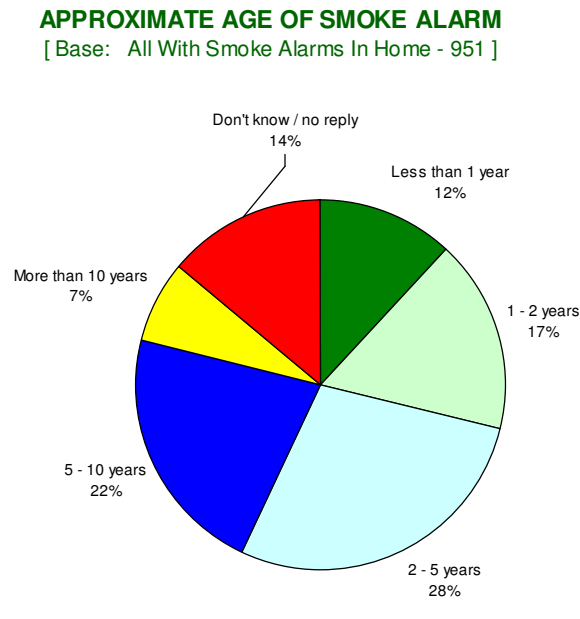
TYPE OF SMOKE ALARMS HAVE
 [Base: All With Smoke Alarms In Home - 951]



3.8 AGE OF SMOKE ALARM

Respondents were asked about the age of the smoke alarms in their home. Over 1 in 10 (12%) had had their smoke alarm for less than a year. 17% had had their alarm for between 1 and 2 years, therefore 3 in 10 (29%) had had their smoke alarm for two years or less.

At the other end of the scale 7% had had their smoke alarm for more than 10 years. Half of respondents (50%) had had their smoke alarm for between 2 and 10 years.



3.9 FEELINGS ABOUT SMOKE ALARMS

Respondents were asked about their feelings about smoke alarms and ranked the 3 most important aspects of smoke alarms. Ranked most important by respondents was that they “save lives”, with “showing that you care about the household” ranked as the second most important aspect. The third ranked aspect were that they were, “easy to look after in the house.” This pattern has remained consistent since the launch of the survey in 1995 (*See questionnaire, Questions 11a and 11b*).

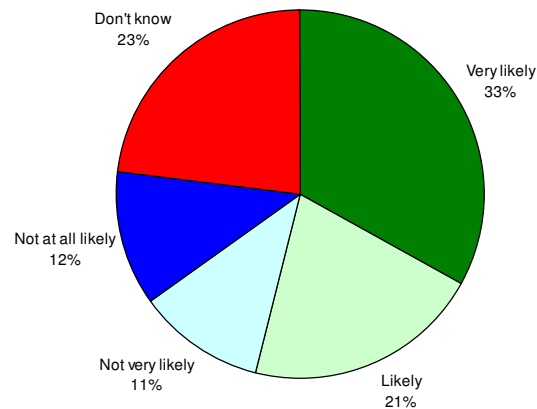
3.10 LIKELIHOOD OF THOSE WITHOUT A SMOKE ALARM PURCHASING ONE

Of those who didn't currently have a smoke alarm, almost a quarter (23%) reported that they were unlikely to purchase one in the future. Over half (54%) were very likely or likely to purchase one in the future (*See questionnaire, Question 9*). The main reasons for not being

very likely to purchase a smoke alarm in the future were that the respondent had never thought about it (13%), that they were waiting for the Housing Executive to fit it after renovations (11%) and that they had not yet got around to buying one but they intended to (8%) (See *questionnaire, Question 10*).

LIKELIHOOD OF PURCHASING A SMOKE ALARM

[Base: All With No Smoke Alarms In Home - 57]

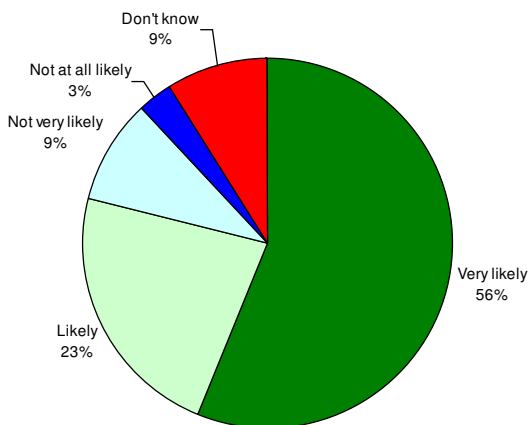


3.11 LIKELIHOOD OF WAKENING IF FIRE IN HOME

Almost 8 in 10 (79%) respondents were of the view that they were either very likely or likely to wake up if there was a fire at night in their home. Younger respondents were less likely to say that they would be very likely to waken up in the event of a fire in their home compared to older respondents (See *questionnaire, Question 12*).

LIKELIHOOD OF WAKING UP IF FIRE AT NIGHT IN HOME

[Base: All Respondents - 1008]

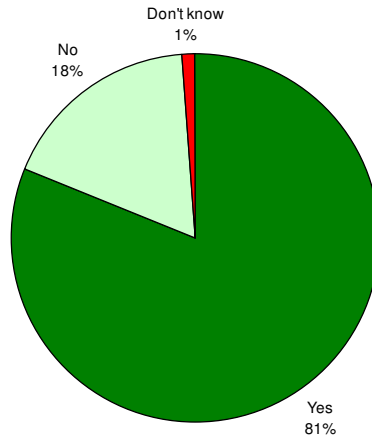


3.12 FIRE PRECAUTIONS BEFORE GOING TO BED

In total over 8 in 10 (81%) of respondents reported that they took precautions to prevent against fire before going to bed. Younger respondents (aged 16 – 24) were least likely to take precautions against fire (65%) (See questionnaire, Question 13).

