Fire Research Report

Fire Knowledge Research Qualitative Research Report

TNS

August 2006

The aim of this research was to conduct qualitative research to gain a greater depth of understanding of New Zealanders' attitudes and behaviours in relation to fire safety and risk (with a focus on vulnerable audiences), and to inform an update of the NZFS' Annual Fire Knowledge Survey.

TNS conducted eight focus groups with members of the general public. An equal number of groups were conducted with those participants who were deemed to be 'fire safe' and 'non-fire safe'. The sample was constructed to mirror the Conversion Model™ groupings that will be used in the upcoming Annual Fire Knowledge Survey. The focus groups included a mix of vulnerable (e.g. families with young children) and less vulnerable groups (e.g. higher socio-economic groups) in the sample. Two focus groups took place in each of the following locations - Auckland, Wellington, Napier and Motueka to account for any regional differences that may exist.

**New Zealand Fire Service
Fire Knowledge Research**

Qualitative Research Report

Prepared for:

Prepared by:

August 2006

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1.0 Executive Summary

1.1 The Research Need and Approach

- The New Zealand Fire Service's (NZFS') mission is to reduce the incidence and consequences of fire and to provide a professional response to other emergencies.

- Qualitative research was conducted to gain a greater depth of understanding of New Zealanders' attitudes and behaviours in relation to fire safety and risk (with a focus on vulnerable audiences), and to inform an update of the NZFS' Annual Fire Knowledge Survey.

- TNS conducted eight focus groups with members of the general public. An equal number of groups were conducted with those participants who were deemed to be 'fire safe' and 'non-fire safe'. The sample was constructed to mirror the Conversion Model™[1] groupings that will be used in the upcoming Annual Fire Knowledge Survey (i.e. 'fire safe' participants comprised Carefuls and At Risks, while 'non-fire safe' participants comprised Opens and Closeds). The focus groups included a mix of vulnerable (e.g. families with young children) and less vulnerable groups (e.g. higher socio-economic groups) were included in the sample. Two focus groups took place in each of the following locations - Auckland, Wellington, Napier and Motueka to account for any differences that may exist.

1.2 Key Findings

The Participants

- There were key differences between the four types of participant (Carefuls, At Risks, Opens and Closeds) in terms of the number of fire safety behaviours undertaken, their attitudes to fire safety, perceptions of personal level of fire safety and their perceived level of risk that fire will occur at some stage in their lives.

- Carefuls undertake many fire safe behaviours, have a cautious attitude to fire, and are the most aware of fire risk. Their fire safe attitude stems from having experience of fire, fire safety training or up-bringing, and believing that they have a large influence or control over what happens within their lives.

- At Risks are reasonably fire safe in their attitudes and behaviours (e.g. have smoke alarms, educate their children about fire) but undertake some unsafe behaviours at times. They have an air of complacency toward fire safety at times, because of a lack of experience with fire and the belief that they would be able to deal with a fire if the situation arose.

- Opens undertake only a few fire safe behaviours (e.g. only a small number have smoke alarms, fire extinguishers or a fire escape plan). Many are aware there is more they could be doing, and have intentions of implementing or undertaking fire safety behaviours (e.g. installing smoke alarms). However, to date they have not had

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[1] The Conversion Model™ is a tool used for measuring psychological commitment.

sufficient motivation (through never experiencing negative consequences of unsafe fire behaviours) or do not have the financial means to make the necessary outlay. For many, other priorities in their lives are more important than fire safety.

- Closeds are the least fire safe of the four types of participants, both in terms of the number of behaviours they undertake and their attitude to fire safety. Fire and fire safety are rarely considered in their lives because they perceive the risk of fire occurring to be virtually zero (based on a belief that they are not exposing themselves to any risk, and not having personal experience of fire).

- Most participants (except for some Carefuls) perceived that they are unlikely to personally experience a fire within their lifetime. Not experiencing a fire has reinforced the idea that their lifestyle is safe and they have no need to worry in this regard.

Fire Safety Attitudes and Behaviours

- There is consensus in terms of what participants feel fire safety and fire risk is. Fire safety is perceived to be the awareness of fire risk, how to minimise it and taking the appropriate precautions. Fire risk equates with the potential causes of fire.

- Regardless of attitude to fire, all participants (even Carefuls) are all prepared to take measured risks, e.g. leaving cooking unattended. While the majority of participants are aware of the risks, they still are able to justify taking these risks. The types of risky behaviour they engage in include leaving cooking unattended for a period of time, not taking electric blankets to be checked, drying clothes on or near the heater, not having smoke alarms installed, taking batteries out of alarms while cooking (and not necessarily replacing them afterwards) and not having a formal fire escape plan.

- Whether or not situations or behaviours are perceived to be high or low risk is determined by a number of situational (e.g. whether the situation is attended, whether there is a naked flame present, etc) and personal factors (e.g. level of fire knowledge and the perceived likelihood of fire occurring).

- While the groups of participants undertake fire safety behaviours to varying degrees, there are some behaviours that occur irrespective of participant type. Most participants actively teach fire safety to their children, make an effort to turn off 'high risk' appliances when not at home, and (for smokers) smoke outside their homes.

- The large majority of participants feel they are fire safe people, regardless of the number (or lack) of precautions they take. This highlights the fact that many New Zealanders are putting themselves at risk by feeling comfortable with their personal level of fire safety, when at times this is not warranted.

- Carefuls and At Risks are most likely to perceive that fire risk is something that is ever-present, despite taking more precautions than Opens and Closeds. This perception that fire risk is *"always there"* is fuelled by personal factors – e.g. personal experience of fire, up-bringing, fire safety training. Opens and Closeds lack the perceived need or motivation to undertake fire safety because of attitudes that 'fire will not happen to me' (fuelled primarily by lack of experience of fire).

- Carefuls have made the greatest number of positive fire safety changes over recent years, a reflection of them having the highest engagement with fire and being the most open to engaging in new fire safe behaviours. In contrast, At Risks, Opens and Closeds have made minimal change over recent years, if any, in terms the fire safety behaviours undertaken.

- Some participants intend to make fire safety changes (e.g. installing smoke alarms, developing a fire escape plan) but have not yet done so – based on barriers to fire safety (refer to Section 6.8).

Fire Safety Motivators and Barriers

- The key motivators for fire safety behaviour change are: a change in living environment (through renovating or moving home) and the arrival of children or young children getting older.

- Key motivators to being fire safe (i.e. undertaking fire safety behaviours) are:
  - the desire for self-preservation
  - the level of fire knowledge a person possesses
  - the arrival of children or young children getting older
  - NZFS communications
  - fire stories that come to attention via the media.

- Key barriers to being fire safe (i.e. not undertaking fire safe behaviours and undertaking non-fire safe behaviours) include:
  - a low perceived risk of fire, often stemming from never having experienced a fire
  - a lack of knowledge of fire and fire risk (i.e. not being aware of the risks associated with behaviours, or how to minimise fire risk)
  - a perceived lack of responsibility to be fire safe
  - financial constraints preventing the purchasing of smoke alarms and extinguishers
  - distractions or other priorities being placed ahead of fire safety (e.g. answering the phone, attending to children, leaving the house momentarily) rather than keeping full attention on a potentially risky situation
  - equipment factors, e.g. the perception that standard fire safety equipment is of low quality and therefore not worth installing.

New Zealand Fire Service

- Overall, there are very strong positive perceptions of the NZFS, based mainly on perceptions that fire fighters are selfless people working to save others' lives, rather than on the NZFS as an organisation. Fire fighting staff are perceived as:
    - brave, committed and professional
    - providing a beneficial service to society (e.g. fighting fires and saving lives)
    - undertaking difficult and unenviable work (risking their lives to save others)
    - role models for society; people to 'look up to'.

- The few negative associations with the NZFS relate to the NZFS providing an inconsistent service performance (in terms of its fire fighting capability). However, these negative perceptions are attributed externally to the NZFS (e.g. the 111 system, perceived insufficient funding from the Government).

- While levels of personal connection with the NZFS were mixed, most felt at least some sense of connection. This often stemmed from a fondness linking back to their childhood, and the fact that the NZFS is constantly visible providing its well-respected service. A strong personal connection is particularly evident in rural areas, given that they are served by volunteers, often known to participants.

- While the NZFS has helped build and maintain a solid level of fire safety awareness, overall the NZFS has had a low level of impact on fire safety behaviour. This relates to communications focusing on raising awareness of fire safety and fire risk. People are now seeking to be empowered with 'what to do' (e.g. how to handle different types of fire situations) information. Being armed with this knowledge would likely see an increase in the uptake of fire safety behaviours.

- There is low appeal for the NZFS to form a partnership with other organisations. This is because of a perceived lack of organisations with a 'fit' with the NZFS in terms of its level of credibility, and scepticism regarding the motives behind forming a partnership (i.e. will the NZFS be benefiting?). Organisations with higher appeal as a partnering organisation were other emergency services (e.g. St John Ambulance, search and rescue services), fire safety equipment companies, and community organisations. Note: New Zealand Police has some credibility issues and is not considered a suitable partnering option.

Current New Zealand Fire Service Communications

- While NZFS' communications have helped to build and maintain a solid level of fire safety awareness, they have had a low level of impact in terms of changing people's fire safety behaviours in a more positive direction. This highlights the need for NZFS to revise the focus of future communication campaigns. There is a need for communications to move beyond awareness raising, to provide guidance on 'what to do' to when fires occur.

- Overall there is high awareness of NZFS communications, particularly for television communications (especially the 'come on guys, get fire wise' commercials and the 'burning armchair' commercial). However, some participants failed to make the connection between the communications and the NZFS. This is potentially due to the fact that the NZFS have little or no 'physical' presence in communications (e.g. no fire fighters or fire trucks evident).

- Overall, NZFS communications are perceived as having a high level of believability, because of their 'real' appearance, their association with the NZFS (although not all participants linked NZFS communications with the organisation, and their honest, positive agenda.

- The focus of the overarching communications would be via television because it is a widely used medium and would provide the greatest reach in terms of connecting with New Zealanders. The overarching communications needs to be a 'call to action' for people to explore supporting communications. The supporting communications would provide the more detailed, empowering information that provides guidance on 'what to do' and 'how to deal with' a particular type of fire situation or fire prevention information that would empower New Zealanders and help them to fully embrace fire safety.

- Regarding the style and tone of messages, TNS feel the following should be incorporated into the NZFS communications:

  - make risk feel 'real' by including a 'human' element to television communications, showing brief graphic images of human consequences (appeal among some), running tragic stories in the local media and continued usage of the timer in television commercials
  - ensure messages are clearly from the NZFS (ideally from its fire fighters)
  - make communications memorable and welcoming by incorporating a positive, encouraging tone, some light humour or slogans
  - ensure the focus of communications is the information provided and the situations described rather than the type of people included or targeted
  - ensure messages are not perceived to be 'telling' people what to do.

1.3 Conclusions

- In recent times, NZFS communications have not been a major motivator of behaviour change, but more a reminder of basic fire safety awareness (which is high). Key motivators have been renovating/moving home and having children/children getting older.

- NZFS communications have successfully raised awareness but now need to move beyond this to provide a more detailed, empowering style of communication; one that provides guidance on 'what to do' and 'how to deal with' a particular type of fire situation or fire prevention. The research indicates that the most effective way of communicating with the target audiences to promote greater fire safety is to use a two-pronged approach to communications, described in the diagram below.

