

Gainesville Fire Rescue: 2011 Citizen Survey

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Gainesville Fire Rescue: 2011 Citizen Survey

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Introduction

Researchers at the Florida Survey Research Center at the University of Florida (FSRC) worked with Gainesville Fire Rescue (GFR) to conduct a citywide survey of citizens about their perceptions of and satisfaction with the services provided by GFR. The survey collected information about Gainesville residents' general awareness of GFR services, their level of satisfaction with specific services received, and their general understanding of GFR funding and services.

The survey targeted residents of the City of Gainesville who are 18 years of age or older utilizing a listed sample of households in the city provided by GFR. This report details the responses of the 387 Gainesville residents who completed surveys by telephone with the FSRC.

The survey instrument included a variety of questions about awareness of and satisfaction with GFR services and community functions. The specific categories of questions are as follows:

- Familiarity with GFR
- Awareness of GFR services and functions
- Estimation of number of calls for service
- Overall rating of GFR services
- Rating of GFR response times
- Source of information about GFR
- Use of GFR services
 - Number of times services received in past three years
 - Most recent type of contact with GFR
 - Level of satisfaction with services received during most recent contact
- Use of 911
 - Rating of 911 operator
- Understanding of GFR services and funding
- Rating of level of services for fees paid
- Support for increasing/decreasing GFR funding
- Demographic questions

The results of this study provide GFR with a substantial amount of information about Gainesville residents' perceptions of and satisfaction with the services provided by GFR .

Format of the Report

This report is divided into several sections that first present background on the research process and then present the results of the completed surveys. The report includes an Executive Summary, an overview of the results of the combined data from all respondents. The sections that follow provide the detailed results, including comprehensive information on the findings with tables and figures (where appropriate) summarizing responses to each question. For survey results, please note that each Table or Figure indicates the total number of respondents who answered the question.

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Procedure & Methodology

The surveys of Gainesville residents were conducted by telephone from the survey facilities of the FSRC at the University of Florida in Gainesville, Florida. The population under study in the survey was residents of the City of Gainesville who were 18 years of age or older at the time of the survey and who have working telephone numbers.

Sampling

The listed sample of Gainesville residents was drawn from a provided file of current residents with working telephone numbers compiled by Gainesville Regional Utilities (the City utilities provider). The list was first randomized to insure that all listed residents in the population had an equal likeliness of being selected for the survey sample.

The sample size for the survey is 387 completed surveys. Based on the number of households in the City of Gainesville (46,024), a sample of 387 completions will provide a margin of error of +/- 5% at a 95% confidence level. This means that 95 percent of the time the true responses will be five percentage points above or below the response from the survey. (For example, if 75% of the respondents indicate that their favorite color is blue, the true percentage of individuals whose favorite color is blue will be between 71% and 79%.)

Telephone Survey Procedure

The Florida Survey Research Center makes substantial efforts to reduce error from non-responses. Non-response error may result in a bias because those individuals who either refuse to participate or cannot be reached to participate may be systematically different from those individuals who do complete the survey. Our efforts to reduce non-response begin with thoughtful preparation of both the introductory statement and the survey instrument in a format that promotes participation and full response to all questions. In addition, we train our interviewers extensively to ensure that they understand the survey instrument and the material content of the questions it poses, and to ensure proper completion of the form itself.

Pretest

Pretesting is used to identify any problems with questionnaire design, including question wording, transitions between sections of the survey, and clarity of language and concepts. Following construction and approval of the survey instrument by GFR, the surveys were coded and loaded into the FSRC CATI system, an interactive front-end computer system that aids interviewers in asking questions over the phone. The FSRC pretesting process began by repeated testing of the CATI programming language to insure that the questionnaires were working properly and that all responses were properly coded.

After the programs were completely tested and found to be operating soundly, the FSRC conducted a pretest of the survey instruments with respondents from the sample group. The interviewers who conducted the pretest surveys are experienced members of the FSRC staff who were carefully trained in the use of the survey instrument. Supervisors monitored implementation of the pretest surveys via a telephone and computer monitoring system that permits listening to interviewers and watching computer data entry of responses as surveys are being completed. Supervisors and interviewers then

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noted any issues that arose with the use of the instrument in the field. Revisions were made as needed, and implementation began.