TAKE FIRE PRECAUTIONS BEFORE GOING TO BED

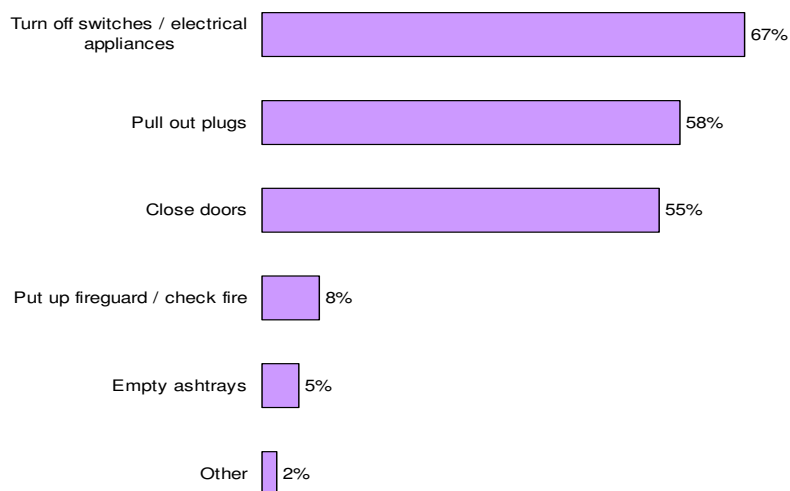
[Base: All Respondents – 1008]



Of those who did take safety precautions before going to bed, turning off switches and electrical appliances was mentioned by two thirds of respondents (67%) and pulling out plugs was mentioned by almost 6 in 10 (58%). Closing doors was mentioned by 55% of respondents who took precautions. 8% mentioned putting up a fireguard or checking the fire and 5% emptied ash trays before going to bed. (See questionnaire, Question 14)

FIRE SAFETY PRECAUTIONS TAKEN BEFORE GOING TO BED

[Base: All who Take Fire Safety Precautions Before Going To Bed - 818]

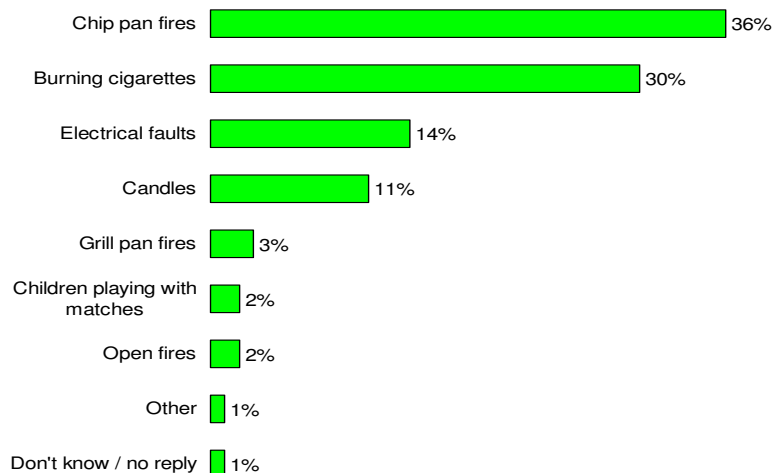


3.13 PERCEPTIONS OF THE MAIN CAUSES OF DOMESTIC FIRES AND FIRE RELATED FATALITIES IN NORTHERN IRELAND

The perception of the single most important cause of domestic fires and fire related fatalities in Northern Ireland was chip pan fires (36%). Burning cigarettes was mentioned by 3 in 10 respondents (30%). Electrical faults were mentioned by 14% of respondents (See *questionnaire, Question 16b*).

MAIN CAUSE OF DOMESTIC FIRES AND FIRE RELATED FATALITIES IN NORTHERN IRELAND

[Base: All Respondents - 1008]

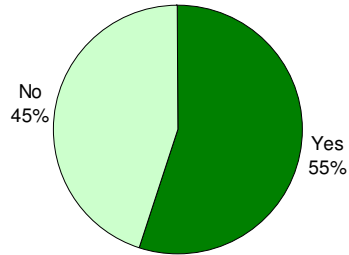


3.14 HOUSEHOLD CANDLES

Over half (55%) of respondents said that someone in their household burned candles. The figure for the last wave of the survey in 2005 was 52%. Females (60%) were more likely than males (49%) to report candle burning in their household (*See questionnaire, Question 16c*).

HOUSEHOLD USES CANDLES

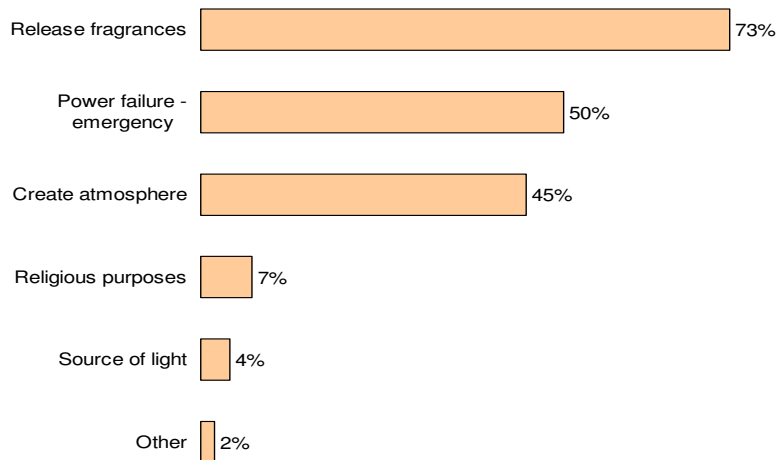
[Base: All Respondents - 1008]



The most common reasons for burning candles were to release fragrances (73%), due to a power failure or emergency (50%) and to create atmosphere (45%) (See questionnaire, Question 16d).