Overall Campaign Structure
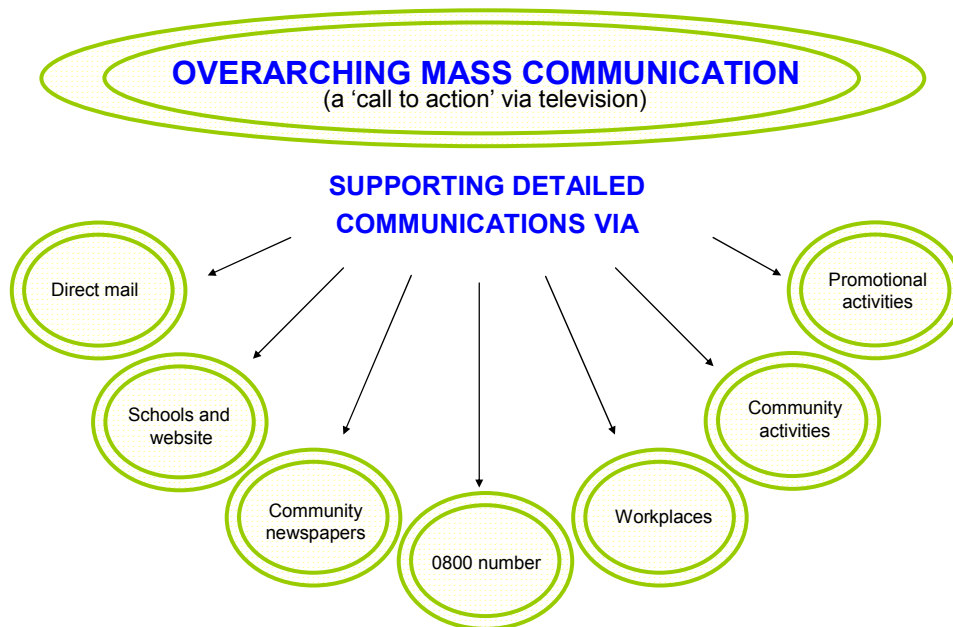
- There is scope for the NZFS to increase the perceived relevance of communications by making the fire risk situation the primary focus of communications (i.e. characteristics of the people secondary). The perception that all New Zealanders are capable of being unsafe means that a range of ages and ethnicities should be represented in communications.

- To achieve increased fire knowledge, behaviour and response skills, the following key aspects should be incorporated into communications:

    - empowerment of the audience (i.e. 'how to')
    - making fire risk real by humanising it
    - leveraging off the strength of the NZFS' credibility.

1.4 Recommendations

We recommend that:

- A two-pronged communications campaign, involving an overarching mass television communication campaign, supported by detailed communications using a range of other mediums, e.g. 0800 number, schools, community newspapers and workplace seminars.

- Communications provide 'how to' information (as opposed to fire safety awareness raising).

- NZFS capitalises on the value placed on fire fighters by giving them (and possibly fire trucks) presence in communications.

2.0 Background

The New Zealand Fire Service's (NZFS) mission is to reduce the incidence and consequences of fire, and to provide a professional response to other emergencies. With modern urban fires burning faster, hotter and more toxic than before, responsibility for fire safety and prevention increasingly belongs both to the individual and the community. Given the NZFS' decreasing likelihood of the NZFS arriving at a fire in time to rescue any occupants, the organisation's has focused on increasing public knowledge and awareness of fire safety processes so that members of the public can take preventative action themselves.

Research conducted in 2001[2] suggested that in order to change high-risk behaviours, the NZFS should focus less on targeting the general population, and instead should tailor promotion towards individual target segments who are more at risk.

Priorities for a social research strategy include further investigation, monitoring and evaluation of social phenomena in relation to fire safety awareness and behaviour, and improving fire safety knowledge and practices of vulnerable groups. These research areas need to be orientated towards practical problem solving, and increasing understanding of the human aspects of the NZFS' managerial and operational activities.

An ongoing project that forms part of the NZFS' Social Research Programme is an annual survey of New Zealanders that determines both public awareness of, and behaviour in relation to fire safety issues. In 1998, TNS conducted the benchmark survey which has been replicated annually, to provide important time-series data of awareness, attitudes and behaviour in relation to fire safety.

Given demographic changes in the population and New Zealanders' stagnated awareness and attitudes in relation to fire safety, TNS recommended that the 2006 Annual Fire Knowledge Survey be informed by a greater understanding of New Zealanders.

To this end, qualitative research was conducted to:

- Gain a greater depth of understanding of New Zealanders' attitudes and behaviours in relation to fire safety and risk (with a focus on vulnerable audiences), which will be used to improve NZFS communications.

- Inform an update of the NZFS' Annual Fire Knowledge Survey.

Information gained via the qualitative research will help the NZFS to achieve its goal of improving attitudes and behaviours towards fire safety, thus reducing the incidence and consequence of fires (the NZFS' mission).

The qualitative research findings and associated conclusions and recommendations are the subject of this report.

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[2] McDermott Miller Ltd (2001): Scoping a Social Marketing Programme for Fire Safety Research in the Community.

3.0 Research Aim and Objectives

Research Aim

The overall aim of the research was to better understand New Zealanders' attitudes and behaviours in relation to fire safety and risk, in order to develop communications that will promote greater fire safety.

Research Objectives

- To understand attitudes to fire safety and fire risk.

- To ascertain householders' decision-making (e.g. responsibility) and behavioural processes in relation to fire safety (e.g. know it is a risk but have still not acted) and to assess whether these have changed over time.

- To understand why certain situations are not perceived to be high risk, and why New Zealanders often think a fire is something that will not happen to them.

- To identify uptake of current communications (barriers, relevance of messages) and potential improvements to these (i.e. use of preferred mediums, motivating messages).

- To identify the differences between vulnerable groups in society (e.g. households with children) and those that are less vulnerable.

4.0 Research Approach

4.1 Qualitative Research

Qualitative research, using a focus group methodology, was identified as the most appropriate approach for gathering the information from the target audiences.

- Qualitative research provides breadth and depth of understanding about a topic. It identifies the range of issues that exist, and reveals the underlying factors that shape people's worldviews and motivate their behaviours.

- Focus groups bring together a group of similar people to consider the research issues presented to them. Given fire safety attitudes and behaviours are of community interest, the topic leant itself to discussion in focus groups.

4.2 Sample

Eight focus groups were undertaken with members of the general public. Four focus groups each were conducted with participants deemed as 'fire safe' and 'non-fire safe'.

The fire safe and non-fire safe focus groups were constructed to mirror the Conversion Model™[3] segments that will be measured in the upcoming Annual Fire Knowledge Survey. The rationale for this being that the qualitative findings could be referred to, if necessary, for enhanced understanding of survey results.

	With Fire Safe Participants		With Non-fire Safe Participants		Total Focus Groups
	Carefuls	At Risks	Opens	Closeds	
Auckland	-	1	-	1	2
Wellington	-	1	1	-	2
Napier	1	-	1	-	2
Motueka	1	-	1	-	2
	2	2	3	1	
Total Focus Groups	4		4		8

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[3] The Conversion Model™ is a tool used for measuring psychological commitment.

For the purposes of the qualitative research, the Conversion Model™ groupings were defined as follows:

- **Carefuls** – people who have a high awareness of what it means to be fire safe and are vigilant about behaving in a fire safe way. They undertake three or more fire safe behaviours[4].

- **At Risks** – people who have a high awareness of what it means to be fire safe but may be less/slightly less concerned about fire safety now than in the past. They do not always practice fire safe behaviour. They undertake one or two fire safe behaviours.

- **Opens** – people who do little in the way of fire safety behaviours but are open to doing so. They undertake one or none of the fire safe behaviours.

- **Closeds** – people who do nothing in the way of fire safe behaviours and have little or no intention of changing this[5]. They undertake no fire safe behaviours.

There was an emphasis on Open participants in the sample, as these were deemed to be the most open to undertaking an increased number of fire safety behaviours and therefore a key segment to understand.

Input was obtained from urban, regional and rural areas to ensure that any geographic differences in attitudes and behaviours were taken account of in the qualitative research.

In addition to a range of fire safety attitudes and behaviours, the sample also included a range of vulnerable and less vulnerable participants (as identified by the NZFS). Groups comprised either solely vulnerable or less vulnerable participants (five focus groups included vulnerable participants and three included less vulnerable participants).

Vulnerable

- Families with children under 5 years of age (Wellington Open, Napier Open, Motueka Careful focus groups)

- Older people (Wellington Open, Napier Open, and Motueka Careful focus groups)

- Lower socio-economic (Wellington At Risk and Auckland Closed/Open focus groups)

- Those in rural areas (Motueka focus groups)

- Minor ethnicities (Wellington At Risk and Auckland Open focus groups).

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[4] Fire safe behaviours were: having a fire escape plan, having at least one smoke alarm installed, checking the operation of smoke alarms at least twice a year, having taught others in the household to be fire safe, and taking steps to prevent fire in all situations.
[5] Closed participants proved to be difficult to recruit. Therefore, Closed focus group comprised of a mix of Closeds and Opens.

Less vulnerable

- Higher socio-economic (Auckland At Risk focus group)

- Couples with no children (Napier Careful and Motueka Open focus groups)

- Those with children over 5 years of age (Napier Careful and Motueka Open focus groups)

Note: where differences were found between the various vulnerable and less vulnerable groups, these are mentioned throughout the findings.

4.3   Research Procedure

Recruitment

PFI (a specialist research recruitment agency) recruited the research participants from its database.

Discussion Groups

TNS developed a discussion guide for use with participants; this was reviewed and signed off by the NZFS prior to use.   A copy of the discussion guide is appended to this report.

The discussion groups in Auckland and Wellington were conducted at TNS' offices at these locations, while those in Napier and Motueka were conducted at a local venue.

The discussion groups lasted approximately two and a half hours each.

The groups were audio taped (with participants' consent), and the tapes transcribed to aid analysis.

Participant incentive

The participants received an incentive of $60 cash to acknowledge their time and input.

5.0
The Participants

5.0 The Participants

This section provides a brief profile of the participants included in this research, and explores participants' perceptions of 'fire safe' and 'fire risky' people, and attitudes to fire safety and risk.

5.1   Overview

As mentioned, four types of participants (based on Conversion Model segments) were included in the research sample. The following diagram shows the relative positioning of the four types of participant; the key point to note being that there is some overlap between Opens and At Risks.
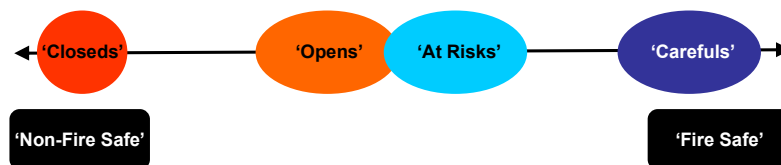
The following provides a brief profile of the four types of participants that took part in the research.

A key point to note is that most participants (except for some Carefuls) perceived that they are unlikely to personally experience a fire within their lifetime (the reasons for this are discussed under individual profiles).

5.2   Profiles

Carefuls - *"I avoid taking risks because I want to prevent fires"*

- Carefuls are the most fire safe of the four types of participants. They undertake the most fire safe behaviours of the four groups (i.e. are most likely to have a fire escape plan, have and maintain alarms and extinguishers, actively educate their children and have electric blankets checked), have a cautious attitude to fire, and are the most aware of fire risk.