Implementation

The first step of the implementation process is loading the final version of the survey instrument into the FSRC Computer-Aided Telephone Interviewing (CATI) system. The FSRC CATI system is an interactive front-end computer system that aids interviewers in asking questions over the telephone. As surveys are completed, respondents' answers are keyed into the computer system immediately by the interviewer. The CATI system helps prevent errors as it prompts the researcher to ask correct questions based on built-in skip patterns and eliminates out-of-range responses. This supports extremely complicated questioning patterns, branching, and multiple survey designs for the same project. Data are automatically and instantaneously recorded into an ASCII database.

Interviewers were trained by a supervisor in the implementation of the survey instruments. Test survey instruments were loaded in the CATI system for the interviewers to practice before making calls to potential respondents. The FSRC supervisor reviewed each question in the instruments with the interviewers and then resolved any difficulties that interviewers experienced before they began live calls.

The survey of Gainesville residents was conducted on weekday evenings, Monday through Friday, from 5:30 p.m. until 9:30 p.m., on Saturdays from 1:00 p.m. until 5:00 p.m., and on Sundays from 1:00 p.m. until 5:00 p.m. A total of 387 interviews were completed between November 11, 2011 and November 22, 2011.

An experienced supervisor was assigned to each work shift to monitor interviewers and answer any questions that may have arisen. The FSRC supervisors have the ability to both listen to interviewers as they conduct surveys as well as watch, on the supervisor's computer monitor, the data input by the interviewers into the CATI system. Each interviewer is evaluated for performance and accuracy at least once each shift.

Data sets were downloaded at regular intervals and analyzed. Each question option and branching set was checked to be certain that everything was working correctly and that accurate data were being recorded.

Analysis

At the conclusion of the data collection, the final data files were again analyzed using the SAS® data analysis system to provide the necessary output for the report. The detailed results of this analysis are presented in the remainder of this report.

Executive Summary

Familiarity with GFR

More than two-thirds (69.3%) of the respondents are at least somewhat familiar with Gainesville Fire Rescue. About one-fifth (19.4%) of those surveyed reported being “very familiar” with GFR and about one-half (49.9%) reported being “somewhat familiar” with GFR. Nearly one-third (30.0%) of the respondents indicated they are “not at all familiar” with Gainesville Fire Rescue.

Awareness of GFR Services

Without prompting, the most frequently cited GFR services that respondents were aware of include responding to building fires (71.8%) and responding to calls for emergency medical assistance (63.3%). More than three-fifths of the respondents named these as GFR services without assistance. In addition, more than two-fifths (44.4%) of respondents noted responding to brush fires as a GFR service and nearly one-third (30.7%) noted that GFR responds to vehicle crashes. About one-tenth of those surveyed said, without prompting, that GFR provides community fire safety education (11.6%) and provides home fire safety inspections (8.8%).

With prompting, as we would expect, nearly all (95.9%) of the respondents were aware that GFR responds to building fires. Similarly, more than 90 percent of respondents were aware that Gainesville Fire Rescue responds to vehicle crashes (91.2%) and responds to calls for emergency medical assistance (90.4%). A similar percentage (88.4%) of those surveyed was aware that GFR responds following natural disasters. About four-fifths of the respondents were aware that GFR provides fire safety education (86.0%); responds to brush fires (85.3%); and inspects buildings for fire codes (79.1%). More than two-thirds of those surveyed were aware that GFR responds to hazardous materials incidents (71.3%) and provides home fire safety inspections (69.5%). About three-fifths of the respondents were aware that GFR conducts CPR and first aid classes (63.6%) and responds to aircraft rescues (62.0%).

Additional GFR Services

Only about three percent of the respondents feel that there are additional services that GFR does not currently offer that they believe they should.

Estimate of Total Calls for Service

Very few respondents were able to estimate the total number of calls for emergency service that GFR handles each year (approximately 16,000 calls). About one-half (50.7%) of the respondents believe that GFR receives less than 10,000 calls for emergency service each year – well below their actual total. About one-tenth (10.1%) of those surveyed over-estimated GFR’s calls for service, guessing a total of 30,000 calls or more.

Estimate of Percentage of Emergency Calls that are Medical

About one-quarter (25.9%) of those surveyed estimated that less than 50 percent of the emergency calls that GFR responds to each year are for emergency medical service. About one-third (35.4%) of the respondents estimated that 50 to 74 percent of the calls were for medical service. Nearly one-fifth

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(18.1%) of those surveyed estimated the percentage of GFR calls for medical services at 75 percent or higher (which includes the true average of 77%).