USE OF CANDLES IN HOUSEHOLD

[Base: All Those Whose Household Uses Candles - 550]



3.15 PERCEPTION OF THE RISK OF BURNING CANDLES

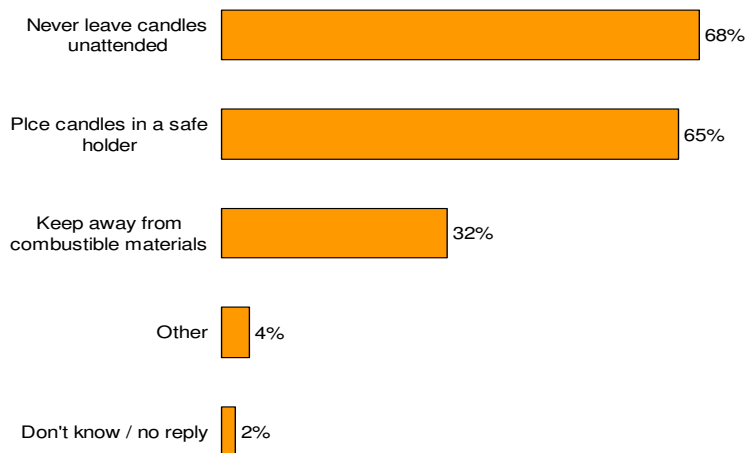
Overall almost 9 in 10 (88%) felt that burning candles were either very hazardous (49%) or hazardous (39%). (See questionnaire, Question 16e) Of those respondents who burned candles in their home 68% stated that they never left candles unattended, 65% stated that they placed candles in a safe holder. Almost a third (32%) took the precaution of keeping the candles away from combustible materials (See questionnaire, Question 16f).

LEVEL OF HAZARD THINK CANDLES ARE
[Base: All Whose Household Uses Candles – 550]



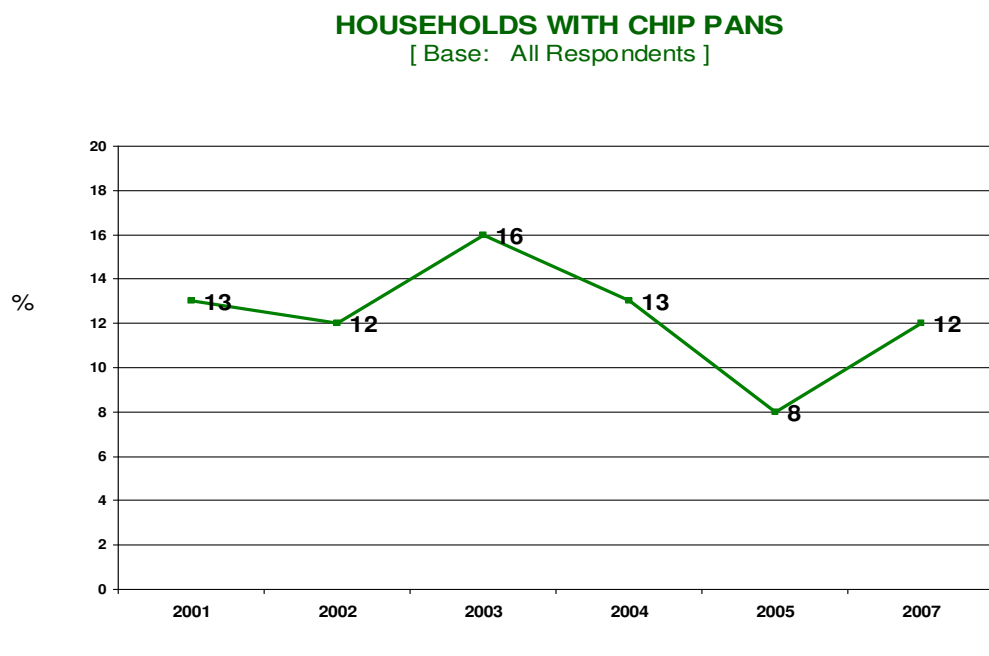
PRECAUTIONS TAKE TO MINIMISE RISKS WHEN BURING CANDLES IN HOME

[Base: All Those Whose Household Uses Candles - 550]



3.16 CHIP PANS AND COOKING CHIPS

Over 1 in 10 (12%) of respondents stated that there was a chip pan in their home. This figure compares to 8% in 2005. Over half (54%) had a deep fat fryer in their home. (See *questionnaire, Question 17b*) Over three quarters (78%) reported that chips were cooked in their household (See *questionnaire, Question 17c*). A deep fat fryer was the most common method of cooking them (44%), followed by the oven (31%) and the chip pan (10%) (See *questionnaire, Question 17d*).

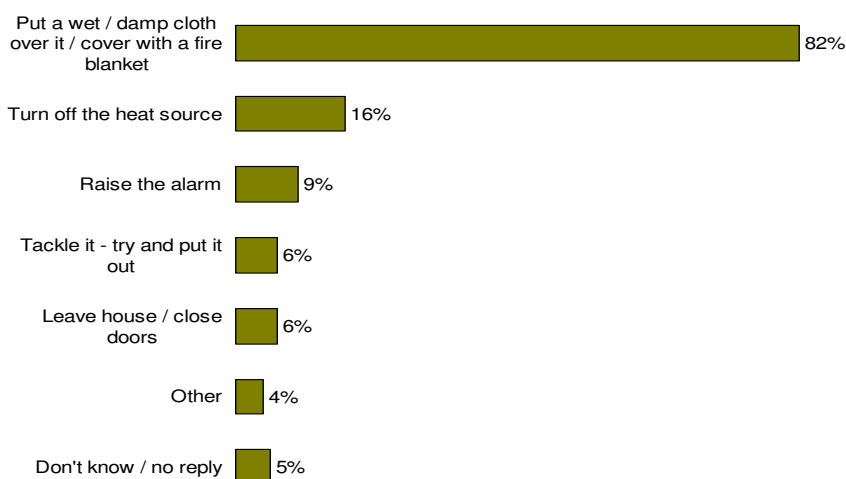


3.17 KNOWLEDGE OF HOW TO PUT OUT A CHIP PAN FIRE

The majority of respondents (82%) would put out a chip pan fire by smothering it with a damp cloth or by covering it with a fire blanket. 3 in 20 (16%) would turn off the heat source and 6% stated that they would leave the house or close the doors. Almost 1 in 10 (9%) would raise the alarm. 6% stated that they would try to tackle the fire. (See questionnaire, Question 17a)

ACTION WOULD TAKE TO PUT OUT CHIP / GRILL PAN FIRE

[Base: All Respondents - 1008]



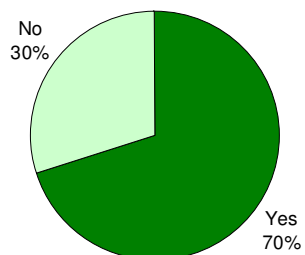
3.18 ALCOHOL AND COOKING/ EATING

For 7 in 10 respondents (70%) someone in their household drank alcohol. Incidences of alcohol consumption in the household decreased with age; for 85% of 16 – 24 year olds someone in their household drank alcohol compared to 35% of those aged 65+ (*See questionnaire, Question 17e*).

