Eliminating Preventable Deaths Public Opinion Poll
May, 2019

Objective
The overall objective of this research is to provide the National Safety Council with an understanding of public perceptions of the importance and impact of accidental or preventable deaths compared to those of other causes of death and injury.

Methodology
This research was conducted with Toluna Group's proprietary panel of pre-screened, validated, de-duplicated and well-profiled respondents. Sample outgo (invitations) and completes were monitored and weighted to ensure returns were balanced to US Census for age, gender, geographic region, income, and ethnicity.

To qualify for the study, respondents had to:
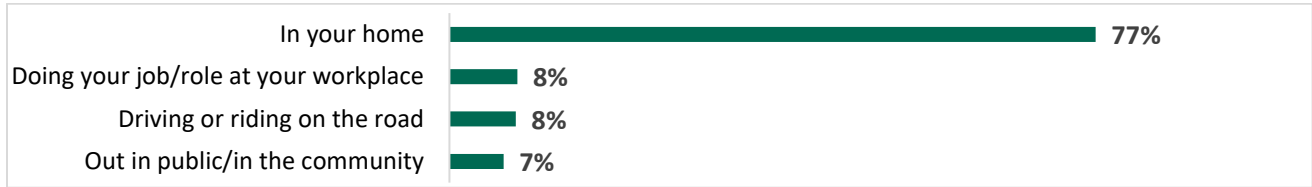
- Live in the United States

- Be 18 or older

A total of 2,000 surveys were completed from April 30th to May 9th, 2019.

Statistical significance is not shown in this report, but at the 95% confidence level +/- 2% is considered significant.
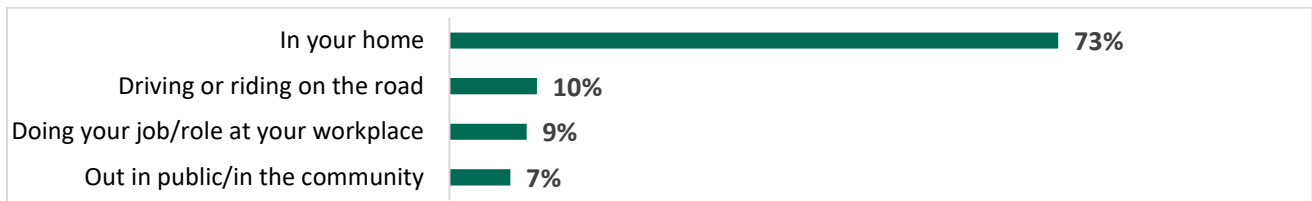
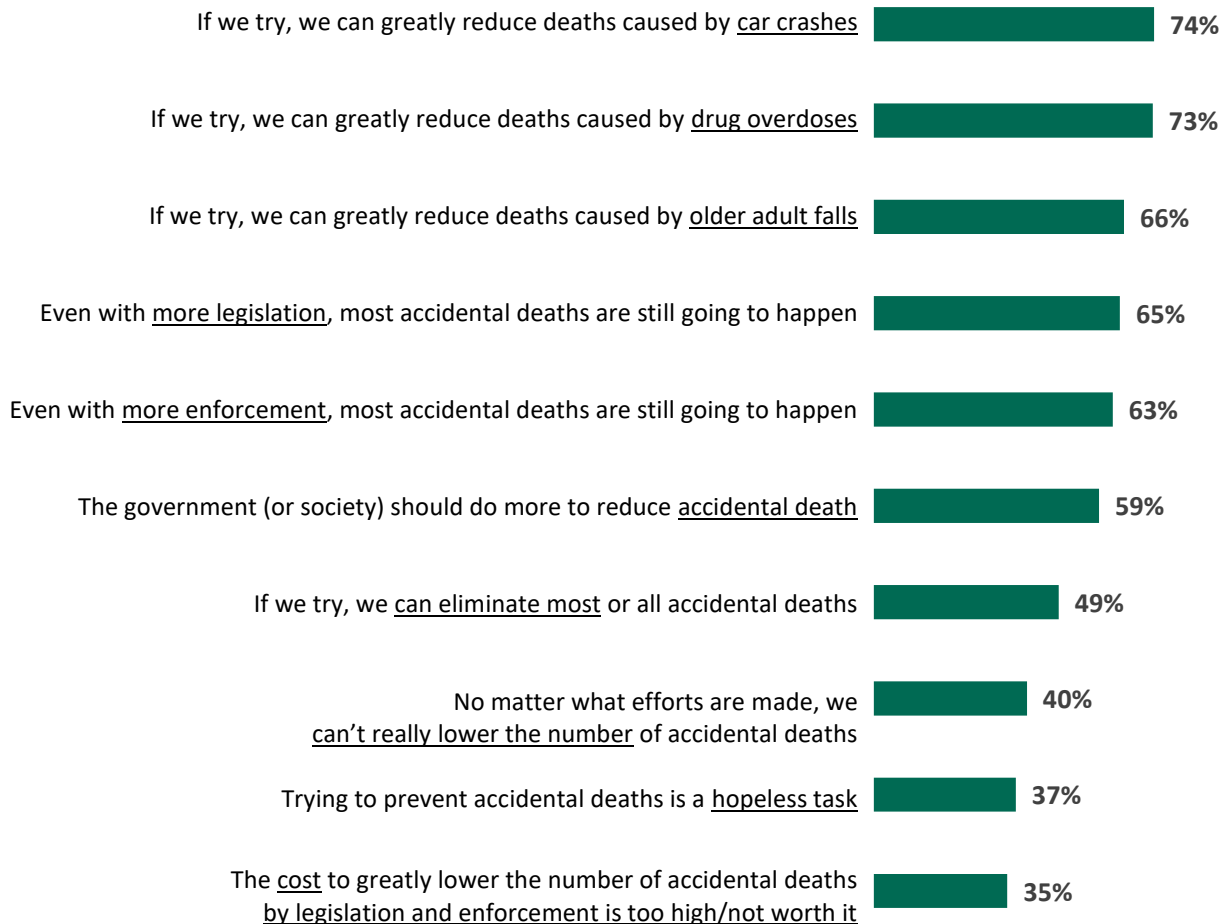**Questionnaire with results**   *(Unless otherwise notes, sample size is all respondents, n=2,000)*