Overall Rating of GFR Services

More than one-half (54.0%) of those surveyed rated the services provided by Gainesville Fire Rescue as “excellent,” and nearly one-third (30.2%) rated them as “good.” Only about three percent of the respondents rated GFR services as “fair” and just one respondent (0.3%) rated them as “poor.”

Rating of GFR Response Time

More than one-third (35.9%) of those surveyed rated the average response time for Gainesville Fire Rescue to arrive at emergencies as “excellent,” and nearly one-third (31.5%) rated the response time as “good.” Only about five percent of the respondents rated GFR response time as “fair” and just two respondents (0.5%) rated it as “poor.” Notably, more than one-quarter (26.6%) of those surveyed did not know how they would rate GFR response time, likely because they have not received services or information about these times.

Source of Information about GFR

Nearly one-quarter (23.3%) of those surveyed cited the TV news as their primary source of information about Gainesville Fire Rescue. About one-fifth of the respondents cited the local newspaper (20.2%) or friends and family (19.6%) as their primary source of information about GFR. Only about five percent of those surveyed get most of their information about GFR from the City of Gainesville website, and just two percent get most of their information on GFR from the GFR website.

Received GFR Services

More than one-third (36.4%) of those surveyed indicated they have received services from Gainesville Fire Rescue, while nearly two-thirds (63.1%) have not.

Number of Contacts with GFR in Past Three Years

More than one-fifth (22.0%) of those who indicated they have received GFR services have not had contact with GFR in the past three years, meaning they received GFR services more than three years ago. More than two-fifths (41.1%) of those who have received GFR services have only had one contact with GFR in the past three years, and one-fifth (23.4%) have had two to three contacts with GFR in this time frame. About one-tenth (10.0%) of those who have received GFR services have had four or more contacts with GFR in the past three years.

Type of Contact with GFR

Nearly three-fifths (58.2%) of the respondents who indicated they have received GFR services indicated that their most recent contact with GFR involved emergency medical assistance – by far the highest percentage of responses. More than one-eighth (14.2%) of these respondents made contact with GFR for an inspection, and a similar percentage (12.1%) contacted GFR for fire rescue services. Less than one-tenth of the respondents who have received GFR services indicated participating in fire safety education (6.4%) or a CPR class/instruction (5.0%) in their most recent contact with GFR. In addition, five respondents noted other types of contact with GFR that are detailed in Appendix B.

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Emergency Medical Assistance Ratings: Response Time

Nearly two-thirds (63.4%) of the respondents who indicated they have received GFR emergency medical assistance services rated the response time for the crew to arrive as “excellent,” and nearly one-third (30.5%) rated the response time as “good.” Only about two percent of these respondents rated the response time for the crew to arrive as “fair” and just one respondent (1.2%) rated it as “poor.”

Emergency Medical Assistance Ratings: Courteousness & Professionalism

Nearly four-fifths (78.1%) of the respondents who indicated they have received GFR emergency medical assistance services rated the courteousness and professionalism of the crew as “excellent,” and nearly one-sixth (15.9%) rated the courteousness and professionalism as “good.” Only about two percent of these respondents rated the courteousness and professionalism of the crew as “fair” and just two respondents (2.4%) rated it as “poor.”

Emergency Medical Assistance Ratings: Explanation of Treatment

Nearly two-thirds (64.6%) of the respondents who indicated they have received GFR emergency medical assistance services rated the explanation of treatment from the crew as “excellent,” and nearly one-quarter (24.4%) rated the explanation as “good.” Only about five percent of these respondents rated the explanation of treatment from the crew as “fair” and just two respondents (2.4%) rated it as “poor.”

Emergency Medical Assistance Ratings: Medical Skills

Nearly three-fifths (58.5%) of the respondents who indicated they have received GFR emergency medical assistance services rated the medical skills of the crew as “excellent,” and nearly one-third (30.5%) rated the crew’s medical skills as “good.” Only about two percent of these respondents rated the medical skills of the crew as “fair” and just one respondent (1.2%) rated them as “poor.”

Emergency Medical Assistance Ratings: Overall Response

Nearly two-thirds (64.6%) of the respondents who indicated they have received GFR emergency medical assistance services rated the overall response to their medical emergency as “excellent,” and nearly one-third (29.3%) rated the overall response as “good.” Only about two percent of these respondents rated the overall response to their medical emergency as “fair” and just one respondent (1.2%) rated it as “poor.”