- Carefuls feel as though they are fire safe people and are highly engaged with fire safety. While they may take many precautions to prevent fire, they still acknowledge that fire *could still happen*.

> *"You're consciously thinking about things [relating to fire safety] all the time, aren't you?"*

The three factors that explain Carefuls' approach to fire safety are:

- Having had an experience of fire (either personally or through knowing someone close to them who has).

- Having had fire safety training (through work) or an up-bringing where fire safety was important.

- Carefuls' tendency to have an internal locus of control, i.e. believing that they have a large influence or control over what happens within their lives, as opposed to having little or no influence or control over what happens (although they are aware that fire could still occur even though they have taken the necessary precautions within their control). From this stems a feeling that it is their responsibility to take control of their own safety in relation to fires.

At Risks - *"I do some risky things but could cope with a fire"*

- At Risks are reasonably fire safe in their attitudes and behaviours. They undertake some fire safe behaviours (e.g. having smoke alarms, educating children about fire safety) but undertake some risky behaviours at times.

    "I don't want to die in a fire, so I always have fire extinguishers around. I have to say, I do take the smoke alarm batteries out occasionally."

- They perceive themselves to be fire safe people but feel that the risks that do exist come from sources external to them (e.g. neighbours, their children) – i.e. 'if I do experience a fire it will not be through my own doing'.

The following are factors that inhibit the undertaking of fire safe behaviours and feed any perceptions that fire is unlikely to happen to them:

- They are less likely to have had a personal experience with fire than Carefuls. Not having had an experience of fire breeds a sense of invincibility and complacency and makes them feel safe when faced with 'unsafe' situations (based on the fact that fire has not occurred in a similar situation in the past).

- While At Risks acknowledge that fire is something that could happen to them, they feel confident of being able to deal with the situation if a fire occurred. This confidence comes from the fact that many At Risks have never experienced a fire (as explained above). Therefore, given this confidence and lack of knowledge of fire, if a fire occurred, At Risks feel that having a smoke alarm or extinguisher, or throwing some water on a fire would be sufficient to extinguish it.

Opens - *"I know could be doing more but it's a low priority"*

- Despite perceiving themselves as fire safe people (based on the fact that their lifestyle and behaviours have never caused a fire, and the perception that fire safety is common sense), Opens undertake only a few fire safe behaviours (e.g. only a small number have smoke alarms, fire extinguishers or a fire escape plan).

- Many Opens are aware there is more they could be doing and have intentions of implementing or undertaking fire safety behaviours (e.g. installing smoke alarms), but have not had sufficient motivation or the financial means to do so.

The following outlines the influencing factors behind Opens' lack of fire safety behaviours:

- Opens tend to have a low engagement with fire safety and consequently feel it is a lower priority in relation to other more pressing matters in life (e.g. providing for a family). Fire safety is often seen as an inconvenience to their lives rather than a necessity to survive.

> *"There are so many other things to worry about [than fire safety]."*

- Opens are unlikely to have experienced a fire in their lifetime, and consequently tend to perceive that the chance of fire occurring is unlikely. As with At Risks, this lack of experience of fire has lead to some complacency toward fire safety, based on the fact that fire has not occurred in their lives previously (i.e. 'unsafe' behaviours have been reinforced by the fact that they have not caused a fire).

- Some Opens reported financial constraints being a barrier to some fire safety behaviours (i.e. buying of smoke alarms and fire extinguishers).

- As with At Risks, Opens tend to have confidence that they would to be able to deal with the situation if a fire occurred (due to a lack of knowledge of fire based on a lack of experience with it, e.g. water, flour or a wet towel should be enough to put a fire out).

Closeds - *"I'm safe – I don't need to bother with fire safety"*

- Closeds are the least fire safe of the four types of participant, both in terms of the number of behaviours they undertake and their attitude to fire safety.

- Fire and fire safety are rarely considered in their lives because they perceive the risk of fire occurring to be virtually zero. The reasons for this attitude include:

  - Having a high perceived level of personal safety because there are no perceived risks in their own environment, e.g. they do not smoke, have fire-safe modern homes, e.g. safe GIB lined walls, clear exits, smoke alarms (note: the foregoing reflect lifestyle choices as opposed to decisions made with fire safety in mind).

  - They have a low perceived external risk of fire (i.e. they do not feel that a fire would ever occur outside their control). Again, this stems from the fact that they have never experienced a fire and have a sense of confidence that they will remain safe in their lives (they have not been proven wrong so far).

    > *"I am not subjected to risk."*

- Closeds tend to be Caucasian males over the age of 40 years with no children living in their household.

- Closeds' attitudes to fire safety, and their belief that they are 'above' fire safety messages and do not wish to be 'told' what to do, means that they will continue to be resistant to fire safety communications. In short, NZFS communications are unlikely to influence the fire safety attitudes and behaviours of this group.

5.3   Regional Differences

When considering regional differences, there is a need to take in to account the fact that the differences are based on information gained from the specific types of people in the areas. Therefore, the regional differences reported are representative of the types of participant researched in each region, rather than the 'general public' (e.g. the two focus groups in Auckland were with At Risks and Opens – see section 4.2 for a breakdown of the groups).

The following were the regional differences gleaned from the research.

Perceived Threat of Fire

- Rural participants are more likely to acknowledge external risks of fire than participants in other areas, because of:
  - a dry climate
  - the lack of a professional fire service. Some rural participants feel that a reliance on volunteer fire fighters means they are more at risk of fire given the perception that volunteers can not be relied on to provide a consistent service.

- Auckland participants were found to have a lower perceived personal threat of fire than participants in other areas. This perception could potentially stem from the belief that living in a large city often limits the chances of fire occurring (e.g. because of living in modern homes, and not knowing anyone that has experienced a fire [despite being surrounded by thousands of homes]).

Fire Safety

There were some differences between rural/regional and urban participants in terms of their engagement with fire safety in the context of their local community.

- Rural and regional participants are more aware of their community and tend to have more of a collective spirit within the community. This community spirit often leads to participants looking out for the fire safety of others. In addition, the fire service in some rural/regional communities has a high profile, which has impacted positively on their fire safety attitudes and behaviours.

- In contrast, participants in urban areas tend to feel little or no sense of community, and therefore think of fire safety within the context of their own lives, rather than the community. Because of this lack of engagement with their community, some urban participants feel 'isolated' despite living within a large number of people. The effect of this can either prompt a greater level of fire safety ('I have to look after my own safety') or reduced fire safety behaviours due to a lower prominence of the NZFS in the community.

Fire Safety Changes

- Auckland participants are less likely than other participants to have made or intend to make positive fire safety changes in their lives than participants in other areas (this could be explained by the fact that the two Auckland focus groups consisted of Opens and At Risks, who both have a level of complacency or confidence with regard to fire). Many Auckland participants are comfortable with the status quo and do not feel the need to change their behaviours. As there have been few, if any, negative consequences, their behaviours have been reinforced.

- Some Napier participants intend to undertake more 'advanced' fire safe behaviours. The advanced nature of these intentions was because:
    - participants in this area tended to have a greater awareness of fire safety due to the high profile of the NZFS (e.g. open homes, A & P Shows, billboards)
    - many participants were non-working mothers who in their day to day lives had a greater involvement with their children and subsequently a greater awareness of the risks their children were exposed to.

- Intended advanced behaviours include:
    - installing 'high tech' smoke alarms
    - teaching young children the sound of the fire alarm and how to break a window to escape in a fire situation
    - changing window latches.

  > *"I want to show my kids how to break the windows with a chair, and I am just waiting for a ball to crack the window or something so I can finish it off and show the kids how to do it properly, but sort of grab a chair or a big book, wrap it up with a sheet, clothes, anything they can get - use that to break the window, chuck the chair down and jump out the window."*

6.0
Fire Safety Attitudes and Behaviours

6.0 Fire Safety Attitudes and Behaviours

This section explores perceptions of 'fire safe' and ' fire risky' people, attitudes to fire safe and risk, behaviours undertaken, the perceived level of risk associated with situations, and actual and intended behaviour change, the fire safety decision maker, and motivations and barriers to fire safety.

6.1 Perceptions of Fire Safe and Fire Risky People

In order to provide a flavour of the perceptions and stereotypes of people who are 'fire safe' and 'fire risky', participants were asked to discuss the types of people they perceive fall into these categories. In addition to understanding the types of people who are and are not fire safe, understanding *perceptions* of these types of people could assist the NZFS when developing communications to promote fire safety.

Interestingly, regardless of the perceptions of 'fire safe' and 'fire risky' people, participants did not perceive that they fit into any of the fire risky categories.

There were some common themes that emerged about the types of people associated with these categories, as outlined in the table below (as well as the perceptions that were most and least commonly cited by participants).

Fire Safe People	Fire 'Risky' People
More common: • Neat and tidy appearance - *"Everybody who looked neat and tidy and organised and well presented basically we just thought were fire safe."* • People of higher socio-economic status – perceived as well-educated. • Older, mature people (without being 'elderly' – experienced with fire safety and still in control). **Less common:** • 'Outdoorsy' people – perceived to have good common sense. • Females (for a few) – perceived to have nurturing, protecting role. • Those with families – more protective.	**More common:** • Elderly – perceived as forgetful, clumsy with lingering bad practices from a by-gone era. • The lack of a neat and tidy appearance, e.g. looking like 'smokers' or 'druggies'. **Less common:** • People of lower socio-economic status – perceived as lacking the fire safety education and financial means to be fire safe (e.g. less modern housing and appliances, no smoke alarms and extinguishers). • Families with young children (especially lower socio-economic) – risk stemming from children playing/experimenting with fire. • Young adult males – perceived as reckless and see themselves as 'invincible'.

6.2   The Meaning of Fire Safety and Fire Risk

Fire Safety

There was consensus among all types of participant that fire safety means three things:

- Awareness of what fire risk is (i.e. being aware of the types of situations and behaviours that are and are not risky in relation to fire – the likelihood of fire starting).

- Knowledge of how to prevent or minimise fire risk (i.e. the precautions and behaviours that can be undertaken to prevent behaviour).

- The precautions and behaviours taken to prevent these fire risks.

> *"The fire safety part is the awareness of those [fire] risks and dealing with them."*

Participants typically felt they were 'fire safe' people, despite many engaging in risky behaviours in relation to fire safety, e.g. all participants leaving cooking unattended at times, many Opens and Closeds not having smoke alarms. This highlights that there is dissonance between some people's self perceptions of being fire safe and their behaviours.

Fire Risk

As with fire safety, participants had a clear impression of what constitutes fire risk. To all participants, fire risk equated with the potential causes of fire – i.e. the situations that lead to or can lead to fire.

6.3   Attitudes

While participants perceived themselves as fire safe, there were attitudinal differences across the profiles in their attitudes toward fire safety and risk.

- Carefuls and At Risks are more likely to perceive that fire risk is something that is ever-present, despite taking more precautions than non-fire safe participants (Opens and Closeds). This perception that fire risk is *"always there"* is fuelled by personal factors – e.g. personal experience of fire, up-bringing, fire safety training.