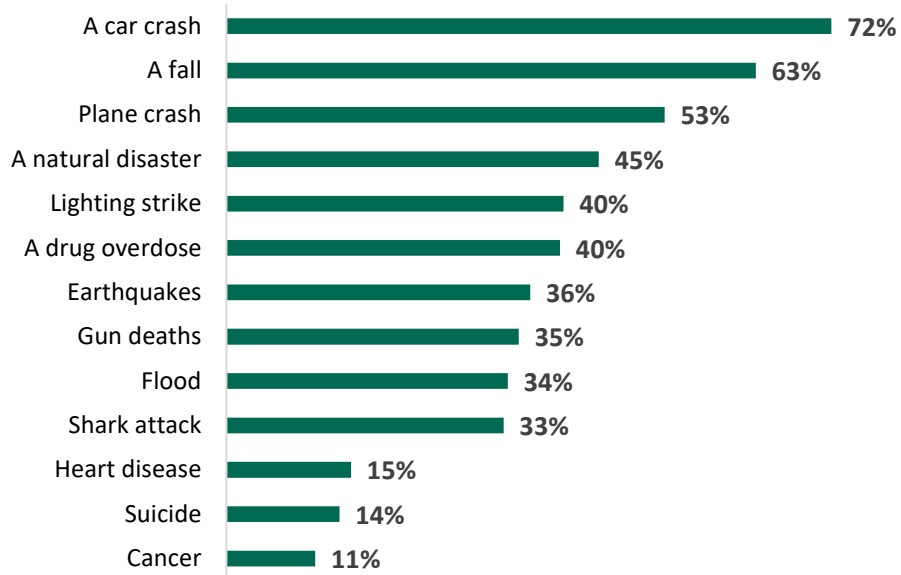1. Where do you feel safest from risks of accidental injury?

In your home	77%
Doing your job/role at your workplace	8%
Driving or riding on the road	8%
Out in public/in the community	7%

2. Where do you feel safest from risks of accidental death?

In your home	73%
Driving or riding on the road	10%
Doing your job/role at your workplace	9%
Out in public/in the community	7%

3. Please rate your agreement with each of the following statements. *(Underlining added for reporting)*
(% Saying Strongly or Somewhat Agree)

If we try, we can greatly reduce deaths caused by car crashes	74%
If we try, we can greatly reduce deaths caused by drug overdoses	73%
If we try, we can greatly reduce deaths caused by older adult falls	66%
Even with more legislation, most accidental deaths are still going to happen	65%
Even with more enforcement, most accidental deaths are still going to happen	63%
The government (or society) should do more to reduce accidental death	59%
If we try, we can eliminate most or all accidental deaths	49%
No matter what efforts are made, we can't really lower the number of accidental deaths	40%
Trying to prevent accidental deaths is a hopeless task	37%
The cost to greatly lower the number of accidental deaths by legislation and enforcement is too high/not worth it	35%

4. When you hear "accidental death" what do you think of? (SELECT ALL THAT APPLY)

Category	Percentage
A car crash	72%
A fall	63%
Plane crash	53%
A natural disaster	45%
Lighting strike	40%
A drug overdose	40%
Earthquakes	36%
Gun deaths	35%
Flood	34%
Shark attack	33%
Heart disease	15%
Suicide	14%
Cancer	11%