Fire Rescue Ratings: Response Time

More than two-thirds (70.6%) of the respondents who indicated they have received GFR fire rescue services rated the response time for the fire crew to arrive as “excellent,” and nearly one-third (29.4%) rated the response time as “good.” None of these respondents rated the response time for the fire crew to arrive as “fair” or “poor.”

Fire Rescue Ratings: Courteousness & Professionalism

More than four-fifths (82.4%) of the respondents who indicated they have received GFR fire rescue services rated the courteousness and professionalism of the crew as “excellent,” and more than one-sixth (17.7%) rated the courteousness and professionalism as “good.” None of these respondents rated the courteousness and professionalism of the crew as “fair” or “poor.”

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Fire Rescue Ratings: Explanations / Question Responses

Nearly three-fifths (58.8%) of the respondents who indicated they have received GFR fire rescue services rated the explanations and question responses from the crew as “excellent,” and more than one-sixth (17.7%) rated the explanations/responses as “good.” Only about six percent of these respondents rated the explanations/responses from the crew as “fair” and none rated them as “poor.”

Fire Rescue Ratings: Competency

More than four-fifths (88.2%) of the respondents who indicated they have received GFR fire rescue services rated the competency of the crew as “excellent,” and about six percent rated the crew’s competency as “good.” None of these respondents rated the competency of the crew as “fair” or “poor.”

Fire Rescue Ratings: Overall Response

More than four-fifths (88.2%) of the respondents who indicated they have received GFR fire rescue services rated the overall response to their fire emergency as “excellent,” and about six percent rated the overall response as “good.” None of these respondents rated the overall response to their fire emergency as “fair” or “poor.”

Fire Safety Education Ratings: Courteousness & Professionalism

More than three-quarters (77.8%) of the respondents who indicated they have received GFR fire safety education services rated the courteousness and professionalism of the presenter as “excellent,” and more than one-tenth (11.1%) rated the courteousness and professionalism as “good.” None of these respondents rated the courteousness and professionalism of the presenter as “fair” or “poor.”

Fire Safety Education Ratings: Knowledge

Two-thirds (66.7%) of the respondents who indicated they have received GFR fire safety education services rated the knowledge of the presenter as “excellent,” and more than one-tenth (11.1%) rated the presenter’s knowledge as “good.” About one-tenth (11.1%) of these respondents rated the knowledge of the presenter as “fair” and none rated it as “poor.”

Fire Safety Education Ratings: Quality of Information

More than three-quarters (77.8%) of the respondents who indicated they have received GFR fire safety education services rated the quality of fire safety information they received as “excellent,” and about one-tenth (11.1%) rated the quality of information as “good.” About one-tenth (11.1%) of these respondents rated the quality of fire safety information as “fair,” and none rated it as “poor.”

Fire Safety Education Ratings: Usefulness of Information

Two-thirds (66.7%) of the respondents who indicated they have received GFR fire safety education services rated the usefulness of the fire safety information they received as “excellent,” and more than one-fifth (22.2%) rated the usefulness as “good.” None of these respondents rated the usefulness of the fire safety information as “fair” or “poor.”

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Fire Safety Education: Implemented in Home

More than two-fifths (44.4%) of the respondents who indicated they have received GFR fire safety education services indicated that did make improvements to the fire safety in their homes after receiving fire safety information from GFR.

CPR Class/Instruction Ratings: Courteousness & Professionalism

Nearly three-quarters (71.4%) of the respondents who indicated they have received GFR CPR class/instruction services rated the courteousness and professionalism of the instructor as “excellent,” and more than one-quarter (28.6%) rated the courteousness and professionalism as “good.” None of these respondents rated the courteousness and professionalism of the instructor as “fair” or “poor.”

CPR Class/Instruction Ratings: Knowledge

More than four-fifths (85.7%) of the respondents who indicated they have received GFR CPR class/instruction services rated the knowledge of the instructor as “excellent,” and more than one-eighth (14.3%) rated the instructor’s knowledge as “good.” None of these respondents rated the knowledge of the instructor as “fair” or “poor.”

CPR Class/Instruction Ratings: Clarity of Instruction

Nearly three-quarters (71.4%) of the respondents who indicated they have received GFR CPR class/instruction services rated the clarity of the instruction they received as “excellent,” and more than one-eighth (14.3%) rated the clarity of instruction as “good.” None of these respondents rated the clarity of instruction as “fair” or “poor.”

CPR Class/Instruction Ratings: Overall Class

Nearly three-quarters (71.4%) of the respondents who indicated they have received GFR CPR class/instruction services rated the overall class as “excellent,” and more than one-quarter (28.6%) rated the overall class as “good.” None of these respondents rated the overall class as “fair” or “poor.”