> *"I am reasonably careful but I can't count on others of course, and the only other thing is an act of God, lightening strike or something like that which you can never count on – you have a one in one million chance."*

- Closeds have an attitude that fire safety is not important to them and not something they need to undertake. They feel they are fire safe because they do not perceive fire will occur in their lifetime (based on it never occurring before) and the fact that they feel they are not at risk to fire (e.g. have a fire safe home, do not smoke).

- Opens are aware they could be doing more to prevent fire but lack the motivation (and in some cases the financial means) to do so. This lack of motivation stems from complacency (because their unsafe behaviour has had no negative consequences, i.e. 'I know I'm not supposed to but I'll do it anyway').

However, regardless of attitude to fire, all participants (even Carefuls) are all prepared to take measured, calculated risks on occasion – i.e. leaving cooking unattended for a few moments. While the majority of participants are aware of the risks, they still are able to justify taking these risks.

> *"I think to some degree you trade off, everything in life is a risk and you tend to take calculated risks."*

6.4 Perceived Level of Risk in Situations

Assessing Risk Levels

Whether or not participants decide to undertake certain behaviours depends on the perceived level of risk associated with given behaviours. This perceived level of risk is determined by a number of situational and personal factors, as described below.

Situational Factors

- Whether the situation is attended or unattended. For example, many participants identified the following behaviours as high risk if left unattended – burning candles or incense and frying food (although these would be classified as low risk behaviours if attended).

- Whether a naked flame or embers are present. Situations involving an open flame, for example burning candles or using an open fire are considered higher risk situations, whereas using electric blankets which have not had an annual maintenance check do not present such an obviously visible risk.

- The cooking method used, e.g. frying food (especially with fat, oil or grease) is perceived to be a higher risk than cooking using other methods, e.g. boiling or roasting.

- The type of heater used – oil column heaters and log-burning fires are perceived as lower risk than gas heaters, bar heaters and open fires (because of a lack of presence of an open flame).

- If drinking alcohol while cooking – the amount of alcohol consumed determines the level of risk associated with it. Consuming 'one or two' glasses while cooking is perceived as a low risk, whereas having several glasses is perceived as operating in a high risk situation.

- Those in rural areas noted several 'high' risks that involved outdoor settings, e.g. barbeques, Guy Fawkes celebrations and disposing of cigarette butts outside. The high perceived risk of these situations is because of dry climatic conditions in summer.

- Regarding the level of risk for children – the perceived level of risk decreases as children age and become more mature (e.g. an age where young children become more independent and have a larger desire to experiment and 'play' with fire). The level of risk is also considered to be dependent on the amount of fire safety education that children have received, both at home and at school.

- For some, the perceived level of fire risk in a given situation depends on how often they are prepared to undertake the behaviour.

  > *"[Low risk situations] are the sorts of things you do every day and maybe the stuff in the middle you do maybe every now and then, and then the other is where you draw the line [high risk situations]."*

It is worth mentioning that situations perceived to be of low fire risk are those where homes have modern electrical appliances, log-burners, and electric blankets that are regularly checked (i.e. every one to two years).

Personal Factors

The perceived level of fire safety associated with certain behaviours is also influenced by various factors relating to individuals, as outlined below:

- People's level of knowledge of fire safety is a major influencer on the perceived level of risk associated with various situations. Knowledge of fire safety is dependant on past experience of fire, age and level of maturity, and any training or education they may have received in relation to fire.

- The perceived level of likelihood that fire will occur - those with an *'it's not going to happen to me'* attitude are more likely to perceive situations to be low risk, whereas those with a less invincible attitude are more likely to identify situations as carrying a higher fire risk.

- The level of comfort that is associated with the situation/behaviour. For example, Opens are more likely to undertake fewer fire safe behaviours than Carefuls and At Risks because they are comfortable in doing so.

Fire Safe Behaviours Undertaken

While there were a range of levels of fire safety behaviours undertaken, most participants perceived themselves as 'fire safe'. This highlights the fact there is incongruence between beliefs about fire safety and risk, and the behaviour participants undertake.

While there are differences across types of participants in terms of the fire safety behaviours undertaken (as indicated in Section 5.1), participants typically do the following behaviours:

- Keep matches from children.

- Parents generally make an effort to actively teach fire safety to children.

- Make an effort to turn off high risk appliances (e.g. heaters, clothes dryers) when they leave the house.

In addition:

- Some participants have made a conscious decision to not have or install gas heating (and in some cases gas cooking) in their homes because of the fire dangers associated with having an accessible naked flame.

- A few participants:
    - take their gas heater bottles to be checked regularly (e.g. once every one to two years)
    - have and use fire guards regularly (i.e. each time the fire is used)
    - have their chimneys swept (especially for rural participants) annually.

Note: while those who smoke typically do so outside of their homes, this is usually done for health not fire safety reasons.

Unsafe Fire Behaviours Undertaken

Most participants are aware that undertaking certain behaviours are deemed to be unsafe (i.e. according to their up-bringing, education, or the NZFS), but still do them anyway. These participants are willing to 'break the rules' because of convenience, the fact that the behaviours have never led to fire in the past and financial constraints (for some).

Some participants (especially Opens) are not aware some behaviours are unsafe and need reminding of this. This presents a communication opportunity for the NZFS to inform people about what constitutes safe and unsafe.

The participants, regardless of which profile they fit into, undertake a number of unsafe fire behaviours as outlined below:

- Leaving cooking unattended (to attend something in the home or to leave the home momentarily).

- Not taking electric blankets and gas bottles to be checked (some never check them, some check them very infrequently – i.e. every five years).

- Drying clothes on or near the heater.

- Not having smoke alarms (although may have them in storage with the intention of installing them at some point) or fire extinguishers installed.

- Taking batteries out of smoke alarms while cooking (and replacing them when they go to bed – although this does not always happen).

- Not having a formal fire escape plan in place (some have an informal arrangement – i.e. mentioning in passing how people might exit the house, without setting a firm agreement of how this might happen).

- Smoking in bed (only a few participants).

The reasons for participants continuing to undertake the above behaviours are readily explained by the laws of conditioning. When unsafe behaviours are undertaken without suffering negative consequences, this reinforces the behaviours and promotes repetition of them.

6.5 Fire Safety Behaviour Change

Nature of Changes

There is variability among participants in terms of the amount of positive fire safety behaviour changes they have made in the last five years.

Carefuls have made the greatest number of positive fire safety changes over recent years. This is because they have a high level of engagement with fire safety, and are the most open of the four profiles to engage in new fire safe behaviours. The changes they have made include:

- developing a formal fire escape plan
- installing smoke alarms and/or fire extinguishers
- removed security latches on windows and doors
- installation of glass topped elements.

In contrast, At Risks, Opens and Closeds made minimal change, if any, in the last five years in terms of the fire safety behaviours undertaken.

Intended Changes

While the majority of participants have made minimal changes, if any, to their fire safety behaviours, many intend to make changes. The reasons for not taking action on intended changes relate to the barriers to fire safety (as discussed in section 7.0).

> *"I thought I should get [an alarm] but then I just didn't get around to it and I still haven't got one."*

Some changes that participants intended to make include:

- buying and installing smoke alarms (or just installing them for those who have purchased them already)
- installing fire extinguishers
- making a formal fire escape plan.

As mentioned in section 5.3, some Napier participants intended to undertake more 'advanced' fire safe behaviours.

Catalysts of Change

The following are catalysts for undertaking or intending to make fire safety changes.

- Renovating or moving home – a change in the domestic environment often is the catalyst for a renewed attitude of caution toward fire, and a desire to protect what is new. The new living environment often provides renewed motivation toward fire safety.

> *"Bought a [house] and then did it up, so that involved installing new smoke alarms because there were none there in the first place, and the first afternoon there, it was new education for the kids, like what happens if there is a fire tonight because that night I didn't have a smoke alarm."*

- Children (either the arrival of children or children getting older) – as discussed in section 5.2 and later in the report, children are catalyst for implementing or intending to implement new fire safety behaviours.

> *"Well, I haven't got any children. If I had kids I would probably have all these bits and pieces [fire safety equipment]."*

A secondary catalyst for fire safety change has been a changing societal attitude toward smoking, leading to smoking outside the home only. However, this has been more of a by-product of changing attitudes to smoking (i.e. people smoke outside for health, not fire safety reasons).

6.6 Fire Safety Decision Maker

It is important for the NZFS to understand the types of people who make decisions in relation to fire safety in people's households. This could potentially help when developing future fire safety communications.

Household structure is the key factor in determining who becomes the fire safety decision maker. The three main types of household structures identified in the research are outlined below.

It is important to note that active decision making (sitting down and discussing fire safety and taking relevant action), either individually or with others, is a rare event.

Couples

Many people in a couple make fire safety decisions equally, by sitting down and discussing issues, and coming to a decision (without one party dominating the other).

However, for couples who do not make fire decisions equally, it is more likely that the female will play a more dominant role in fire safety decision making than the male (especially for couples with children). The female will typically make decisions, while it becomes the male's responsibility to implement fire safety decisions (e.g. install smoke alarms and extinguishers).

> *"Probably my wife takes a lot of the responsibility. She is the one who has talked to the kids about getting out of the house and had family discussions."*

Flatting Situations

In the majority of flatting situations, there is no designated fire safety decision maker. It is each tenant's responsibility to look after him/herself, and people trust that others will not cause a fire.

In situations where the owner of the property is a tenant in the flat, this person often takes a dominant role in decision making (e.g. ensuring smoke alarms are installed).

Live Alone/Solo Parents

Participants who were solo parents were the sole decision maker regarding fire safety (as were participants who lived alone).

6.7 Motivations for Being Fire Safe

There are four key motivators for being fire safe (i.e. undertaking fire safe behaviours), as outlined below.

Self-preservation

Self-preservation (i.e. the desire to remain safe) is a key motivator for being fire safety. For many participants (especially Carefuls), undertaking fire safety behaviours brings a welcome peace of mind that they will be safe in their own homes.

Knowledge

Another key motivator to be fire safe is having a good knowledge of fire and fire safety (i.e. understanding what constitutes a fire risk and knowing how to prevent and minimise this risk). Those who have a greater knowledge and awareness of fire and its risks are more likely to take precautions to prevent it.

Fire knowledge tends to come from having an experience of fire (more likely among Carefuls), training or education received (often employment-related), or an up-bringing where great importance is placed on fire safety.

Children

The arrival of children in a family, and the ageing and maturing of children are key motivators for being fire safe. The arrival of children is often the catalyst for new fire safety attitudes and behaviour because of a greater desire to ensure the family and household is safe. As young children get older, this also promotes some parents to engage in some new fire safety behaviours (e.g. educating children to be fire safe and not to play with fire, and teaching children a fire escape plan).

Children bringing home fire safety knowledge from school programmes are often prompts for parents initiating new fire safety behaviours, e.g. developing and implementing a fire escape plan and installing smoke alarms.

NZFS Communications and Media

NZFS communications have also been a motivator for some behaviour change (most notably the checking of smoke alarm batteries when daylight savings starts and ends). However, to date, NZFS communications have mostly had an impact on general awareness of fire and fire risk, as opposed to prompting significant fire safety behaviour (this is discussed later in the New Zealand Fire Service Communications section).

Hearing 'horror stories' of the consequences of fires in the media has also raised awareness of fire risk and motivated some fire safe behaviours (e.g. the importance to have smoke alarms installed or a fire safety plan developed).