Of these, over half (55%) sometimes purchased take away food after a night out drinking alcohol. This compares to 66% in the 2005 survey. 4% said that they cooked using a deep fat fryer and 4% cooked using a frying pan. A very small minority (2%) cooked using a chip pan following a night out. (*See questionnaire, Question 17f*)

ANYONE IN HOUSEHOLD DRINK ALCOHOL

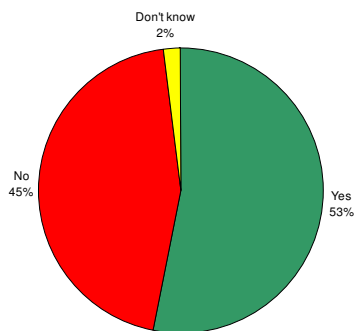
[Base: All Respondents - 1008]

**3.19 FIRE SAFETY ADVERTISING CAMPAIGNS**

Over half (53%) of respondents stated that they remembered fire safety advertising campaigns in the last year. This is similar to the figure of 52% in 2005, however it can be seen that over time, since 1995, awareness of fire safety advertising campaigns has decreased; 73% remembered fire safety advertising campaigns in 1995. (See questionnaire, Question 18)

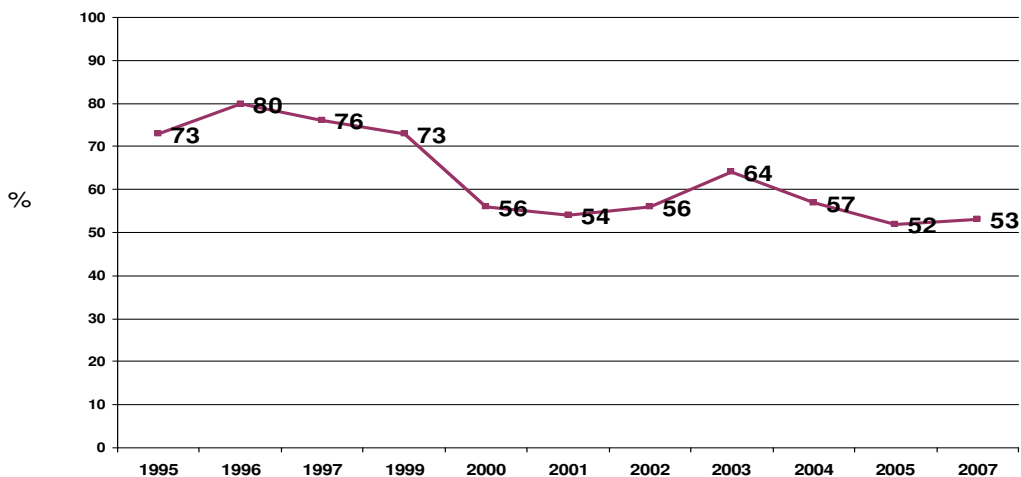
**REMEMBER ANY FIRE SAFETY ADVERTISING CAMPAIGNS
IN LAST YEAR**

[Base: All Respondents - 1008]



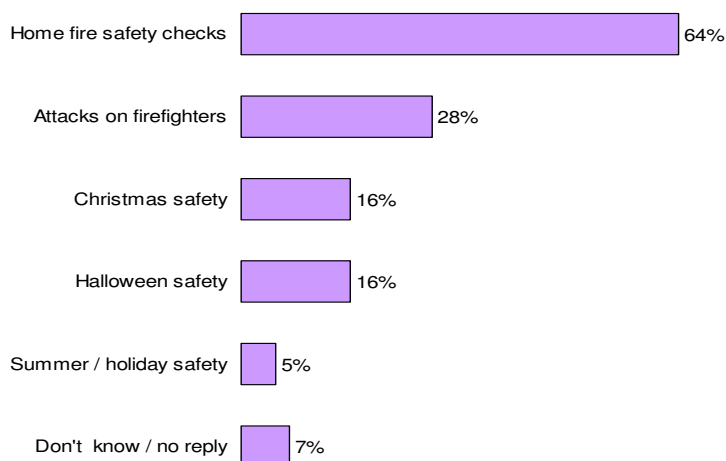
AWARENESS OF FIRE SAFETY CAMPAIGNS

[Base: All Respondents]



Asked what they could recall about the advertising that they had seen, almost two thirds (64%) mentioned home fire safety checks and almost 3 in 10 (28%) mentioned attacks on fire fighters. 16% mentioned Christmas safety and the same percentage mentioned Halloween safety. (See questionnaire, Question 19b)

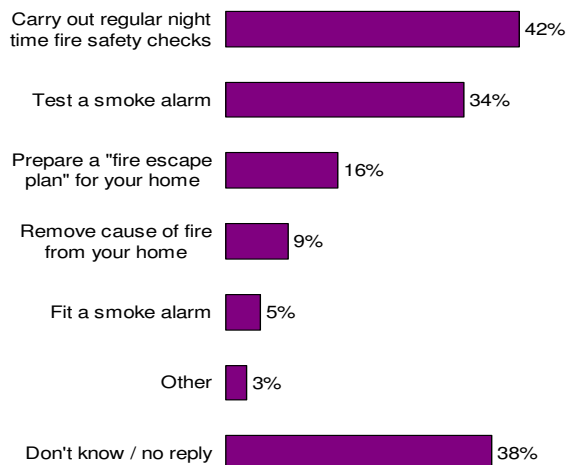
RECALL OF FIRE SAFETY CAMPAIGNS
[Base: All Who Remember Any Fire Safety Advertising - 533]



Of those respondents who said that they could recall fire safety advertising, 86% said that it resulted in improved awareness of fire safety issues including the causes of fires. 80% stated that it changed the way they thought about fire safety and 77% were influenced to do something practical about fire safety in their home. (See *questionnaire, Question 20*). As a result of seeing fire safety advertising campaigns over 4 in 10 (42%) carried out regular night time fire safety checks and 34% tested their smoke alarm. Over 3 in 20 (16%) prepared a fire escape plan for their home. (See *questionnaire, Question 21a*).