CPR Class/Instruction: Use of Skills

More than two-fifths (42.9%) of the respondents who indicated they have received GFR CPR class/instruction services indicated that have used the CPR skills they learned from GFR in an emergency situation.

Called 911

Nearly one-half (47.3%) of the respondents reported that they have called 911 in Gainesville.

Rating of 911 Dispatcher

Two-thirds (66.7%) of the respondents who have called 911 in Gainesville rated the dispatcher who handled their call as “excellent,” and nearly one-quarter (23.0%) rated their dispatcher as “good.” Only about four percent of these respondents rated their 911 dispatcher as “fair,” and just three percent rated him or her as “poor.”

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Understanding of GFR Services and Funding

Ambulance Services

Only about one-fifth (22.7%) of respondents correctly identify the statement “Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville” as false.

Funding Sources

Only about one-fifth (21.7%) of respondents correctly identify the statement “The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the “Special Assessment for Fire Services” as false.

Response by Alachua County Fire Rescue

More than four-fifths (87.6%) of respondents correctly identify the statement “Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene” as true.

GFR Responder Training

More than four-fifths (84.8%) of respondents correctly identify the statement “All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance” as true.

Special Assessment Revenues

Less than one-third (30.2%) of respondents correctly identify the statement “Revenues from the “Special Assessment for Fire Services” paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services” as false.

Rating of GFR Services for Fees/Taxes Paid

About two-fifths (39.8%) of the respondents rated the level of services they receive from GFR for the amount of fees and taxes they pay as “excellent,” and nearly one-third (31.8%) rated the services for fees paid as “good.” About one-tenth (9.3%) of the respondents rated the level of GFR services for the amount of fees and taxes paid as “fair” and three percent rated them as “poor.”

Support for Increasing/Decreasing GFR Funding

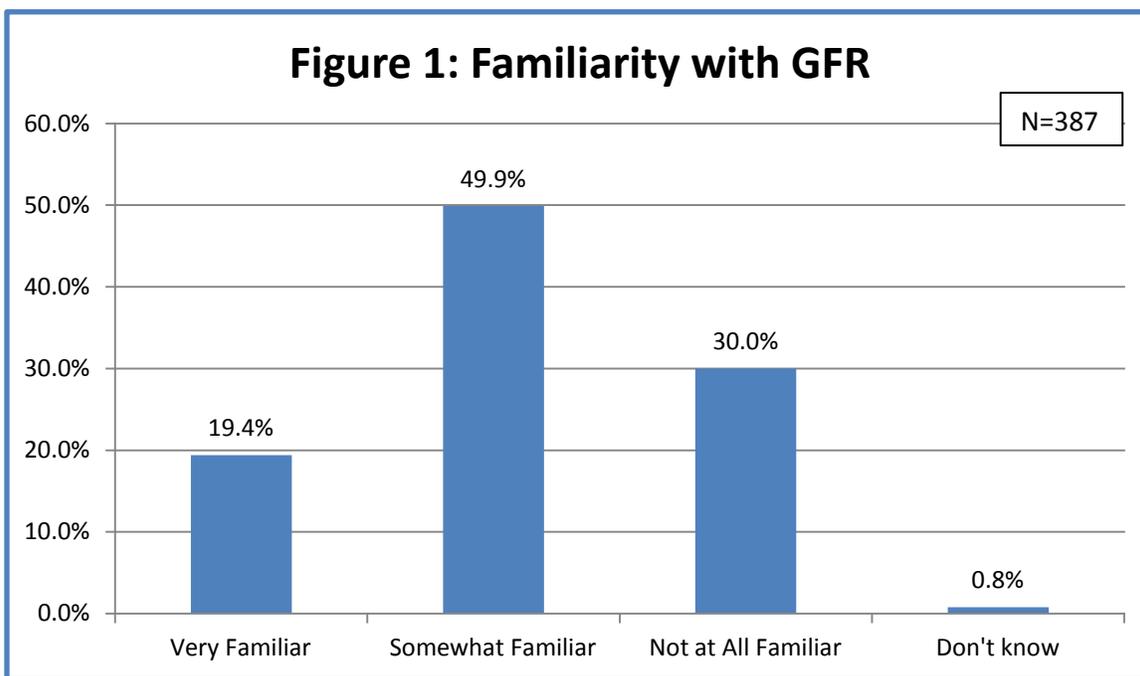
More than one-half (55.0%) of the respondents indicated that they would support increasing fees for funding GFR given that lowering the Public Classification Rating may reduce fire damages and home insurance rates. Nearly one-quarter (23.8%) of the respondents would not support increasing funding for GFR given these circumstances, and about one-fifth (21.2%) are unsure.