5. Please rank the following in terms of what kills the most people each year.

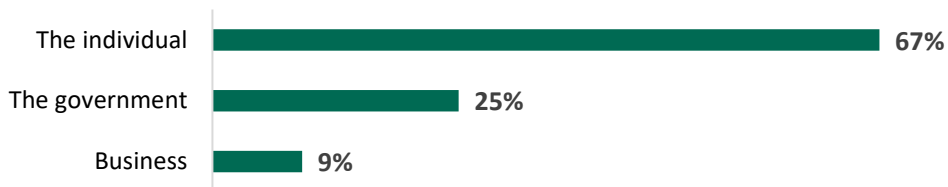|	1st	2nd	3rd	4th
Disease – where an illness is the direct cause of death	38%	27%	18%	17%
Accidental – where the cause of death was unintentional or preventable	34%	32%	20%	14%
Homicide – where another person takes the life of the person	18%	25%	33%	24%
Suicide – where the person takes their own life	10%	15%	30%	45%

6. Which of the following do you feel it is most important to try to prevent?

Category	Percentage
Disease	28%
Accidental	27%
Suicide	24%
Homicide	21%

7. The best ways to eliminate accidental deaths is through…? (SELECT ALL THAT APPLY)

Category	Percentage
Education	65%
Designing or engineering safer environments (work, home, on the road, etc.)	53%
Improvement of emergency healthcare response and services	50%
Legislation and enforcement	34%
Loss of rights or privileges	20%
Monetary fines	20%
Shaming	12%
Other, please specify	2%
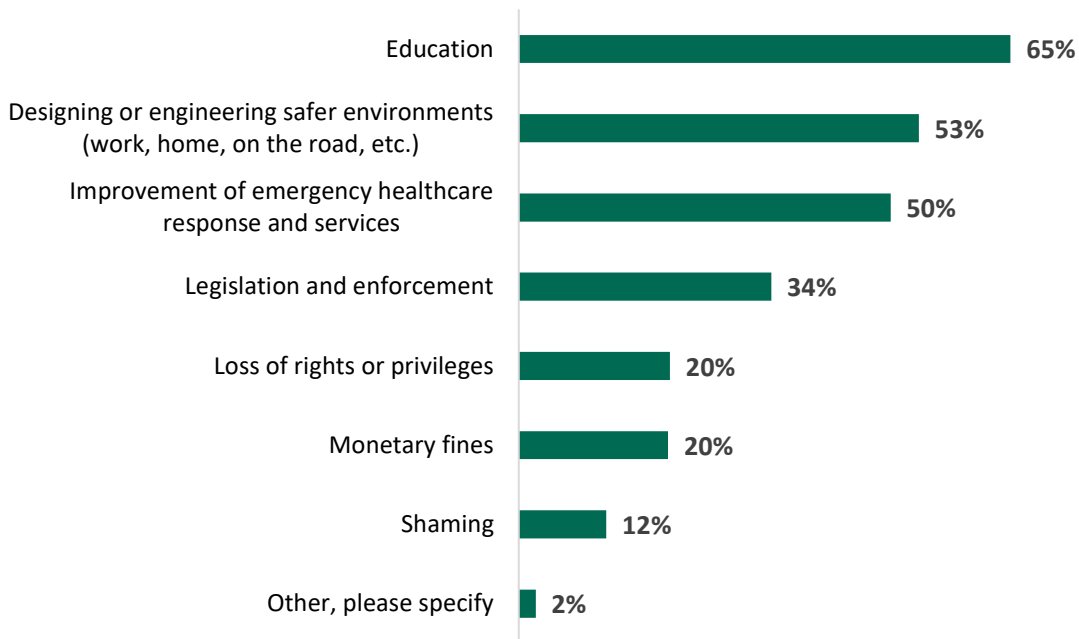
8. Who should play the biggest role in eliminating/preventing accidental deaths?

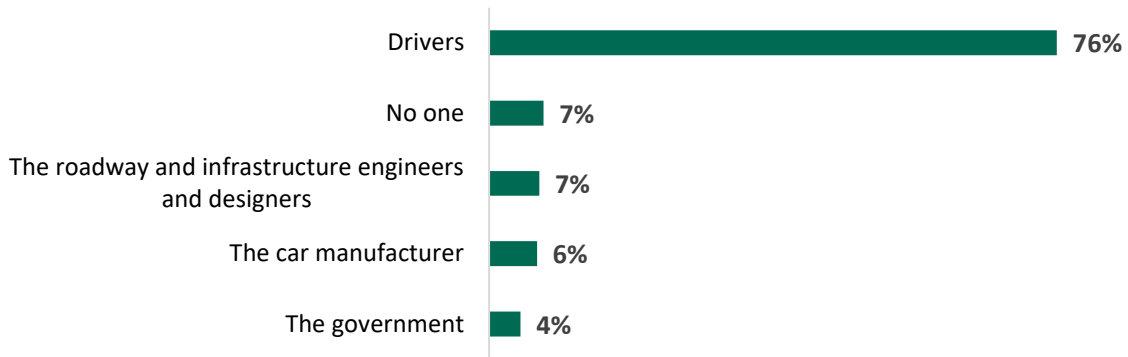| Category	Percentage
The individual	67%
The government	25%
Business	9%

[BLOCK ROTATION FOR Q9-11]
9. Who is most often to blame when there is an accidental death caused by opioid overdose?