ACTIONS AFTER HEARING FIRE SAFETY CAMPAIGNS

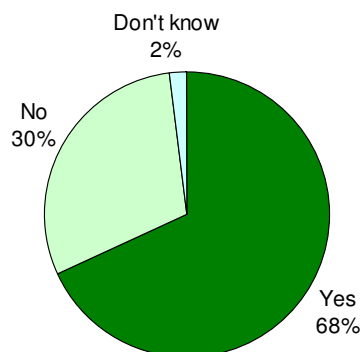
[Base: All Who Remember Any Fire Safety Advertising - 533]



3.20 AWARENESS OF FIRE SAFETY IN SCHOOLS

Some 22% of respondents reported having children at primary school and 15% at secondary school. (See *questionnaire, Question 21b*) Of these almost 7 in 10 (68%) reported being aware that their children had received fire safety advice at school. Almost 9 in 10 (88%) of those who stated that their children had received fire safety advice at school stated that their child had brought home a fire safety leaflet. (See *questionnaire, Question 21c and 21d*)

**AWARE OF CHILDREN HAVING RECEIVED
ANY FIRE SAFETY ADVICE AT SCHOOL**
[Base: All With Children At Primary Or Secondary School - 296]

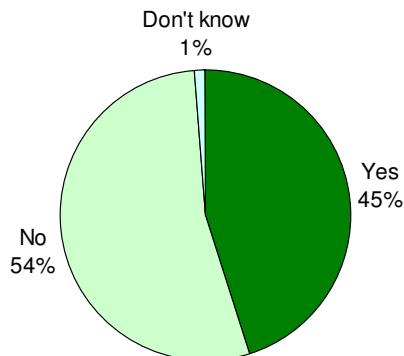


3.21 FIRE SAFETY AND FIRE SAFETY PLANS

Over 4 in 10 (45%) of respondents had discussed fire safety in the home with other members of their household. (See *questionnaire, Question 22*) The same proportion of respondents (45%) had a fire escape plan (See *questionnaire, Question 23*). Of those who had a fire escape plan, two thirds (67%) were aware of the different elements of a fire safety plan. (See *questionnaire, Question 24*).

EVER DISCUSSED FIRE SAFETY IN YOUR HOME WITH OTHER MEMBERS OF HOUSEHOLD

[Base: All Respondents - 1008]

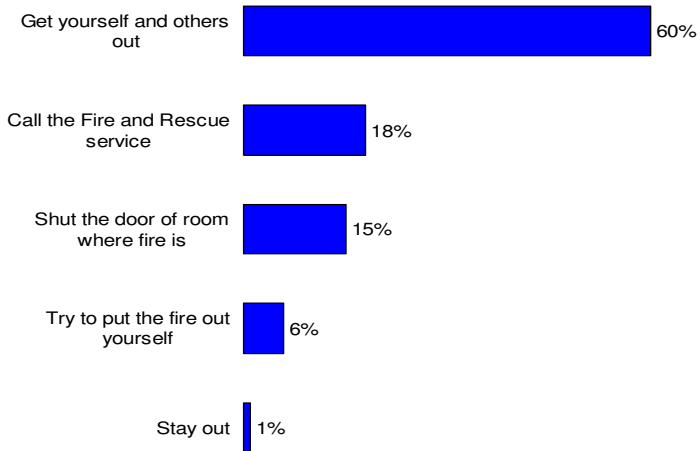


3.22 REACTION TO A FIRE WITHIN RESPONDENTS HOMES

Respondents ranked getting themselves and others out as being the most important response to a fire within their home (60%). Calling the Fire and Rescue service was ranked second (46%) and staying out was ranked 3rd (41%). This pattern has remained consistent with that of the 2005 survey. (See questionnaire, Question 25) In 73% of cases, respondents reported that they kept keys to doors or window locks in a place readily available in the event of a fire. (See questionnaire, Question 26)

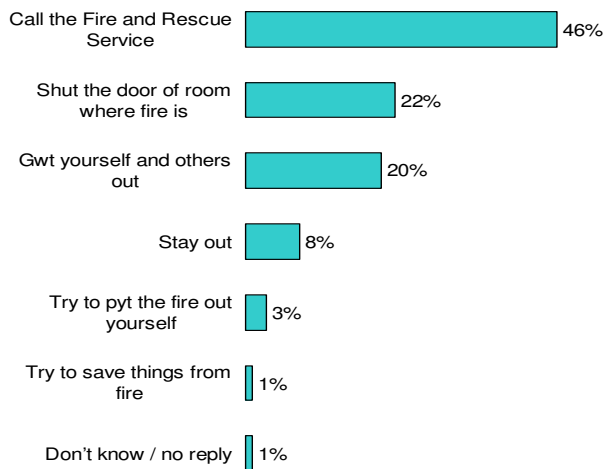
ACTION IF FOUND FIRE IN HOME – FIRST CHOICE

[Base: All Respondents - 1008]



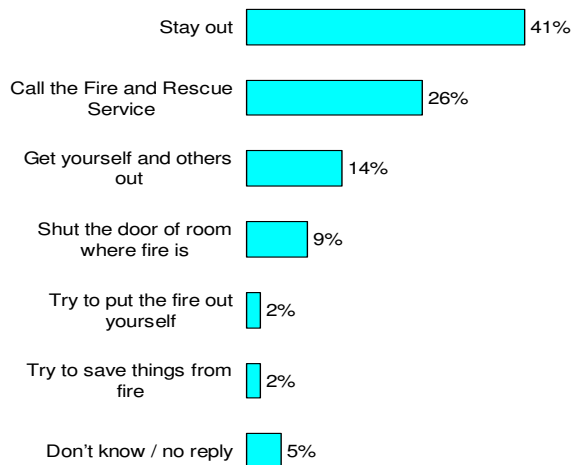
ACTION IF FOUND FIRE IN HOME – SECOND CHOICE

[Base: All Respondents - 1008]