About one-fifth (19.6%) of the respondents indicated that they would support decreasing fees for funding GFR given that increasing the Public Classification Rating may increase fire damages and home insurance rates. Nearly three-fifths (58.9%) of the respondents would not support decreasing funding for GFR given these circumstances, and about one-fifth (21.5%) are unsure.

Survey Results

Familiarity with GFR

The first question asked respondents: “How familiar would you say you are with the services provided by Gainesville Fire Rescue? Would you say you’re very familiar, somewhat familiar, or not at all familiar with the services provided by GFR?” The results are presented in Figure 1.

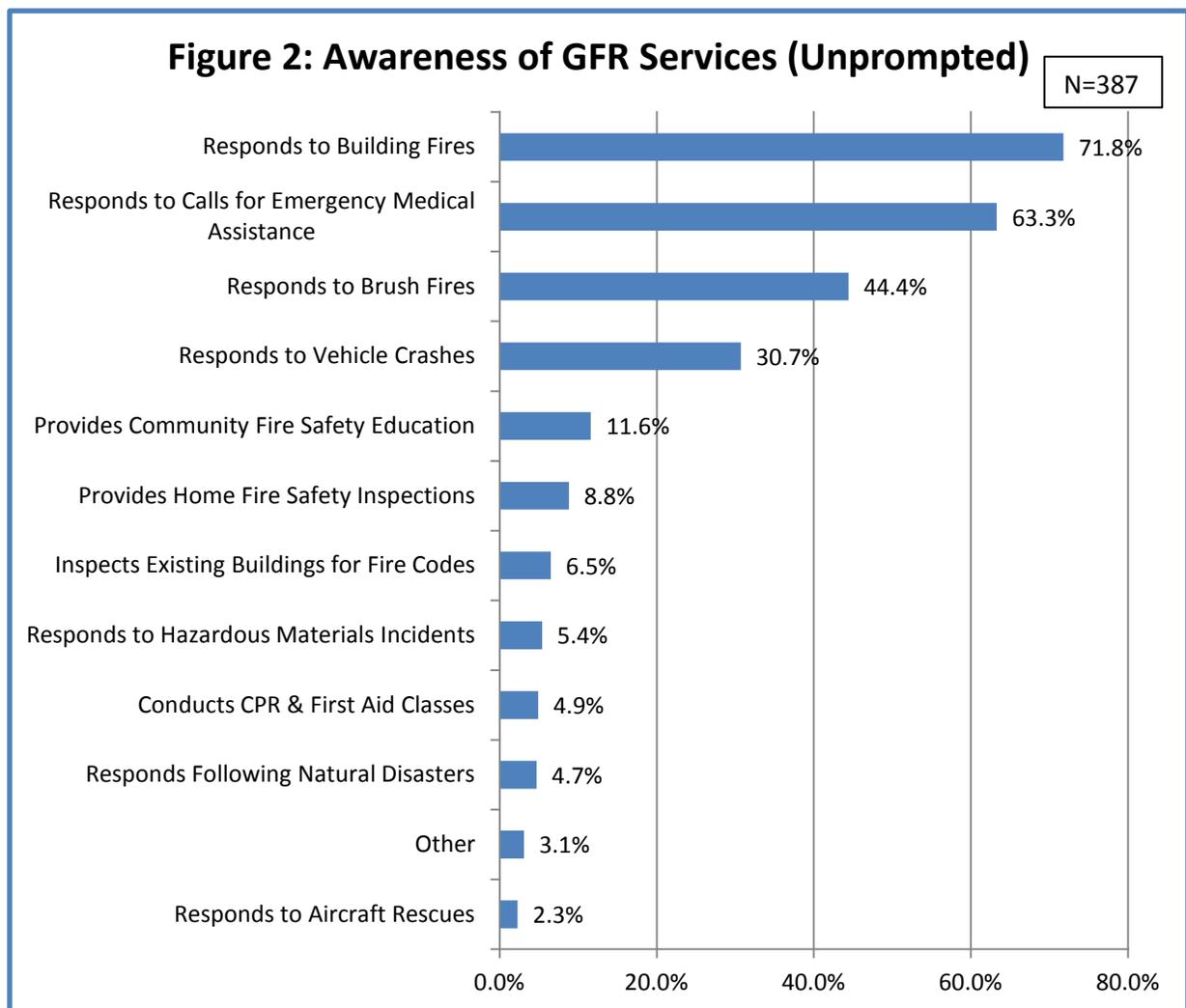


More than two-thirds (69.3%) of the respondents are at least somewhat familiar with Gainesville Fire Rescue. About one-fifth (19.4%) of those surveyed reported being “very familiar” with GFR and about one-half (49.9%) reported being “somewhat familiar” with GFR. Nearly one-third (30.0%) of the respondents indicated they are “not at all familiar” with Gainesville Fire Rescue.

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Awareness of GFR Services

The next series of questions in the survey was designed to assess respondents' awareness of the services GFR provides. Respondents were first asked: "What types of services does Gainesville Fire Rescue provide for residents of the City?" After recording their unprompted answers, interviewers next prompted for any services not named by asking: "What about [service]? Is that a service provided by GFR for residents of Gainesville?" The results are presented in Figure 2 and Table 1.