6.8 Barriers to Being Fire Safe

The barriers to being fire safe (i.e. not undertaking fire safe behaviours and undertaking non-fire safe behaviours) are outlined below.

Low Perceived Risk of Fire

A key barrier for some At Risks, Opens and Closeds being fire safe is having a low perceived risk of fire, because of a low engagement with fire and fire risk. This often stems from never having experienced a fire. As mentioned earlier, each time a person undertakes an unsafe fire behaviour and no negative consequence occur, the behaviour is reinforced (and the likelihood of repeat behaviour occurring increased).

Another potential cause of a low perceived risk of fire is having smoke alarms and fire extinguishers installed. The fact that these precautions have been taken can often lead to complacency toward fire safety because the risk is seen to be 'covered' by having taken the precautions.

"I never actually think about fires because I have smoke alarms."

Lack of Knowledge of Fire

A lack of knowledge of fire is another key barrier to being fire safe. Those that lack knowledge of the risks of fire and how to prevent risk (e.g. how to obtain and use a fire extinguisher, where to access smoke alarms, where to get the gas bottle checked) are less likely to engage with fire safety and feel it is a necessity. This is a barrier especially among participants of lower socio-economic status.

Lack of Responsibility

Some participants do not feel it is their responsibility to prevent fire. This comes from fire having a perceived low relevance (i.e. 'fire is not something that will happen to me and if it does happen it will not be caused by me'), and this consequently is a barrier to being fire safe.

Flatting situations in which there is not a designated fire safety decision-maker effectively frees all tenants from taking responsibility for fire safety (see earlier).

Financial Constraints

Financial constraints often make it difficult or prevent the purchase of smoke alarms and/or fire extinguishers. Those who struggle financially prioritise their spending. 'Paying the bills' and 'putting food on the table' are survival necessities, whereas purchasing smoke alarms and fire extinguishers is dispensable because it would mean spending limited financial resources to protect against an event which may not happen.

For some participants, financial constraints was a genuine barrier to purchasing preventative equipment, while for others the stated financial constraints were symptomatic of fire safety being a lower priority than other purchases.

The perceived risk associated with fire compared with other risks may also be a factor influencing purchase decisions (e.g. purchasing a first aid kit rather than smoke alarms).

> *"We would love to have that ['flash smoke alarms'] but we can't afford to put alarms in the ceiling or whatever that costs and we have got better things to spend our money on."*

> *"Yeah I would like to have a fire extinguisher but the cost – well I don't actually know what the cost is."*

Distractions/Other Priorities

Prioritising other things (e.g. taking care of and attending children, the phone ringing) and being distracted are also barriers to being fire safe. Participants with low levels of engagement with fire and fire safety are more likely to become distracted and prioritise other issues ahead of fire safety. The types of distraction that lead to unsafe fire behaviours, e.g. leaving cooking unattended, include:

- answering the phone
- attending to children
- leaving the house momentarily.

While some participants make a conscious decision to undertake unsafe behaviours, others' decision to do so is more sub-conscious (e.g. are aware of the risk but momentarily 'forget' this risk).

Equipment Factors

For some, factors relating to the perceptions of fire safety equipment are barriers to undertaking fire safe behaviour:

- Some perceive that smoke alarms are of low quality and 'do not work properly' (e.g. going off when cooking), so consequently they have removed them or decided not to install them.

> *"The flip side of that is when you have an alarm that constantly goes off all the time, do you know what I mean?"*

> *"We had one [an alarm] and it was one of those ones that had no buttons to turn it off and it kept on going off so I just took it out and never put it back up."*

- Some also perceive that there are expensive smoke alarms and fire extinguishers that will do a far better job than 'ordinary' equipment. This perception often leads to participants not purchasing or installing any equipment at all (i.e. they cannot afford the 'advanced' equipment and do not wish to install the 'ordinary', 'low quality' equipment).

- A few participants (especially participant of higher socio-economic status) perceive that fire extinguishers and alarms would be detrimental to the aesthetic appearance of their homes, so have not had them installed.

7.0 New Zealand Fire Service

The following section explores participants' impressions of NZFS and their views on it forming partnerships with other organisations.

7.1 Impressions of NZFS

Overall Comment

The participants have overwhelmingly positive impressions of the NZFS, as outlined below.

Positive Impressions

The NZFS is well-respected and admired, and is perceived as having a high level of integrity. A key point is that positive impressions of NZFS are based primarily on its fire fighting staff, who are perceived as:

- Being brave, committed and professional.

- Providing a beneficial service to society (e.g. fighting fires and saving lives).

- Undertaking difficult and unenviable work (e.g. risking their lives to save the lives of others).

- Being role models for society; people to 'look up to'.

  "You get a feeling of safeness with the fire service, makes you feel cosy and warm."

Positive perceptions of the NZFS are particularly strong in rural areas where the service is operated by volunteers. A high level of respect and admiration is given to volunteer fire fighters, because of the sacrifice they make with little or no reward.

Sources of positive impressions of the NZFS include:

- Past positive personal experience of the NZFS (either through participants having had a fire themselves or knowing someone who has).

- New stories which typically portray NZFS in a positive light, i.e. doing honourable work through saving lives. Note: This contrasts some other service organisations, in particular the New Zealand Police, which can be the subject of negative media reports.

Negative Impressions

Most participants did not report any negative impressions of NZFS. While a few perceived the NZFS as providing an inconsistent service performance in terms of its fire fighting capability (via media stories or hearsay), this was typically attributed to factors external to the NZFS as follows:

- The 111 System is perceived to be the cause of lateness to fires, as opposed to being the fault of the NZFS.

- The Government is perceived as not providing sufficient resources to the NZFS, especially given the fact that the NZFS is forced to use volunteers in many rural areas. Many participants would like the Government to address the situation with increased funding.

7.2 Personal Connection with the NZFS

Varying Levels of Connection

The research shows that participants have mixed levels of personal connection with the NZFS, ranging from close to more distant.

Close Connection

The feeling of having a close connection with the NZFS often stems from a fondness linking back to childhood (i.e. visits to a fire station or a fire truck ride) or the fact that the NZFS is constantly seen on their way to providing their well-respected service (fighting fires and saving lives).

Those in rural and regional areas are more likely than urban dwellers to have a close personal connection with the NZFS. This relates to people in rural and regional areas being served by volunteer fire fighters, many of whom are friends or acquaintances and who are admired and respected for the selfless service they provide to the community.

More Distant Connection

Those in urban areas are more likely to feel a more distant sense of personal connection with the NZFS. The extent of this connection is often because of a perceived lack of relevance of the NZFS – they have never needed it and do not perceive that they ever will.

7.3 NZFS Partnership

Overall, there is low appeal for the NZFS to form a partnership with other organisations. The reasons for this lack of appeal are twofold:

- There is a perceived lack of organisations that have a 'natural' fit with the NZFS. There is a desire for NZFS' high level of credibility to be protected, and participants feel that partnering with organisations may pose a risk to this (particularly where there is a poor fit between the two organisations).

- There is a level of scepticism and cynicism among participants about the reasons for wanting to form partnerships. People would need to be convinced that any partnership was for the good of the NZFS and the service it provides, and not for any profit-making agenda.

> *"If it ain't broke, don't fix it."*

However, if the NZFS did enter into partnerships with other organisations, some organisations had more appeal as a partner organisation than others. A summary of organisations with higher and lower appeal is outlined below:

Higher Appeal	Lower Appeal
• Other emergency services (given their similar role), e.g. St John Ambulance, search and rescue services. • Smoke alarm or fire safety equipment companies – especially if the NZFS and/or the public can benefit from being provided with cheaper equipment. • Community organisations, e.g. community trusts, libraries (given their positive role within communities matches the positive role of the NZFS).	• New Zealand Police – low appeal as a potential partner because of questions about its credibility (because of negative stories appearing in the media). • Insurance companies – this lack of appeal stems from negative associations with insurance and a perceived lack of fit between the goodwill, humanitarian role of the NZFS and the profit-making agenda of insurance companies. • Any organisation with a lack of credibility.

Participants had no awareness of any partnerships the NZFS are currently involved with.

8.0 New Zealand Fire Service Communications

This section provides an overview of current communications and draws on earlier sections in the report to outline the issues that need to be addressed in developing a campaign to promote greater fire safety among New Zealanders. In essence, the information in this section represents the recommendations for developing the communications campaign.

8.1 Overall Comment

While NZFS' communications have helped to build and maintain a solid level of fire safety awareness, they have had a low level of impact in terms of changing people's fire safety behaviours in a more positive direction. This highlights the need for NZFS to revise the focus of future communication campaigns. As discussed later, there is a need for communications to move beyond awareness raising, to provide guidance on "what to do" when fires occur.

8.2 Awareness of Communications

Overall there is high awareness of NZFS communications, especially television commercials (as evidenced by most participants having awareness of at least one commercial).

Across the various NZFS communications, there were some that had greater awareness among participants than others.

Participants had particularly high levels of awareness of the following communications:

- The 'come on guys, get fire wise' campaign (especially the Tana Umaga commercial)

- The 'burning armchair' commercial.

Participants had a medium level of awareness for the following communications:

- 'Unattended cooking' commercials

- 'Don't drink and fry' commercial

- Daylight savings battery change communications.

Participants were also aware of the following communications to varying extents:

- Sprinkler commercials[6] – awareness for these commercials grew as the focus groups occurred.

- Education through schools – there was high awareness of this form of communication for those with children, and low to no awareness for those without children.

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[6] The sprinkler commercials were launched at the same time as the first focus groups were conducted.

- Fire hazard road signs – there was mixed awareness of this type of communication. Nearly all participants were aware of the road signs but often failed to make the connection that they were from the NZFS.

- Billboards with fire safety messages – awareness of this was limited to regional participants.

- 'Stop, drop and roll' – there was some awareness of 'stop, drop and roll' messages of the past (highlighting that slogans have the ability to 'stick' if they are short, snappy and clear).

- Media/news stories – some participants of medium to high socio-economic status perceived news stories in the media as a form of communications from the NZFS.

- The NZFS having a presence at fairs and A & P shows – some participants in rural areas were aware of this as a method of communications for the NZFS.

- 'Candle in the curtain' commercial – there was low level awareness of this commercial, which may have aired several years ago.

While overall awareness of fire safety communications is high, some participants fail to make the connection between the communications and the NZFS. This is potentially due to the fact that the NZFS has little or no 'physical' presence in communications (e.g. no fire fighters or fire trucks evident). This highlights a possible area for consideration when developing future communication campaigns.

NZFS Message Uptake

The primary messages gleaned from NZFS communications are twofold:

- The NZFS communications are perceived to be informing people of basic ways in which to prevent fire (i.e. through safe cooking and smoking behaviours, and encouraging children not to play with fire).

- The communications are perceived to be demonstrating how quickly a fire can start and grow (due to several television commercials showing fires occurring and becoming large in a short space of time). The display of a 'ticking clock' was a particularly effective means in getting traction with people in this area (because of the added emphasis on the time it takes for a fire to grow).

A secondary message some participants gleaned from communications is to not worry about household possessions, but to focus on the safety of people (e.g. get out and stay out).

While the above messages have been successfully imbedded in participants, there is a perception that the NZFS communications are overly 'basic' and do not provide enough 'how to' information (e.g. how to access and install smoke alarms, how to put out various types of fires).