ACTION IF FOUND FIRE IN HOME – THIRD CHOICE

[Base: All Respondents - 1008]

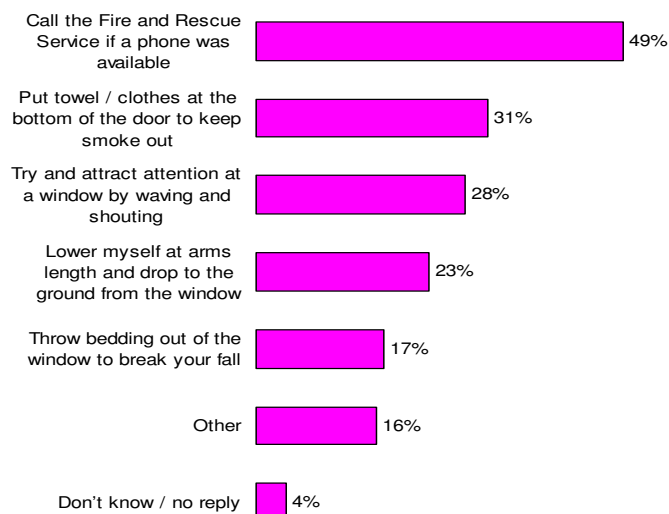


3.23 WHAT TO DO IF TRAPPED

If trapped in a bedroom because a stairway or escape route was full of smoke, almost half (49%) stated that they would call the Fire and Rescue Service if a phone was available. 3 in 10 (31%) stated that they would put a towel or clothes at the bottom of the door to keep smoke out and almost 3 in 10 (28%) would try to attract attention at a window by waving and shouting. 23% would lower themselves at arms length and drop to the ground from the window. (See *questionnaire, Question 27*)

ACTION IF TRAPPED IN BEDROOM BECAUSE STAIRWAY OR ESCAPE ROUTE FULL OF SMOKE

[Base: All Respondents - 1008]

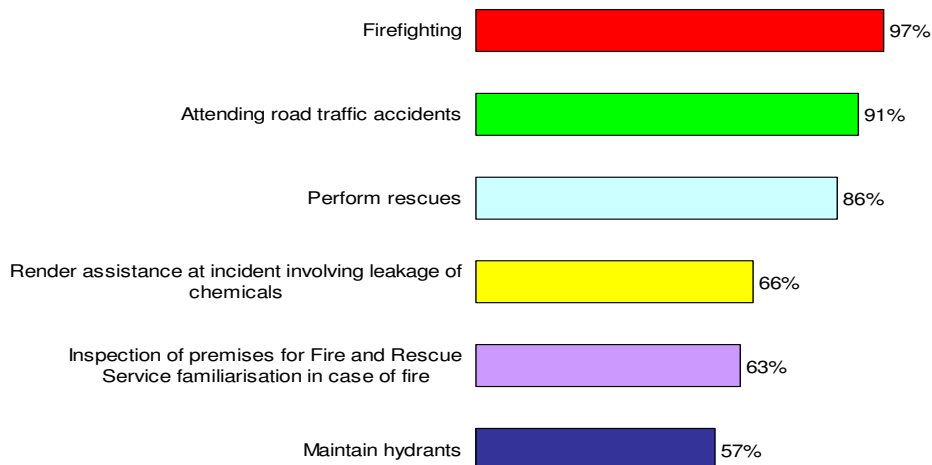


3.24 SERVICES PROVIDED BY NIFRS

Public awareness of the range of the services that NIFRS provides was high: fire fighting (97%), assistance at road traffic accidents (91%), performing rescues (86%), rendering assistance at incidents involving leakage of chemicals (66%), inspection of premises for Fire and Rescue Service familiarisation in case of fire (63%) and maintaining hydrants (57%). (See *questionnaire, Question 28*)

SERVICES THE PUBLIC THINK FIRE AND RESCUE SERVICE PROVIDE

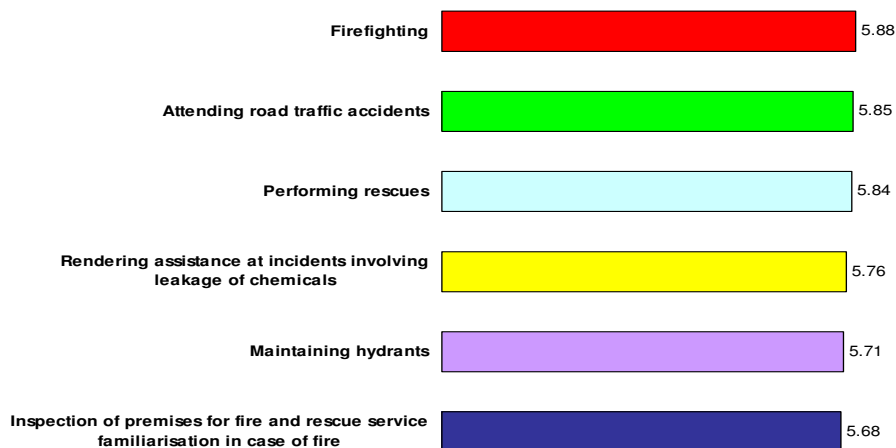
[Base: All Respondents - 1008]



When asked to rate services on a scale of 1 to 6, all services received ratings of 5.68 or more.
(See questionnaire, Question 29)