Without prompting, the most frequently cited GFR services that respondents were aware of include responding to building fires (71.8%) and responding to calls for emergency medical assistance (63.3%). More than three-fifths of the respondents named these as GFR services without assistance.

In addition, more than two-fifths (44.4%) of respondents noted responding to brush fires as a GFR service and nearly one-third (30.7%) noted that GFR responds to vehicle crashes. About one-tenth of those surveyed said, without prompting, that GFR provides community fire safety education (11.6%) and provides home fire safety inspections (8.8%).

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The respondents were next prompted for whether or not GFR provides each of the services that they did not name without prompting. Table 1 shows the number of respondents who cited each service without prompting; who replied “yes” when prompted for whether GFR provides the service; and, the total number and percentage of respondents who are aware of the service (unprompted plus prompted responses).

Table 1: Awareness of GFR Services – Number of Unprompted, Prompted, & Total Responses

Service	Unprompted	Prompted	Total Awareness
Responds to Building Fires	278	93	371 (95.9%)
Responds to Brush Fires	172	158	330 (85.3%)
Responds to Vehicle Crashes	119	234	353 (91.2%)
Responds to Calls for Emergency Medical Assistance	245	105	350 (90.4%)
Responds to Hazardous Materials Incidents	21	255	276 (71.3%)
Responds to Aircraft Rescues	9	231	240 (62.0%)
Responds Following Natural Disasters	18	324	342 (88.4%)
Inspects Existing Buildings for Fire Codes	25	281	306 (79.1%)
Provides Home Fire Safety Inspections	34	235	269 (69.5%)
Conducts CPR & First Aid Classes	19	227	246 (63.6%)
Provides Community Fire Safety Education	45	288	333 (86.0%)
Other	12	-	12 (3.1%)
Don't know/Refuse	51	-	51 (13.2%)