Credibility of Communications

Overall, NZFS communications are perceived as having a high level of credibility for the following reasons:

- Television commercials 'look real' (i.e. people are able to see fires starting and burning with their own eyes and see how quickly they develop).

- Communications being associated with NZFS and acquiring credibility because of strong positive perceptions of NZFS (note: as mentioned earlier, not all participants linked NZFS communications with the NZFS).

- All NZFS communications are perceived to have an honest, positive agenda of genuinely trying to help (as opposed to a large amount of communications that exist with financial agendas).

Impact of Communications

While NZFS communications have achieved some of its objectives (raising awareness of fire and fire risk), overall communications have had limited impact in terms of increasing fire safety behaviour.

More specifically, NZFS communications have been somewhat successful in terms of raising awareness of fire safety and risk generally (through several television commercials demonstrating various fire risks and how quickly a fire can grow)

While behaviour change has been of a more limited nature, it has typically involved:
- installing smoke alarms
- developing a fire escape plan (through the schools programme)
- regular checking of smoke alarms (through commercials promoting smoke alarm checks each daylight savings).

Some Carefuls perceive that New Zealand has become more fire safe in the last few decades due to the impact of fire safety communications from the NZFS, e.g. the 'stop, drop and roll' communications (even though this slogan has not been used for several years).

This lack of impact of NZFS communication in bringing about increased fire safety behaviour relates to:
- a lack of provision of empowering fire safety information (e.g. 'how to' information)
- a perceived lack of relevance of NZFS communications
- personal barriers to fire safety (as discussed in Section 6.7).

There are several factors that limit the relevance of communications for participants, as outlined below and overleaf.

Ethnicity-related

There is a perception that communications focus on people of Pacific and Māori ethnicity. People of other ethnicities feel that this focus limits relevance of such communications to them.

It is worth mentioning that some participants feel that focussing on Pacific and Māori ethnicities means they are being unfairly singled.

Situational

Some feel the situations portrayed in television communications do not relate to them, e.g. if participants do not smoke inside, fry food unattended, or cook with a 'range-hood', then they perceive they are not the target audience for such communications.

Attitudinal

Some participants (especially Closeds and Opens) do not believe that fire is something that will happen to them, and therefore NZFS communications have a low perceived relevance to them.
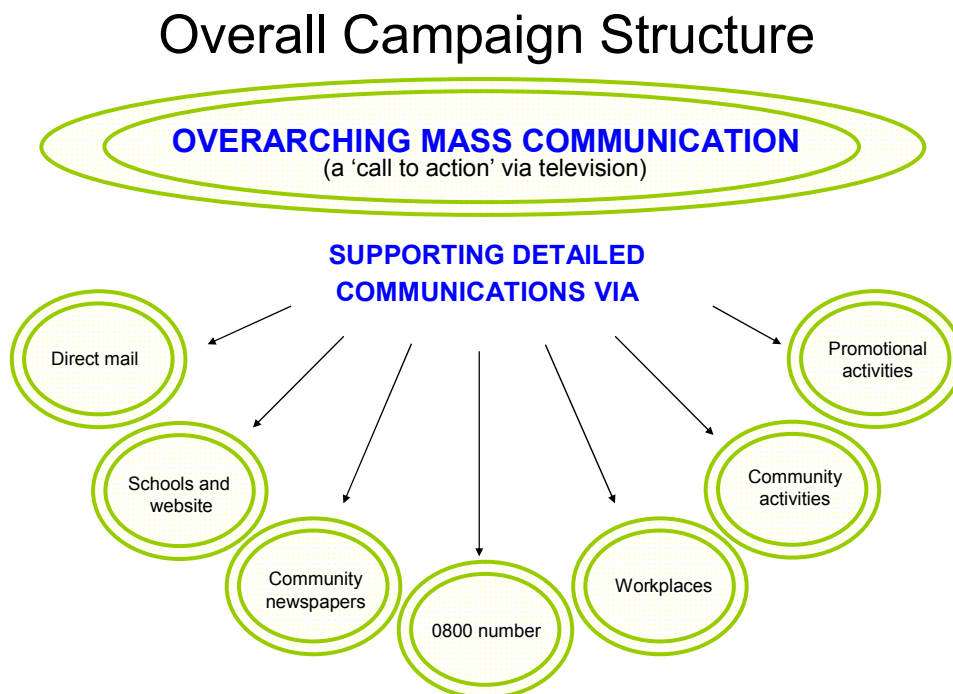
'Guilt Factor'

Some participants of lower socio-economic status have a sense of guilt that they do not have fire safety equipment (e.g. smoke alarms and fire extinguishers) because of financial constraints). Some communications reinforce this guilt that they do not have this equipment, and consequently make them 'shelve' the issue, as opposed to prompting positive behaviour.

8.3 Ideal NZFS Communications

Overview

Until now, NZFS communications have succeeded in maintaining a good level of fire safety awareness, by providing basic information about fire safety (e.g. the types of bahaviours and situations that can lead to fire, how quickly a fire grows). However, there is now a need for NZFS communications to move beyond awareness raising to provide a more detailed, empowering style of communication; one that provides guidance on 'what to do' and 'how to deal with' a particular type of fire situation or fire prevention.

The research indicates that the most effective way of communicating with the target audiences to promote greater fire safety is to use a two-pronged approach to communications, described in the diagram below (discussed in more detail below).

Overall Campaign Structure

OVERARCHING MASS COMMUNICATION
(a 'call to action' via television)

SUPPORTING DETAILED COMMUNICATIONS VIA

Direct mail

Promotional activities

Schools and website

Community activities

Community newspapers

Workplaces

0800 number

Overarching Mass Communication

Television is a widely used medium and would provide the greatest reach in terms of connecting with New Zealanders. Given only a limited amount of information can be communicated via television advertising, an overarching mass communication needs to be a 'call to action' for people to explore to other sources (discussed below) for more detailed information on 'what to do' and 'how to deal with' a particular type of fire situation or fire prevention.

Detailed Supporting Communications

The overarching mass communication needs to be supported by a range of detailed supporting communications. The latter would provide the more detailed, empowering information that provides guidance on 'what to do' and 'how to deal with' a particular type of fire situation or fire prevention information that would empower New Zealanders and help them to fully embrace fire safety.

The following outlines each of the suggested supporting communications channels (Note: TNS acknowledges that the NZFS may already be doing some of the following). The channels appear in order of perceived priority.

Communications Channel	Details
Direct mail	In particular, information pamphlets and fridge magnets. Print communications have the advantage of being read at a convenient time and referred to later if required. They can also communicate additional sources of information, e.g. an 0800 number and website address. (Note: Auckland participants were less open to receiving direct mail, as they are currently overloaded with such communications).
Schools	Children can be targeted by promoting fire safe attitudes and behaviours via school (which has proved very successful).
Website	Another means of targeting children is through a 'fun', interactive fire safety website.
Interacting with NZFS	Promoting engagement with the NZFS by offering fire station visits and fire truck rides for children.
Fire safety 0800 number	Offering an 0800 number that provides fire safety information, with the advantage of being able to have questions answered. However, care would need to be taken to ensure the number is distinguishable from 'emergency' numbers (e.g. 111) that exist.
Workplaces	Targeting workplaces with fire safety messages would help encourage fire safety away from the home, i.e. more fire drills, promoting all people to be aware of fire safety at work.
Community activities	Providing community activities (e.g. fire safety seminars) would be a beneficial way of promoting fire safety generally and educating people with more detailed fire safety information (i.e. empowering information).
Community newspapers	Participants of lower socio-economic status wish the NZFS to provide fire safety information via free community newspapers.
Promotional activities	Potential promotional information that the NZFS could undertake includes a 'Fire Safety Week' or door-knocking with fire safety information and home checks. The NZFS could also promote smoke alarms by offering

	the purchasing of smoke alarms via text message or the phone bill (popular among rural and regional participants). Lower socio-economic groups indicated interest in mailed fire safety quiz (with 'scratch it' answers) to promote fire safety knowledge. There was appeal for the quiz to include a competition where prizes of fire safety equipment could be won.

Messages

Many participants feel they have a good basic knowledge of fire safety and are ready for their current knowledge to be challenged.

> *"You would need to think of something that hadn't occurred to me. You would need to point out a fire risk that hadn't occurred to me, and then I probably would put something in place."*

Participants would like to receive messages that empower them with the appropriate information to be able to be totally fire safe, i.e. they are seeking 'how to' information:

- how to deal with/put out fires
- how to locate, buy, install and maintain smoke alarms/extinguishers
- how to make an escape plan
- how (where) to have gas bottles and electric blankets checked.

In additional communications would raise awareness of lesser known situational risks participants (ones that people may not have thought of to date).

Style and Tone of Messages

The following are participants' suggestions for the style and tone of NZFS communications.

Make Risk 'Real'

In order for people to engage with fire safety messages, it is crucial that they engage with fire generally and are made to feel that fire risk is 'real', and could happen to anyone (themselves included). Ways to make fire feel 'real' include:

- Having a 'human' element in television communications by showing human consequences (e.g. not just material loss).

> *"Real victims, real people telling their story."*

> *"The [commercial] with the little boy standing on the side of the road saying how his mum got killed, that tugs at the heart."*

- Showing brief graphic images of the human consequences of fire, or alluding to this had appeal for some participants, particularly males (note: care must be taken to avoid making people switch off and not take messages on board (although we would

suggest that if viewers choose to switch off, this indicates that the message [or at least part of it] has been assimilated).

- Running local tragic stories in the media.

- Continued usage of the timer in television commercials to demonstrate how quickly a fire can spread.

From the NZFS

In order to capitalise on the NZFS' strong positive reputation, it would be advantageous to include a strong presence of the NZFS (especially fire fighters) in communications. If it was clear that messages are coming from the NZFS, it would improve the credibility of communications and potentially enhance the desire to undertake fire safe behaviours

> *"Help us [the NZFS] to help you."*

There is also some desire for a reality television series featuring the NZFS (along the lines of 'Middlemore' and 'Piha Rescue').

Make it Memorable and Welcoming

To maximise uptake of messages, communications would be best served to incorporate a positive tone by seeming to be caring and encouraging. This could be done by including a 'friendly' person who communicates fire safety messages (there is appeal to include a fire fighter) or communicating messages that the NZFS cares for people's safety.

There is also some appeal for the use of slogans to ensure messages are memorable (note: as mentioned earlier, the 'stop, drop and roll' slogan has been enduring despite not being used for some time).

Communications with a light-hearted feel appeal to a few. They feel that the inclusion of some light humour in communications would encourage them to undertake behaviours and feel that fire safety is 'their friend'. However, caution must be taken when including humour or light-heartedness in communications, to ensure that the seriousness of the message is still conveyed.

Make it Relevant

In order to maximise uptake of messages, participants feel that the type of people (ethnicity, age and lifestyle) included or targeted in communications should be secondary to the information provided or situations described. It is important for many of the participants that Māori and Pacific ethnicities should not be singled out or stereotyped in communications, and that all 'types' of people should be included.

There is also a need to include a range of behaviours or situations involving fire risk to ensure that all viewers feel that at least 'some' of the risks described in communications are relevant to them.

Don't Tell Me What to Do

Messages couched in a dictatorial or condescending tone (e.g. being 'told' what to do) could deter people from 'taking on board' fire safety messages.

