

Press Factsheet

November 8, 2023

Philips 2023 Where is your AED? Survey Methodology and Findings

This survey was commissioned by Philips in October 2023 to raise awareness of publicly accessible AEDs (Automated External Defibrillators) to improve rapid response in emergencies such as in out-of-hospital cardiac arrest (OHCA) cases.

1,000 non-healthcare professional respondents were polled nationally across regional and capital states and cities in Australia.

Section 1: Importance of AEDs

Q1. Have you ever been in a situation where you or someone you know had to use an AED (Automated External Defibrillator)?

- Approximately, 1 in 7 of survey respondents (14%) have been in a situation where either they or someone they know have had to use an AED. Amongst full-time (FT) workers, this proportion is significantly higher at 18%, almost 1 in 5.

Q2. Do you agree that having accessible AEDs can help save the lives of people with a sudden cardiac arrest?

- A resounding 99% agree that having accessible AED's can help save the lives of people that suffer a sudden cardiac arrest. 73%, about 3 in 4, strongly agree that this is the case.
- Those aged 60+ show a higher level of agreement compared to those under 40, with 81% (4 in 5) agreeing strongly vs. 66% (2 in 3).

Section 2: Location of AEDs

Q3. Do you know the location of an AED (Automated External Defibrillator) nearest to your home?

- 26%, approximately 1 in 4 respondents know the location of an AED nearest their home.
- 74%, almost 3 in 4, of participants are not aware of the location of an AED near to their home.



Q5. Does your workplace have an AED (Automated External Defibrillator)?

- Amongst the workers surveyed, 48%, practically half, or 1 in 2, report that their workplace does have an AED. Amongst full-time workers this percentage increases to 53%.
- The percentage of workers who say their workplace does not have an AED is higher in the 5 capital cities (43%) compared to regional, 30%.
- Males are more likely to have an AED within their workplace than females, 55% compared to 38% of females.

Q4. Do you know the location of an AED nearest to your workplace?

Overall, 42%, or 2 in 5 workers are aware of the location of the AED nearest their workplace. 58%, or 3 in 5, do not know where the nearest AED to their workplace is located.

- Males are more likely to know the location of an AED near to their workplace than females, 50% vs. 32%.
- Full-time workers are significantly more likely to know the location of an AED near to their workplace than casual workers, 48% vs. 30%.
- 68% of female workers, about 2 in 3, say that they do not know the location of an AED near to their workplace.

Q6. How important is it to you that AEDs are located in places you visit, such as schools, libraries and workplaces?

- 67%, or 2 in 3, survey participants believe that it is very important that AEDs are provided in public places.
- 95%, almost everyone, consider it at least somewhat important that AEDs are accessible in public spaces.
- The importance is deemed significantly higher amongst those aged over 40, 71% (7 in 10), compared to those aged under 40, 59%, or 6 in 10.

Q7a. Do you believe there should be more public awareness campaigns to inform people about AED locations in public spaces?

- An overwhelming majority, 97%, believe there should be more public awareness campaigns to inform people about AED locations in public spaces.

Q7b. Do you believe there should be more clear signage to inform people about AED locations in public spaces?

- Likewise, the belief that there should be more, clear signage to inform people about AED locations in public spaces is practically undisputed with 97% in agreement.

Section 3: Confidence in using AEDs

Q8. How confident are you in your ability to use an AED to respond to someone with a sudden cardiac arrest?

Approximately half of the sample (49%) declare themselves confident in their ability to use an AED in the event of an emergency. Just 15%, about 1 in 7, rate themselves as very confident.

- Males display a higher level of confidence than females, 19% vs. 12%, rating themselves very confident and 54% vs. 44% confident.
- Full-time workers are found to have a higher level of confidence than those not in the workforce, 55% compared to 40% rating themselves confident.

Q9. Have you ever had any training in using an AED?

- Overall, 38% of the sample, approximately 2 in 5, have ever had training in using an AED.
- 15%, about 1 in 7, saying they have received training in the last 12 months. Under 40's are much more likely to have undergone training in the last 12 months compared to those aged over 60, 20% (1 in 5) vs. 9% (1 in 10).
- NSW has a significantly higher proportion of trained people compared to other states, 44% vs. 35%.

Q10. Do you agree or disagree that workplaces should provide training on using AEDs?

Most people (97%) agree that workplaces should provide training on using AEDs. 60%, or 3 in 5, would strongly agree that this should be the case. Just 3% would disagree with this sentiment.

Q11. Do you agree or disagree that awareness campaigns and education aimed at increasing bystander confidence in using AEDs would benefit public safety?

The idea of awareness & education campaigns aimed at increasing confidence in using AEDs enjoys resounding support, with 98% agreeing that it would benefit public safety. Again, support amongst those aged over 60 is particularly strong, with 72% (3 in 4) strongly supported such a campaign compared to 55% aged under 40.

Q12. Do you agree or disagree that in an emergency, AEDs can be used by anyone, even without training?

- 70%, 7 in 10, of survey respondents believe that in an emergency AEDs can be used by anyone even without training, 24%, or 1 in 4, strongly agree that this is the case.
- 30%, 3 in 10 respondents, believe that some training would need to be undergone to be able to use an AED in the event of an emergency.

Q13. Please consider the following statement: An AED will only deliver a shock to a person who needs it (has a shockable rhythm). Do you believe this statement is...

- Approximately half of the sample (47%) believe that an AED will only deliver a shock to a person who needs it.
- Those under 60 are significantly less likely to believe this statement to be true compared to the over 60's, 38% compared to 49% of the under 60's
- 35%, about 1 in 3, admit to not knowing whether the statement is true.
- 62% of those aged over 60, either believe the statement is false or they don't know either way.

Appendix

Sample Profile

Gender	
Male	51%
Female	49%
Non-binary	0%

Age	
25-30	14%
31-39	21%
40-49	20%
50-59	20%
60 and above	25%

Region	
Sydney	20%
Melbourne	19%
Regional NSW	13%
Regional Queensland	11%
Brisbane	9%
Perth	8%
Regional Victoria	7%
Adelaide	6%
Tasmania	3%
Regional South Australia	2%
Regional Western Australia	2%
ACT	2%
Northern Territory	1%

State	
NSW	33%
VIC	26%
QLD	20%
WA	9%
SA	8%
Other	5%

Region	
Within 5 Capital Cities	60%
Outside 5 Capital Cities	40%

Employment Status	
Working full time	48%
Retired	17%
Working part time	16%
Stay at home parent	5%
Working casually	4%
Disability pension	4%
Not working	3%
Looking for work	3%
Student	1%

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