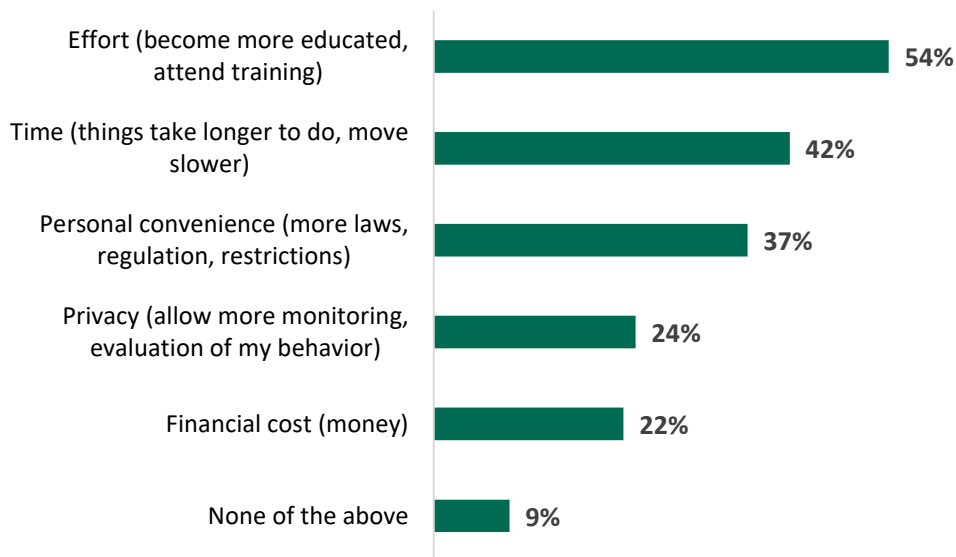| Category	Percentage
The person who overdosed	57%
The prescribing doctor or pharmacist	17%
The drug manufacturer	13%
The government	7%
No one	6%
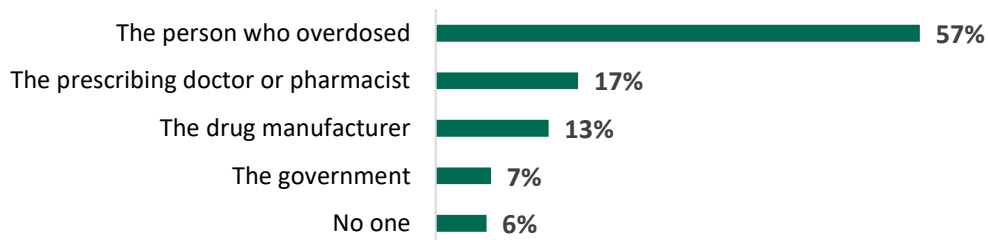
10. Who is most often to blame when there is an accidental death caused by <u>car crash</u>?

Drivers	76%
No one	7%
The roadway and infrastructure engineers and designers	7%
The car manufacturer	6%
The government	4%

11. Who is most often to blame when there is an <u>accidental death in the workplace</u>?

The employer	38%
No one	20%
The person who died	20%
The supervisor or manager	17%
The government	5%
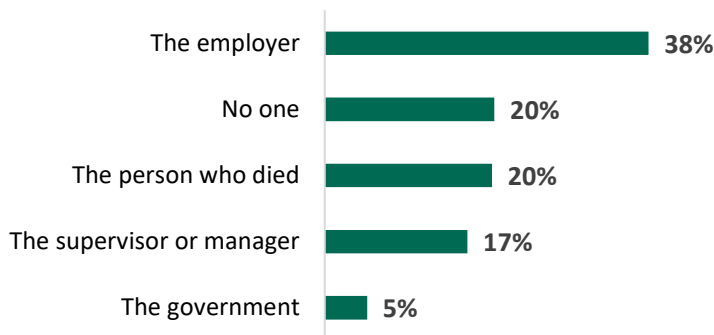
12. What price would you be willing to pay to eliminate (reduce, lower) accidental death?

Effort (become more educated, attend training)	54%
Time (things take longer to do, move slower)	42%
Personal convenience (more laws, regulation, restrictions)	37%
Privacy (allow more monitoring, evaluation of my behavior)	24%
Financial cost (money)	22%
None of the above	9%

13. Has someone you personally know or love been killed accidentally?

No	57%
Yes	43%

14. (IF YES IN Q13) Which of the following best describes the circumstances? (SELECT ALL THAT APPLY) *(n=899)*