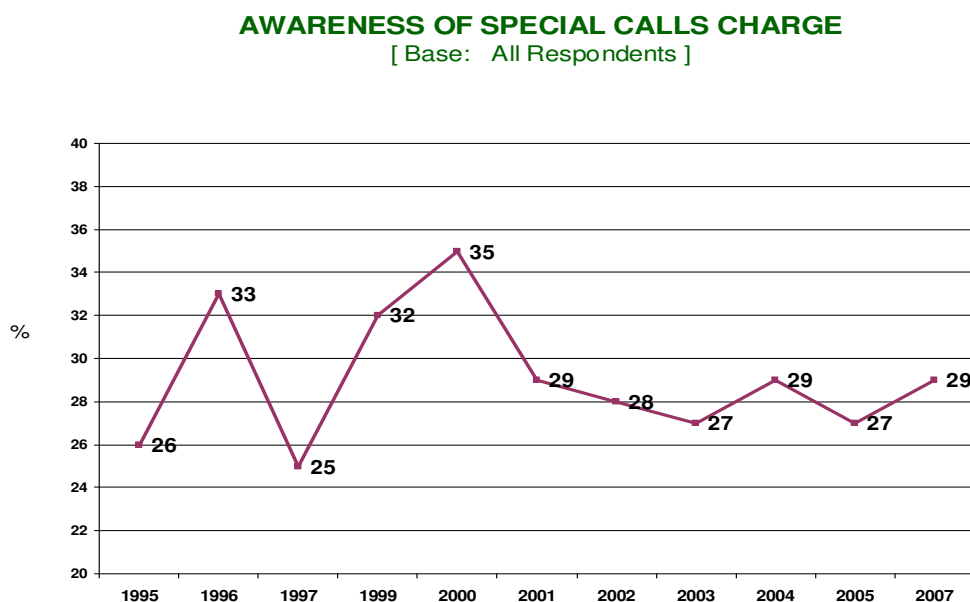
PERFORMANCE OF FIRE AND RESCUE SERVICE IN ..

[Base: All Respondents - 1008]



3.25 AWARENESS OF NIFRS CHARGING FOR SPECIAL SERVICE CALLS

Almost 3 in 10 (29%) of respondents were aware that NIFRS may charge for special service calls such as the pumping of water, rescue of animals and isolated flooding where there is no threat to life in non-emergency situations (*See questionnaire, Question 30*).



3.26 PUBLIC AWARENESS OF NIFRS HOME OFFICE STANDARDS

Regarding emergency response standards introduced by NIFRS in April 2006, 17% were aware that NIFRS should arrive within 6 minutes for those areas deemed to be “high response” areas. 14% were aware that NIFRS should arrive within 12 minutes for those areas deemed to be “medium response” and 14% were aware that NIFRS should arrive within 21 minutes for all other areas (*See questionnaire, Question 32*).

**PERSONS AWARE OF EMERGENCY RESPONSE STANDARDS
INTRODUCED BY NIFRS IN APRIL 2006**

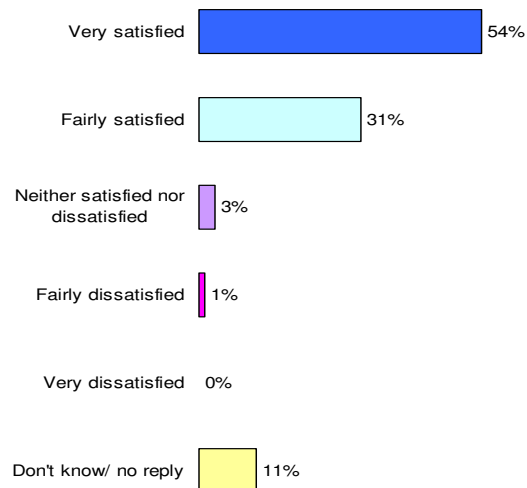
[Base: All Respondents - 1008]



Over 8 in 10 (85%) were satisfied with the 6 minute response time for high response areas. Over three quarters (77%) were satisfied with the 12 minute response time for medium response areas and over two thirds (67%) were satisfied with the 21 minute response time for all other areas (*See questionnaire, Question 33*).

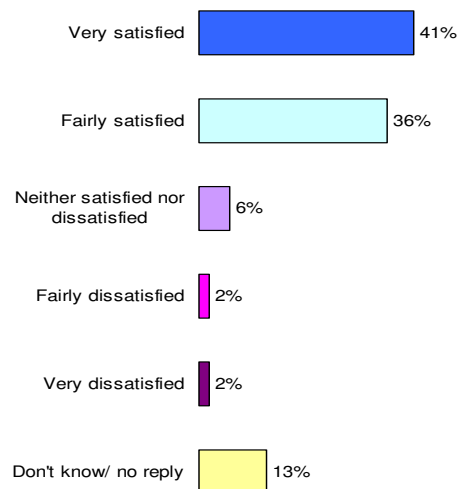
**LEVEL OF SATISFACTION WITH STANDARDS – WITHIN 6 MINUTES FOR AREAS
DEEMED TO BE ‘HIGH RESPONSE’ AREAS**

[Base: All Respondents - 1008]



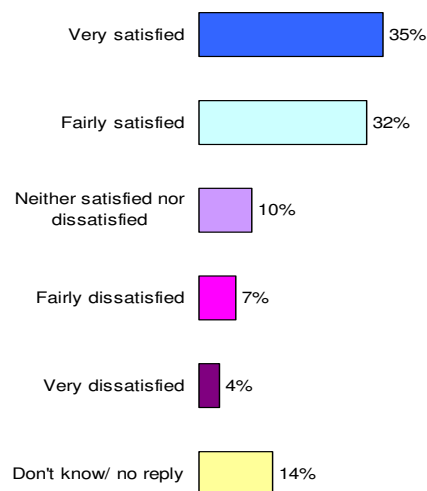
**LEVEL OF SATISFACTION WITH STANDARDS – WITHIN 12 MINUTES FOR AREAS
DEEMED TO BE ‘MEDIUM RESPONSE’ AREAS**

[Base: All Respondents - 1008]



LEVEL OF SATISFACTION WITH STANDARDS – WITHIN 21 MINUTES FOR ALL OTHER AREAS

[Base: All Respondents - 1008]

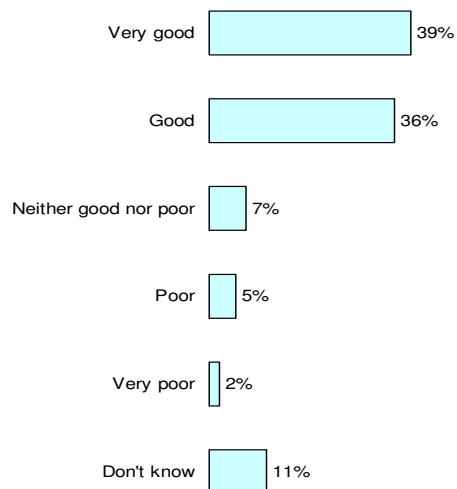


3.27 VALUE FOR MONEY

A small minority (7%) felt that the funding for NIFRS represented poor value for money (£38 per person). Three quarters (75%) thought that it presented good or very good value for money (See questionnaire, Question 34).