Suggested Concepts

There was some appeal among participants to include the following concepts in NZFS communications:

- 'Split-screen' television commercials showing the consequences of two different situations, for example:
    - a fire occurring in a household with and without smoke alarms
    - a person extinguishing a fire the correct and incorrect way.

- Communications (possible via print media) that include information about all the risks that exist within the home or in everyday situations, and how to make a fire escape plan.

- Seasonal-specific messages incorporating the dangers associated with the different seasons (e.g. heaters and fires in winter, and outdoor fires and barbeques in summer).

- Telling the real stories of 'real' people who have been affected by fire.

- Billboards on the roadside that have a connecting fire safety message or story.

Appendix

Fire Knowledge Understanding New Zealanders' Attitudes and Behaviours **1301961DG.doc**	1301961 Discussion Guide

Aim of the Qualitative Research

To better understand New Zealanders' attitudes and behaviours in relation to fire in order to develop communications that will promote greater fire safety.

Qualitative Research Objectives

1. To understand attitudes to fire safety and fire risk[7].

2. To ascertain householders' decision making (e.g. responsibility) and behavioural processes in relation to fire safety (e.g. know it's a risk but have still not acted) and to assess whether these have changed over time.

3. To understand perceptions as to why situations (e.g. open flame heating) are not perceived to be high risk and why New Zealanders often think a fire is something that will not happen to them.

4. To identify uptake of current communications (barriers, relevance of existing messages) and potential improvements to these (i.e. use of preferred mediums, motivating messages).

5. To identify the differences between vulnerable groups in society (e.g. households with children) and those that are less vulnerable[8].

The questions in the interview schedule are indicative and will be expanded on, where appropriate, during discussion groups for enhanced understanding.

The suggested line of questioning in this discussion guide will take approximately 2.5 hours to complete.

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[7] This objective has been added by TNS for the purposes of developing the discussion guide.

[8] This objective will be addressed as part of the analysis process.

1.   Introduction (5 mins)

- Facilitator to introduce self and welcome participants (Ps).

- Ps to introduce themselves.

- Facilitator to:
  - Explain discussion format.
  - Introduce topic and what we want to explore in the group.
  - Assure confidentiality of participants' (Ps') contributions.
  - Emphasise that there are no right or wrong answers.
  - Emphasise that a safe environment exists in the group in which Ps will respect each other's views and not be judgemental
  - Explain neutrality of the facilitator's role.
  - Confirm consent to audio and video tape (and client viewing where this is happening).

2.   Context Setting (25 mins)

Objectives:

- To gather background information that will assist with later parts of the discussion with participants.

- To understand associations with fire safety and fire risk, and the basis for these (note: this will assist with gaining insight into attitudes to fire safety and fire risk).

- To continue building rapport with participants.

2a.   Fire Safety and Fire Risk Associations

We'll start by talking in general terms about fire safety and fire risk ....

- What initially comes to mind when you think of fire safety?   *Probe top of mind associations and basis for these.*

- What initially comes to mind when you think of fire risk?   *Probe top of mind associations and basis for these.*

Thinking about fire safety and fire risk ….

- What feelings do you personally have about fire safety? *Probe to elicit all attitudes to fire safety and explore each for understanding.*

- What feelings do you personally have about fire risk? *Probe to elicit all attitudes to fire risk and explore each for understanding.*

The next question may feel a little sensitive to some of you but we ask you to be honest with your answers, rather than saying what you feel 'we' might want to hear …

Thinking about being fire safe and fire 'risky' ….

- How would you personally describe yourself in terms of being fire safe/fire 'risky'? *Ps to each complete a rating scale where 1=extremely fire 'risky' and 100 = extremely fire safe. Ps to share their rating and explain the basis for it.*

PHOTO SORT EXERCISE:

We're now going to do a short exercise in pairs ….

Facilitator to explain exercise to Ps.

- **Ps would be divided into pairs and given a set of photos containing 'portraits' of unknown people of varying ages (including some with and without children), ethnicity[9] and socio economic groups.**

- **Pairs to sort photos into two groups**

  – **those who they perceive are fire safe**

  – **those who they perceive are fire 'risky'.**

- **On completion, group to reform and pairs to explain the basis for sorting decisions.**

If necessary, facilitator to ask the following two questions in relation to the photo sort exercise.

- What kind of people do you see as being fire safe? *Probe age, socio economic group, lifestyle, life-stage (e.g. with/without children and so on) other – specify.*

- What kind of people do you see as being fire 'risky'? *Probe age, socio economic group, lifestyle, life-stage (e.g. with/without children and so on) other – specify.*

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[9] These would comprise Europeans, Māori, Pacific and Asian people.

3. Fire Risk (25 mins)

Objectives:

- To understand how Ps categorise different fire situations in terms of risk (i.e. what specific situations they consider are high, medium and low risk?).

- To understand the perceived likelihood of Ps personally experiencing a fire (and why they may think fire is something that will not happen to them).

3a. Categorising Fire Risk

Paired Exercise

Thinking now about different fire situations – we're going to do a short exercise ….

- Ps would be divided into pairs.

- Pairs to spontaneously compile a list of what they consider to be high, medium and low risk fire situations.

- On completion, group to reform and pairs to share their 'results', including reasons for categorising different fire situations as high, medium and low risk.

Group Exercise

After pairs have shared their results (as above), TNS envisages prompting Ps with fire situations that may be of interest to NZ Fire Service but which have not been mentioned by Ps in the paired exercise (see below).   **Facilitator to get group to categorise perceived risk level of each situation.**

Fire Situations:

- **Drinking alcohol while cooking.**
- **Cooking with grease.**
- **Leaving cooking unattended.**
- **Using candles/incense.**
- **Using candles for lighting.**
- **Smoking inside.**
- **Burning rubbish outside.**
- **Storage of flammable materials.**
- **Children with matches/lighters.**
- **Drying clothes by the fire/heater**

3b.   Perceived Personal Likelihood of Fire

Thinking now about personally experiencing a fire ….

- How likely do you personally feel it is that you will experience a fire at some time in the future? *Ps to each complete a rating scale where 1=extremely low likelihood and 100 = extremely high likelihood.   Ps to share their rating and explain the basis for it, e.g. why they feel they have a high, medium or low likelihood of personally experience a fire.*

4.   Fire Safety Processes and Behaviours (40 mins)

Objectives:

- To ascertain what fire safety changes (if any) have occurred over recent years in Ps' household.

- To understand what fire safety processes and behaviours Ps personally engage in.

- To understand the motivations for and barriers to being fire safe (and how to overcome barriers).

4a.   Decision-making in Relation to Fire Safety

Thinking now about decision-making in your household in relation to fire safety ….

- Within your household, who is responsible for making decisions in relation to fire safety?   *Probe to determine decision-maker (and any influencers, e.g. children bringing fire safety messages home from school) and influences, e.g. fire safety communications (ascertain specific communications if possible).*

- How do you (or your household) make decisions about fire safety? *Probe decision-making process, e.g. circumstances that give rise to making a decision about fire safety, factors that are considered, trade-offs that are made, key influencers/influences, other – specify).*

4b.   'Recent' and Intended Changes in Fire Safety

Thinking now about your household situation ….

- What changes, if any, have you made over the last three to five years in terms of fire safety in your household?   *Probe changes and motivating factors (determine why any increases and/or decreases in fire safety have occurred and what perceived impact these have had on Ps and their households).*

- What fire safety things, if any, are you/your household intending to put in place but haven't yet done so? *Probe specific processes, behaviours and situations, e.g. domestic, activities away from home.*

- What has to happen for you/your household to put intended changes in place? *Probe motivations and barriers (and how to overcome barriers).*

4c.   Fire Safety Processes and Behaviours

Thinking about specific fire safety processes and behaviours in your household ….

- What specific things do you/your household do in terms of being fire safe? *Seek spontaneous responses and probe for understanding and motivations.*

- What (other) specific fire safety things do you/your household have in place? *Probe processes and behaviours (note in different situations, e.g. domestic, holidaying) and motivations.*

Thinking about fire safety processes and behaviours that you're aware of but not currently doing ….

- How come you aren't doing these things? *Probe barriers (internal and external to Ps' households).*

- What would have to happen to get you act on these things?   *Probe how to overcome barriers (and specifically, what role communications could have in this – note: communications are discussed in more depth later in the guide).*

IF NOT MENTIONED ASK:

Escape Plan

- To what extent do you/your household have a fire escape plan in place?

- **IF YES ASK:** How come you/your household have a fire escape plan in place? *Probe motivations.*

- **IF NO ASK:** How come you/your household does not have a fire escape plan in place? *Probe barriers and ask what would have to happen to Ps to put a fire escape plan in place.*

Have Working Smoke Alarms Installed

- To what extent do you/your household have one or more working smoke alarms installed? *Probe how many, where they are installed, whether they are checked and cleaned, how often the batteries are replaced, and how often the alarms are replaced - and how come (for each).*

- **IF YES ASK:** How come you/your household does this? *Probe motivations.*

- **IF NO ASK:** How come you/your household does not do this? *Probe barriers and ask what would have to happen to get Ps to act.*

Consistently Takes Steps to Prevent Fire, e.g. not leaving cooking unattended, not leaving candles burning unattended.

- To what extent do you/your household consistently take steps to prevent fire (Facilitator to quote the above examples if necessary)?

- **IF YES ASK:** How come you/your household does this? *Probe motivations.*

- **IF NO ASK:** How come you/your household does not do this? *Probe barriers and ask what would have to happen to get Ps to act.*

5.   Impressions of NZ Fire Service (15 mins)

Objective:

- To understand impressions of NZ Fire Service and P's sense of personal connection with the organisation, and how these might influence (motivate/prevent) Ps maintaining/increasing their personal level of fire safety behaviour.

5a.   Impressions of and Personal Connection With the NZ Fire Service

Thinking now about the NZ Fire Service ….

- What comes to mind when you hear NZ Fire Service?   *Seek spontaneous responses and explore for understanding.*

- How does P feel about the NZ Fire Service? *Probe positives/negatives, strengths and weaknesses and basis for these.*

- To what extent, if any, do you feel a sense of personal connection with the NZ Fire Service? *Ps to rate connection on a scale of 1 to 100 where 1 = extremely weak personal connection and 100 = extremely strongly personal connection.*

- In what way, if any, do your impressions of the NZ Fire Service influence how fire safe you are or aren't? *Probe nature of influence and reasons.*

If impressions of the NZ Fire Service of lack of connection with it would be a barrier to taking up/adopting more fire safety behaviours ask:

- What would have to happen for you to feel better about the NZ Fire Service, such that this would make you take up the fire safety behaviours it promotes? *Probe factors would promote the desired behaviour, e.g. communication messages/tone/channel.*

5b.   NZ Fire Service Partnerships

We're interested in hearing your thoughts about the NZ Fire Service entering into partnerships with other organisations ….

- What organisations/types of organisations do you perceive would be a natural 'fit' with NZ Fire Service? *Probe organisations/types of organisations and reasons.*

For the main organisations/types of organisation mentioned:

- What impact, if any, might it have on your fire safety behaviour if the NZ Fire Service entered into a partnership with X (specify organisation/type of organisation)? *Probe potential positive and negative impacts and reasons.*

6. Fire Safety Communications (40 mins)

Objectives:

- To understand perceptions of current/recent fire safety communications, including perceived relevance of messages and motivations/barriers to acting on these.