Car crash – striking another motorist	48%
Gun violence/shooting	26%
Poisoning or drug overdose	26%
Car crash – striking a pedestrian	25%
Fall or complications from a fall	20%
Drowning	18%
Fire	17%
Choking	17%
Struck by a falling or moving object (not while driving)	16%
Other, please specify	9%
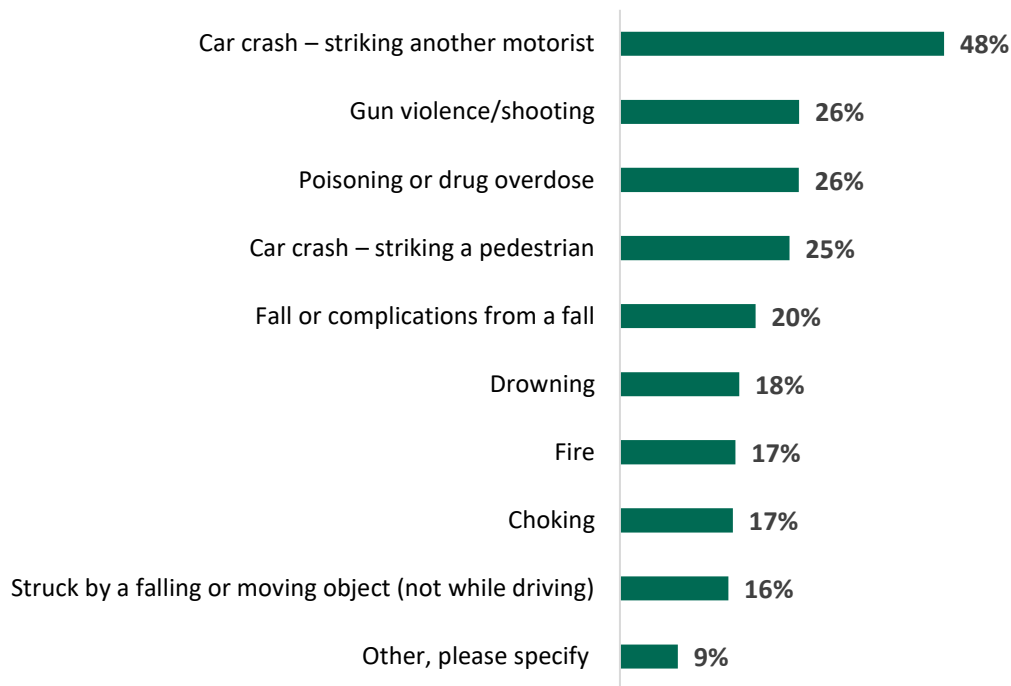
Note: Other comments are centered on variations of car crashes.

15. Have your actions or inaction ever contributed to the accidental death or injury of another person?

No	79%
Yes – contributed to the accidental death of a person	16%
Yes – contributed to the accidental injury of a person	5%

21%
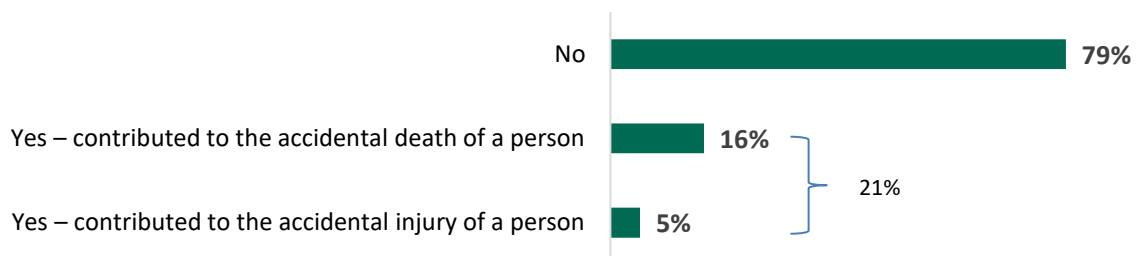
16. (IF YES in Q15) Which of the following best describes the circumstances? (SELECT ALL THAT APPLY)

	Total (n=417)	Yes – Accidental Death (n=331)	Yes – Accidental Injury (n=103)
Car crash – striking a pedestrian	39%	40%	32%
Car crash – striking another motorist	38%	42%	27%
Fall or complications from a fall	33%	35%	26%
Fire	28%	33%	10%
Choking	26%	30%	14%
Gun violence/shooting	26%	31%	10%
Drowning	26%	39%	15%
Struck by a falling or moving object (not while driving)	24%	28%	12%
Poisoning or drug overdose	23%	26%	13%
Other (specify)	3%	1%	9%

17. (IF YES IN Q15) How would you describe your reaction to that event? Would you say you were…? (SELECT ALL THAT APPLY)

	Total (n=417)	Yes – Accidental Death (n=331)	Yes – Accidental Injury (n=103)
Traumatized – shocked, depressed, guilt, shame	44%	44%	46%
Regretful – remorse, but not shame or guilt	31%	28%	38%
Inconvenienced – unlikely to have been my fault	25%	28%	16%

18. (IF NO IN Q15) Which of the following best reflects how you would feel if you were to be involved in the accidental death of another person? (SELECT ALL THAT APPLY) *(n=1,583)*