FUNDING FOR NIFRS REPRESENTS VALUE FOR MONEY

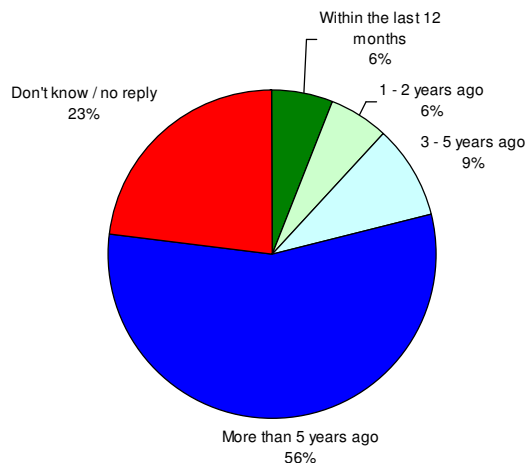
[Base: All Respondents - 1008]

**3.28 PERCENTAGE WHO HAD HAD A FIRE IN THEIR HOME**

Over 1 in 10 (13%) confirmed that they had a fire in either their present home (6%) or their previous home (7%) (*See questionnaire, Questions 35a and 35b*). With regard to the last time that they had had a fire in their home, for 6% this was within the last 12 months (6%), for 6% it was between 1 and 2 years ago, for 9% it was between 3 and 5 years ago and for 56% it was more than 5 years ago. (*See questionnaire, Question 36*)

LAST TIME HAD A FIRE IN HOME

[Base: All Who Have Had A Fire In Home]



3.29 USE OF FIRE STATIONS AS ADVICE CENTRES FOR THE PUBLIC

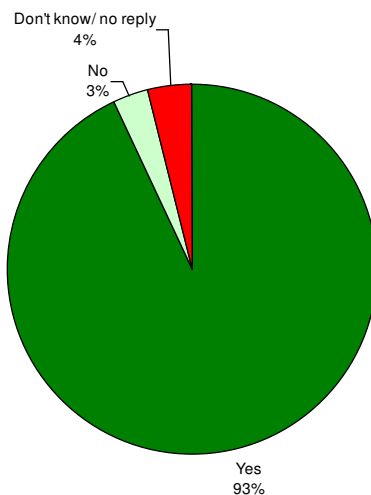
There was a very high agreement (83%) that it would be useful for fire stations to act as safety advice centres for the public (*See questionnaire, Question 37a*). Of those who thought this would be useful, over two thirds (68%) stated that they would visit a safety advice centre if there was one in the area. (*See questionnaire, Question 37b*)

3.30 FIRE SERVICE WORKING WITH LOCAL COMMUNITY GROUPS

Over 9 in 10 (93%) agreed that NIFRS should work with local community/ youth groups to reduce arson, hoax calls and attacks on firefighters (*See questionnaire, Question 38*).

**NIFRS SHOULD WORK WITH LOCAL COMMUNITY/ YOUTH GROUPS
TO REDUCE ARSON/ HOAX CALLS/ ATTACKS ON FIREFIGHTERS**

[Base: All Respondents – 1008]

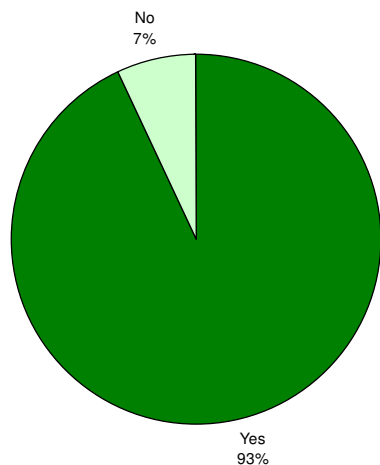


3.31 ATTACKS ON FIRE ENGINES AND PERSONNEL

Over 9 in 10 (93%) of respondents stated that they were aware that fire engines and fire personnel were regularly attacked in the community when attending emergency incidents. The most common way in which respondents became aware of this was via the television (89%). The second most common way was through newspapers (24%). (See questionnaire, Questions 38a and 38b)

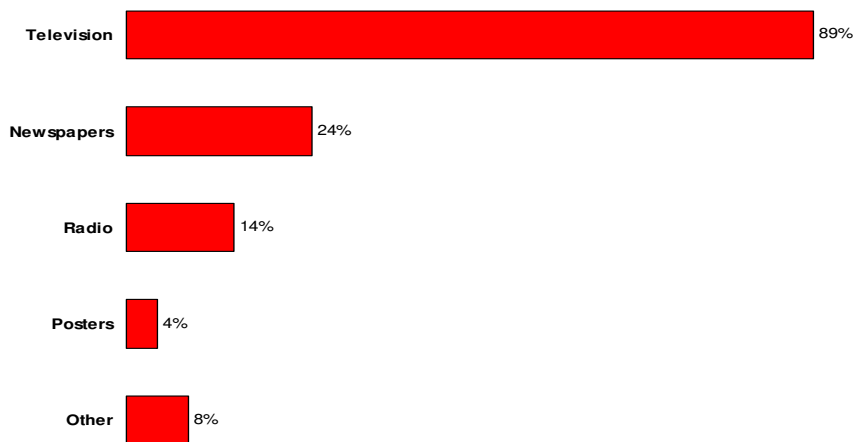
AWARE FIRE ENGINES AND PERSONNEL REGULARLY ATTACKED WHEN ATTENDING EMERGENCY INCIDENTS

[Base: All Respondents – 1008]



HOW BECAME AWARE OF ATTACKS

[Base: All Aware That NIFRS Regularly Attacked During Emergency Accidents - 933]



3.32 PUBLIC SATISFACTION WITH NIFRS

Almost all (98%) of respondents rated the service as being either good or very good with 1% rating the service as neither good nor poor. No respondents rated the service as being poor.

OVERALL PUBLIC SATISFACTION WITH THE NORTHERN IRELAND FIRE AND RESCUE SERVICE [Base: All Respondents]