- To identify improvements to current/recent communications (and reasons)

- To identify the most effective way of communicating motivating fire safety messages, i.e. messages and mediums.

FACILITATOR NOTE: New fire safety communications will be launched by NZ Fire Service during fieldwork.   We need to take account of any differences in reaction to the <u>existing (current) and new</u> communications in our analysis.

6a.   **Awareness and Impressions of Current Communications**

Thinking about fire safety messages ….

- What fire safety messages are you aware of? ***Probe recall of messages (seek identifiers for verification).***

- What do you perceive are the key messages being communicated?   ***Probe key messages and reasons why they occur as such for Ps.***

- How believable/credible do these messages feel for you? ***Probe believability and 'fit' with Ps' views on fire safety.***

- Who do these key messages appear to be aimed at? ***Probe perceived target audience and reasons.***

- How personally relevant do they feel to you? ***Probe perceived personal relevance and reasons.***

- What impact, if any, have the key messages had on you personally? ***Probe actual or intended behavioural changes.***

- How come communications have motivated/prevented you from acting on the key messages? ***Probe specific elements that have motivated/prevented action being taken.***

FACILITATOR TO SHOW VIDEO NZ FIRE SERVICE COMMUNICATIONS – then to seek feedback from Ps – recapping on above questions in relation to specific communications. Also explore the following question …

- In what way, if any, could X communication be improved so that motivated you to become more fire safe (or for Carefuls – to remain at your current high level of safety)? ***Probe improvements.***

6b.   Ideal Fire Safety Communications

Before we talk about the ideal communications, think about other messages or advertising that you can recall that have had an impact on you, i.e. make you want to take the action in relation to what the message is promoting.

- What advertising impacts on you the most? ***Probe specific adverts that have done this in the past, through what mediums, and how come that have been a 'call to action'.***

Imagine now that the NZ Fire Service had the ideal communications – and that you were in charge of creating communications that would make <u>people just like you</u> take up/maintain fire safety behaviours that the NZ Fire Service promotes ....

- How would you **<u>ideally</u>** like to get fire safety messages? ***Probe ideal communication channels/forms (e.g. television, print, media stories, posters, other) and reasons for preference.***

- How should fire safety be described to make it appealing to someone like yourself, to act/continue acting in a fire safe way? ***Probe factors that need to be included in communications.***

- What sort of messages would motivate you from taking up/maintaining fire safety behaviours? ***Probe specific messages.***

- What sort of messages would be a turn-off and prevent P applying for assistance? ***Probe reasons.***

- What sort of tone/style would work the best for getting people like yourselves to take-up maintain fire safety behaviours? ***Probe factual, story telling, anecdotal, other (specify) and reasons.***

- What sort of messages, style and tone would be a turn-off and prevent you from taking up/maintaining fire safety behaviour? ***Probe reasons.***

Wind Down

We've almost finished the discussion group.   Before we close are there any other comments that you'd like to make about the fire safety and communications to promote it to people like yourselves.   *Probe as necessary.*

Facilitator to close group and give Ps their incentive.

Terms and Conditions

1.0   The Contract

1.1   The Client appoints the Company and the Company accepts such appointment to provide the Services and Deliverables upon these terms and conditions. Only changes agreed by both parties in writing are valid.

2.0   Payment of Fees

2.1   For customised continuous research services, unless agreed otherwise in writing, payment of the basic annual fees will be made in advance in equal monthly instalments commencing on the date agreed between the parties in writing in any year.

2.2   For customised ad-hoc research services, unless otherwise agreed in writing, payment of the fees shall be one-half on the Acceptance date and the balance on delivery of the Deliverables. If a Service is to be carried out in stages, with interim Deliverables, final invoices for each stage will be raised on delivery of relevant interim Deliverables.

2.3   All invoices shall be due on the invoice date and shall be subject to payment within 7 days. Any payment after this 7 day period shall entitle Company to charge interest at the rate permitted by law.

2.4   The Company shall be entitled to recover reasonable expenses incurred pursuant to the provision of the Services as agreed between the Company and the Client.

3.0   Termination

3.1   Either party may terminate this Contract immediately for a material breach by the other which is not remedied within 30 days of written notice.

4.0   Change, Delay or Cancellation

4.1   Client hereby agrees to pay Company for any changes requested by it to the Service at standard Company rates.

4.2   If a Service is shortened, delayed, cancelled or terminated early by the Client, the final invoice will include, the balance of the fees for providing the Service plus a cancellation fee and any reasonable costs and expenses incurred by the Company due to the Client's acts or omissions. For example, the Client shall be liable for the costs and expenses incurred by the Company for pre-booked fieldwork, which is delayed, not used or not fully used by reason of the Client's acts or omissions.

4.3   If materials are required from Client for Company to deliver the Service these will be delivered promptly to Company. If not delivered promptly this may cause delays and additional costs and expenses, which Client agrees to pay for (if reasonable).

5.0   Subcontracting

5.1   The Company may use other TNS Group Companies or third party subcontractors as necessary in delivering the Service.

6.0   Company's Obligations

6.1   The Company warrants that it shall use reasonable skill and care in providing the Service and Deliverables. The response rates to surveys/questionnaires cannot always be predicted and are not guaranteed by the Company. Figures contained in

Deliverables will be estimates derived from sample surveys and subject to the limits of statistical errors/rounding up or down.

6.2 The Company disclaims all other warranties, either express or implied, including warranties for merchantability, and fitness for a particular purpose.

6.3 The Company agrees to use reasonable endeavours to comply with the ESOMAR and Market Research Society Codes of Conduct.

7.0 Intellectual Property Rights and Public Statements

7.1 The Intellectual Property Rights in the Deliverables vest in the Client subject to payment of all fees due to the Company in respect of such Deliverables. The Company and TNS Group Companies shall have the right to use such Deliverables for their internal use, and in connection with any relevant legal dispute without charge.

7.2 The Client shall not disclose the Deliverable publicly in any manner that exaggerates, distorts or misrepresents or that is likely to harm the Company's or TNS Group Companies' reputation or business.

7.3 Any public statement, marketing material, press releases or the like that contain the whole or any part of the Deliverables shall only be (a) disclosed upon prior written consent of the Company (which consent shall not be unreasonably withheld), and (b) accompanied by an acknowledgement, such as "Data/figures/information supplied by TNS".

7.4 The parties shall be entitled to list the other as its' service provider or client in marketing/promotional material, except for this right the Client shall have no right to use the Company's name, trade mark TNS, logo, or slogans without the prior written consent of the Company.

8.0 Confidentiality

8.1 The receiving party agrees that it shall (a) use the Confidential Information only to full its obligations pursuant to this Contract; (b) treat all Confidential Information of the disclosing party as secret and confidential and shall not copy or disclose any such Confidential Information to any third party; (c) not, without the express written consent of the disclosing party, disclose the Confidential Information or any part of it to any person except to the receiving party's directors, employees, parent company, subsidiaries or agreed subcontractors, who need access to such Confidential Information for use in connection with the Services and who are bound by appropriate confidentiality and non-use obligations; and (d) comply promptly with any written request from the disclosing party to destroy or return any of the disclosing party's Confidential Information (and all copies, summaries and extracts of such Confidential Information) then in the receiving party's power or possession.

9.0 Data Protection

9.1 Both parties undertake to comply with data protection legislation and to keep personal data supplied by the other secure and only use such data in accordance with such data protection legislation. Subject to prior consent from an individual the Company reserves the right to re-contact an individual for participations in further surveys.

10.0 Limits and Exclusions of Liability

10.1 Unless otherwise agreed by a letter or fax which is executed by both parties, the Company's liability for any for any claims, demands, damages, costs (including legal

costs) and expenses resulting from any tortious act or omission, and/or breach of the terms and conditions set out in the Contract is strictly limited to the amount of any fees receivable by the Company in respect of the specific Deliverable which is the subject of the potential claim.

10.2 Neither party shall be liable for the other's loss of profits, loss of turnover, loss of data, loss of business opportunities, or consequential loss. Liability is not excluded for (a) fraudulent misrepresentations, or (b) death or personal injury caused by the negligence of either party. The Company shall not be liable for any loss howsoever arising from or in connection with the Client's interpretation of the Deliverables.

11.0 Product Testing

11.1 Where the Service involves testing or using the Client's products (including prototypes) and/or third party products supplied by Client, the Client shall indemnify the Company and TNS Group Companies from and against any losses, 3rd party claims, demands, damages, costs, charges, expenses or liabilities (or actions, investigations or other proceedings in respect thereof) which the Company and TNS Group Companies may suffer or incur relating to testing or using such products.

12.0 Miscellaneous

12.1 The obligations set out in clauses 2, 4, 7, 8, 9, 10, 11, and 12 shall survive termination.

12.2 Any notice given hereunder shall be by post or facsimile. In the case of the notice to the Company, notices shall also be copied to Murray Campbell, Managing Director – New Zealand, PO Box 26 254, Epsom, Auckland; fax +649 525 0876. Email notification is not sufficient.

12.3 The Company shall not be liable for failure to perform its obligations hereunder due to, fires, storms, riots, strikes, disease, shortages of materials, lock-outs, wars, key employees not being available to perform the Services through death, illness or departure from the Company, floods, civil disturbances, terrorism, Governmental control, restriction or prohibition whether local or national.

12.4 The invalidity or unenforceability of any part of this Contract shall not affect the other provisions of this Contract.

12.5 No term of this Contract shall be enforceable by a third party.

12.6 New Zealand law governs this Contract and in the event of a dispute the parties agree to submit to the non-exclusive jurisdiction of the New Zealand courts.

Definitions

"Acceptance" means written, oral or other acceptance by a Client of a Proposal by the Company for the Service.

"Client" means the party to whom the Company provides the Service.

"Confidential Information" means in respect of the Service all information, data or material of whatsoever nature in any form, which either party, discloses to the other pursuant to this Contract including the Proposal. It shall not include any information or materials which: (a) is in or enters into the public domain (other than as a result of disclosure by the receiving party or any third party to whom the receiving party disclosed such information); (b) were already in the lawful possession of the receiving party prior to the disclosure by the disclosing party; (c) are subsequently obtained by the

receiving party from a third party who is free to disclose them to the receiving party; or (d) are required to be disclosed by law or regulatory authority.

"Contract" means these terms and conditions together with the Proposal. In the event of conflict these terms and conditions prevail over those in the Proposal.

"Customised Ad-hoc Research Service" means research studies designed specifically for the Client that are carried out on a case-by-case basis by the Company.

"Customised Continuous Research Service" means research studies designed specifically for the client by the Company that are carried out on a regular repeat basis.

"Deliverables" means survey results, reports, data, summaries, comments, discussion, and/or analysis provided by the Company to Client pursuant to the Contract.

"Intellectual Property Rights" means copyright, database rights, trademarks, designs, patents and/or know how.

"Proposal" means the written proposal and/or quotation provided by the Company to the Client (which is valid for three (3) months).

"Service" means the Customized Continuous Service as specified in the Proposal..

"TNS Group Companies" means Taylor Nelson Sofres plc and its subsidiaries and affiliates.

In these terms and conditions a reference to the singular includes plural and vice versa (unless the context otherwise requires).