Traumatized – shocked, depressed, guilt, shame	77%
Regretful – remorse, but not shame or guilt	17%
Inconvenienced – unlikely to have been my fault	6%
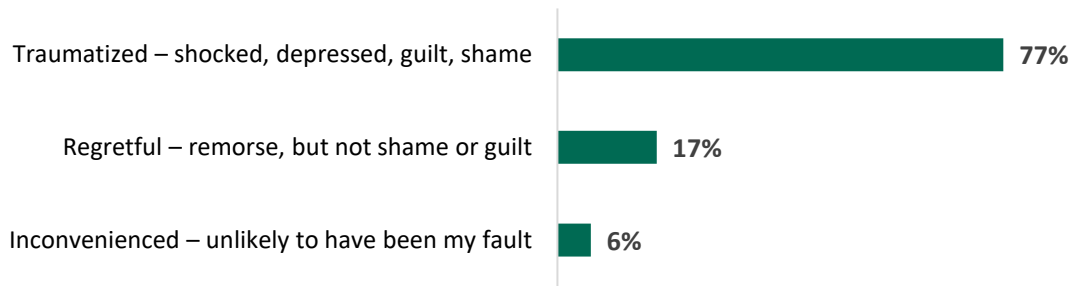
19. How concerned are you about the following in terms of risk to you and those you care about?
(% Very/Somewhat Concerned)

Car crash deaths	93%
Alcohol impairment on the roads	88%
Falls in the home and community	80%
Homicide	80%
Accidental shootings	79%
Marijuana impairment on the roads	72%
Overdose deaths from legally obtained prescription medication	71%
Workplace violence	71%
Overdose deaths from illegally obtained drugs or medication	71%
Alcohol impairment in the workplace/on the job	66%
Marijuana impairment in the workplace/on the job	61%

20. How strongly would you support or oppose the following
(% Saying Strongly/Somewhat Support)

Educating the public that impairment begins with the first drink	80%
Requiring ignition interlocks for impaired driving offenders	80%
Requiring new cars to use available/tested technology that senses a driver's alcohol concentration	72%
Increased police checkpoints to identify impaired drivers	71%
Lowering the legal blood alcohol concentration (BAC) equivalent for drivers to .05	61%
Implementing a zero blood alcohol concentration (BAC) equivalent for drivers, meaning a driver's BAC must be .00	58%

21. 33 states have legalized the use of marijuana for medicinal purposes. Assume you had severe pain that required a prescription and that you lived in a state with legal medicinal marijuana use, which of the following would you prefer be prescribed to treat your pain?

Medical marijuana	34%
Opioid painkillers	13%
Whatever the doctor recommended	30%
Neither, I would prefer something else	15%
Not sure/don't know	9%
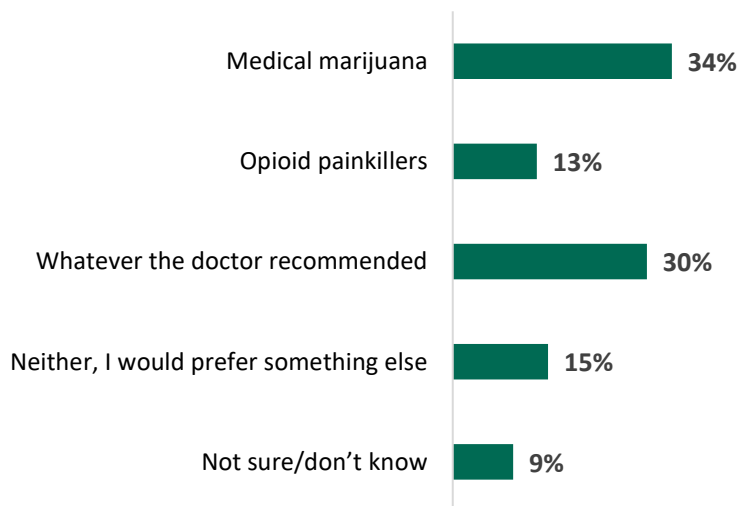
22. Please rate your agreement with each of the following statements.
   (% Saying Strongly/Somewhat Agree)

