

Consumer Smoke Alarm Perspectives

A ONE-PAGE TAKEAWAY OF QUALITATIVE RESEARCH

GOALS

- Understand perceptions and behaviors
- Develop communication strategies
- Draft and test messages and taglines
- Receive “buy-in” from stakeholders

METHODS

- Iterative, qualitative, year-long process
- “At-risk” audiences
- Six small, 90-minute focus groups
- 120 door-to-door intercept interviews in Va. and Fla.
- Online survey of 211 fire department professionals

CURRENT AND TARGET BEHAVIOR OF SMOKE ALARMS

OWNING

Most believe they have at least one working alarm

Barriers:

- Perceived low risk and urgency
- Overall apathy exists
- Mental frame of “nuisance”

TESTING

Most do not push test button, and instead, rely on setting it off as “test.” Very few have specific plans and reminders

Barriers:

- Out of reach
- Out of control (renters)
- Lack of visual cue
- Perceived low risk
- “Unrealistic” recommendations
- Rely on chirp and cooking “tests”
- Easy to put off

MAINTAINING

Most don’t admit to disabling, but when disabled, visual cues help to restore

Barriers:

- Annoyance complaints:
 - » The noise
 - » Pets’ agitation
 - » Frequency
 - » “Malfunctions”

EFFECTIVE MESSAGING

FRAMEWORK

Combine *Immediate Reward* (showing you care) with *New Information* (how-to and believable) to create effective messaging



ELEMENTS

- Emotion (humanize and re-frame)
- Control (role of protector)
- “How-to” (rational balance)
- Actions (clear guidance)
- Vividness (clear and memorable)