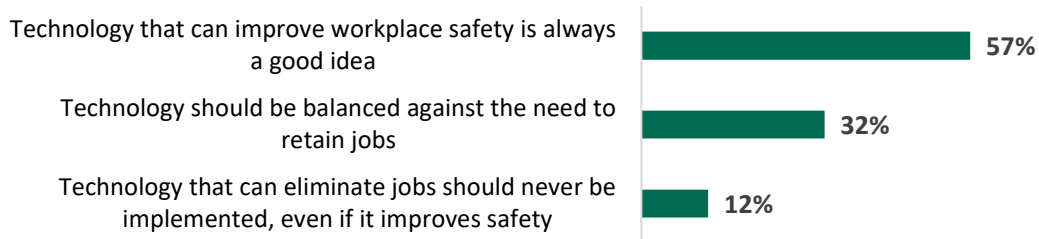| Statement	Percent
Marijuana is an impairing substance and should not be used while driving	74%
The country needs to set a blood alcohol content (BAC) level equivalent for marijuana	66%
Marijuana is an addictive substance	57%
Marijuana should be decriminalized nationally	56%
Employers should drug test for marijuana, even if it is legal to use recreationally	55%
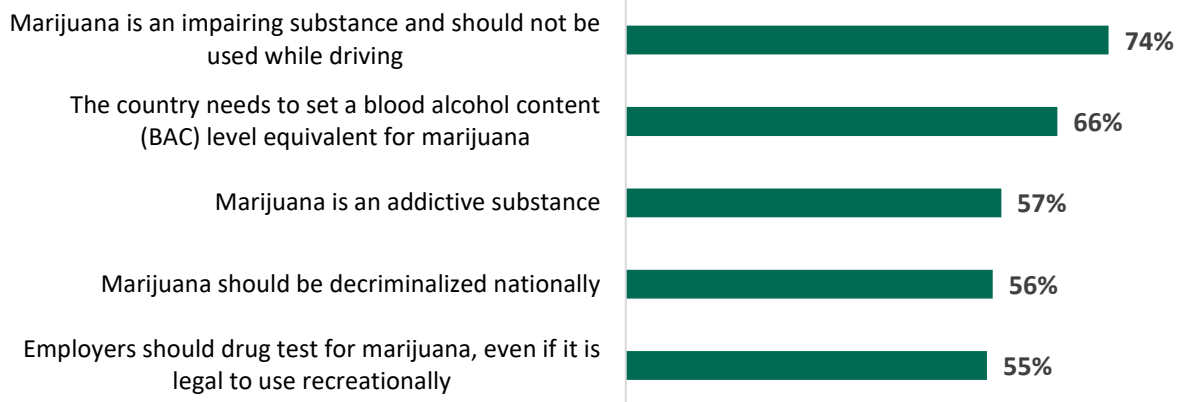
23. Thinking about safety in your personal life (outside of work), rate your agreement with the following statements.
   (% Strongly/Somewhat Agree)

Statement	Percent
Health and wellness is important in my life	84%
Safety is a priority in my personal life	84%
I can protect myself and my family through my actions outside of work	72%
People are resistant to acting safely	56%
Safety takes a back seat to completing my daily routine	34%
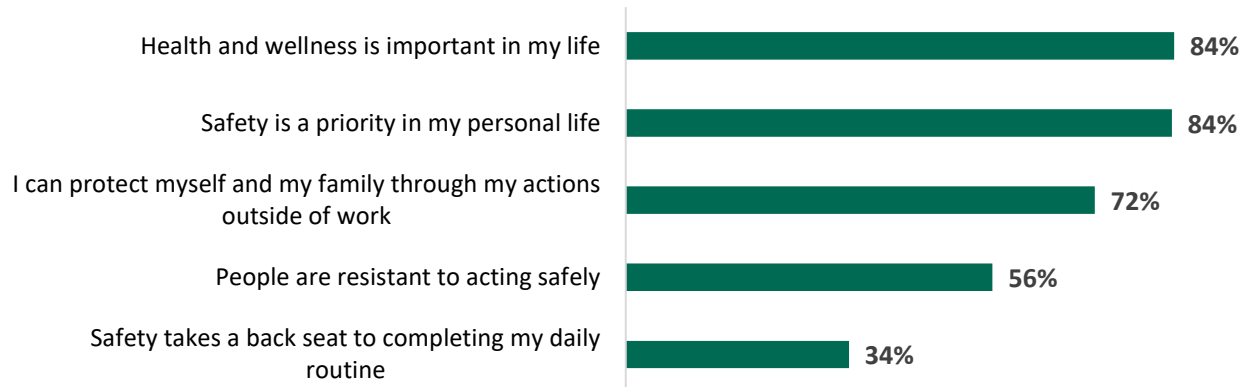
24. Now, thinking about safety in your current workplace, rate your agreement with the following statements.
   (% Strongly/Somewhat Agree)

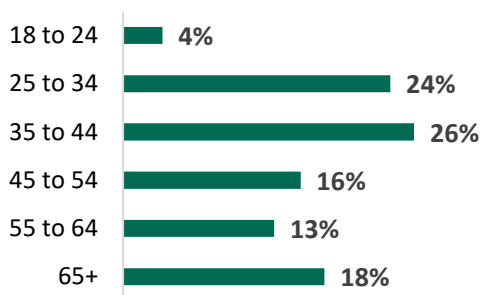| Statement	Percent
Employee health and wellness is promoted at work	66%
Safety is a priority at my workplace	70%
I can protect myself and coworkers through my actions while on the job	70%
Employees are resistant to working safely	39%
Safety takes a back seat to completing job tasks	38%

25. Which of the following best represents your attitude toward technology that can improve safety in the workplace?

Technology that can improve workplace safety is always a good idea — **57%**

Technology should be balanced against the need to retain jobs — **32%**

Technology that can eliminate jobs should never be implemented, even if it improves safety — **12%**

Demographics (most are to balance national sample)
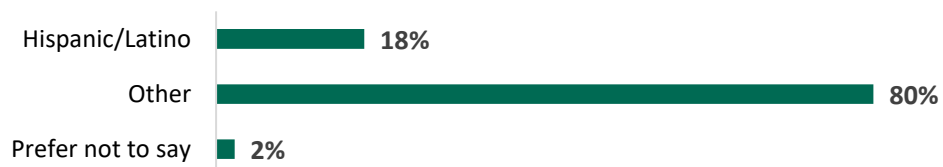
26. Which of the following categories includes your age?

18 to 24 — **4%**
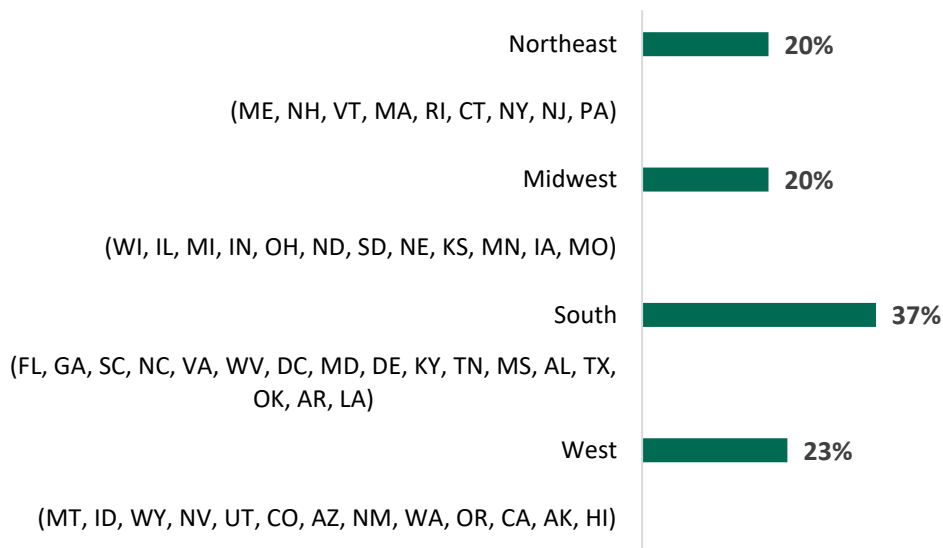25 to 34 — **24%**
35 to 44 — **26%**
45 to 54 — **16%**
55 to 64 — **13%**
65+ — **18%**

27. Are you…?

Female — **54%**
Male — **46%**

28. Which of the following categories best describes your race?

White — **72%**
Black or African-American — **13%**
Asian — **6%**
Other Ethnicity — **5%**
Native American or Alaska Native — **2%**
Native Hawaiian or Other Pacific Islander — **0%**
Don't know/prefer not to answer — **1%**

29. Are you,,?

Hispanic/Latino — **18%**
Other — **80%**
Prefer not to say — **2%**
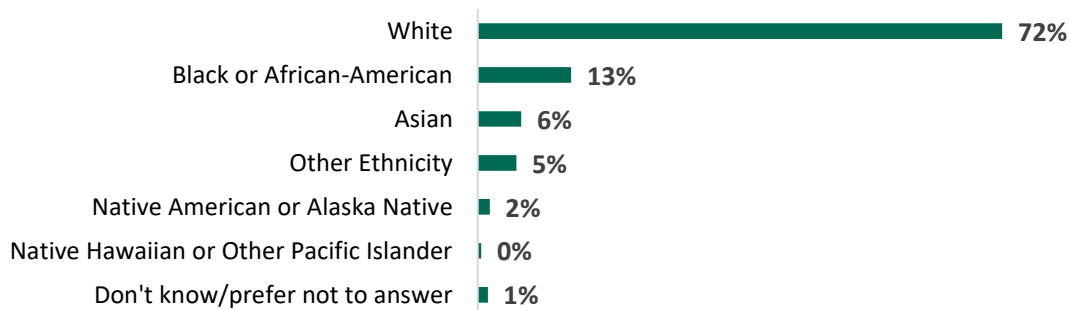
30. Which state do you currently live in?

Region	Percentage
Northeast (ME, NH, VT, MA, RI, CT, NY, NJ, PA)	20%
Midwest (WI, IL, MI, IN, OH, ND, SD, NE, KS, MN, IA, MO)	20%
South (FL, GA, SC, NC, VA, WV, DC, MD, DE, KY, TN, MS, AL, TX, OK, AR, LA)	37%
West (MT, ID, WY, NV, UT, CO, AZ, NM, WA, OR, CA, AK, HI)	23%

31. Regarding your employment, are you currently full-time or part-time?

	Percentage
Full-time	56%
Part-time	44%

If you have additional questions about the content of this summary, please contact the National Safety Council at media@nsc.org.