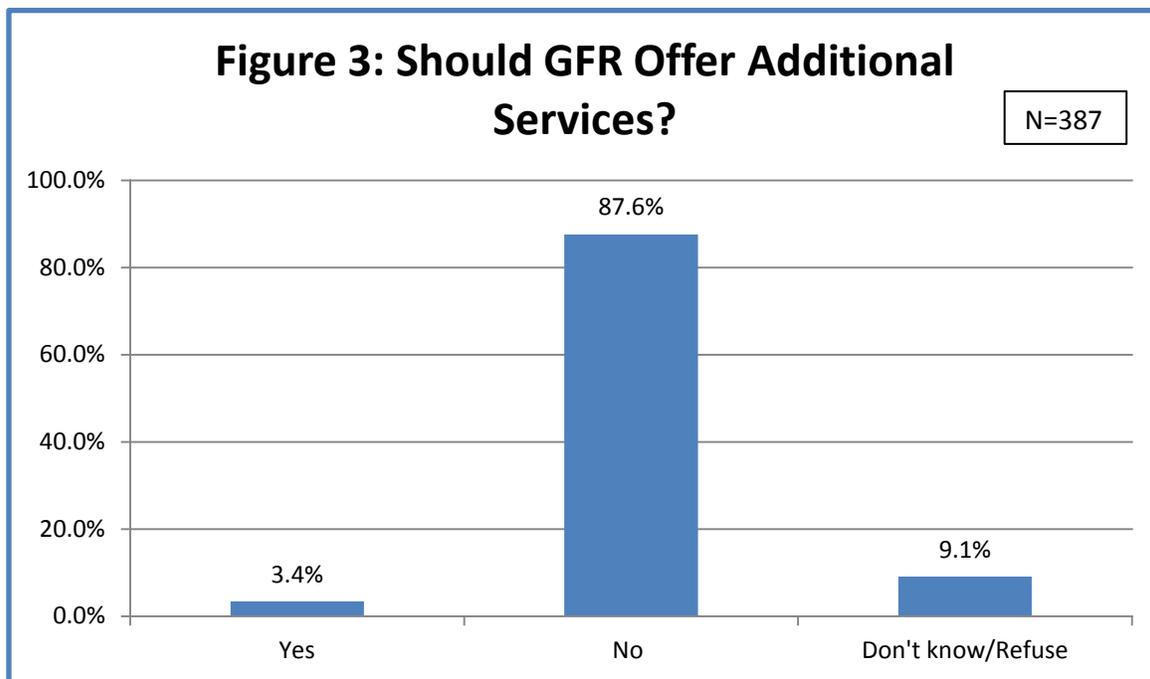
As we would expect, nearly all (95.9%) of the respondents were aware that GFR responds to building fires. Similarly, more than 90 percent of respondents were aware that Gainesville Fire Rescue responds to vehicle crashes (91.2%) and responds to calls for emergency medical assistance (90.4%). A similar percentage (88.4%) of those surveyed was aware that GFR responds following natural disasters. About four-fifths of the respondents were aware that GFR provides fire safety education (86.0%); responds to brush fires (85.3%); and inspects buildings for fire codes (79.1%).

More than two-thirds of those surveyed were aware that GFR responds to hazardous materials incidents (71.3%) and provides home fire safety inspections (69.5%). About three-fifths of the respondents were aware that GFR conducts CPR and first aid classes (63.6%) and responds to aircraft rescues (62.0%).

In addition, about three percent of the respondents named some other type of service that they believe GFR provides. A full list of these responses is provided in the Appendix.

Additional GFR Services

The next question asked respondents: “Are there any services that GFR does not currently offer that you believe they should?” The results are presented in Figure 3.



Only about three percent of the respondents feel that there are additional services that GFR does not currently offer that they believe they should.

Additional Services of Interest

Those respondents who indicated that they did feel there are additional services GFR should provide were asked: “What additional services do you think GFR should provide for Gainesville residents?” The responses are quoted below.

- “Fire safety”
- “I think they should be on the internet, or a booklet”
- “Go to schools and games and show that they're part of Gainesville”
- “Volunteer fire department”
- “They could offer chemical safety programs.”
- “Free CPR classes”
- “Improving arrival time, took 25 minutes to arrive when husband fell in bathroom”
- “Wellness checks to see if, say, senior citizens are doing well---people who live by themselves. Maybe once a month.”
- “Animal rescue”
- “More active in drug education”
- “They should put themselves out there a little bit more with community education.”
- “Charge a fee and provide a service to fill swimming pools”
- “It would be good if they had more people train in the community”

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It is notable that many of the services cited by these respondents are, in fact, already provided by GFR.

Estimate of Total Calls for Service

The next question asked respondents: “If you had to guess, about how many total calls for emergency service do you think Gainesville Fire Rescue responds to each year?” The results, grouped into categories, are presented in Table 2.

Table 2: Estimate of Number of Total Calls for Service by GFR Each Year

Number of Calls	Frequency	Percentage (N=387)
Less than 1,000	52	13.4%
1,000 to 4,999	114	29.5%
5,000 to 9,999	30	7.8%
10,000 to 14,999	31	8.0%
15,000 to 19,999	9	2.3%
20,000 to 24,999	6	1.6%
25,000 to 29,999	4	1.0%
30,000 or more	39	10.1%
Don't know	102	26.4%

Very few respondents were able to estimate the total number of calls for emergency service that GFR handles each year (approximately 16,000 calls). About one-half (50.7%) of the respondents believe that GFR receives less than 10,000 calls for emergency service each year – well below their actual total. About one-tenth (10.1%) of those surveyed over-estimated GFR's calls for service, guessing a total of 30,000 calls or more.

Estimate of Percentage of Emergency Calls that are Medical

Respondents were next asked: “And, what percentage of those calls do you think are emergency medical calls?” The results, grouped into categories, are presented in Table 3.

Table 3: Estimate of Percentage of Total Calls for Service by GFR that are Medical

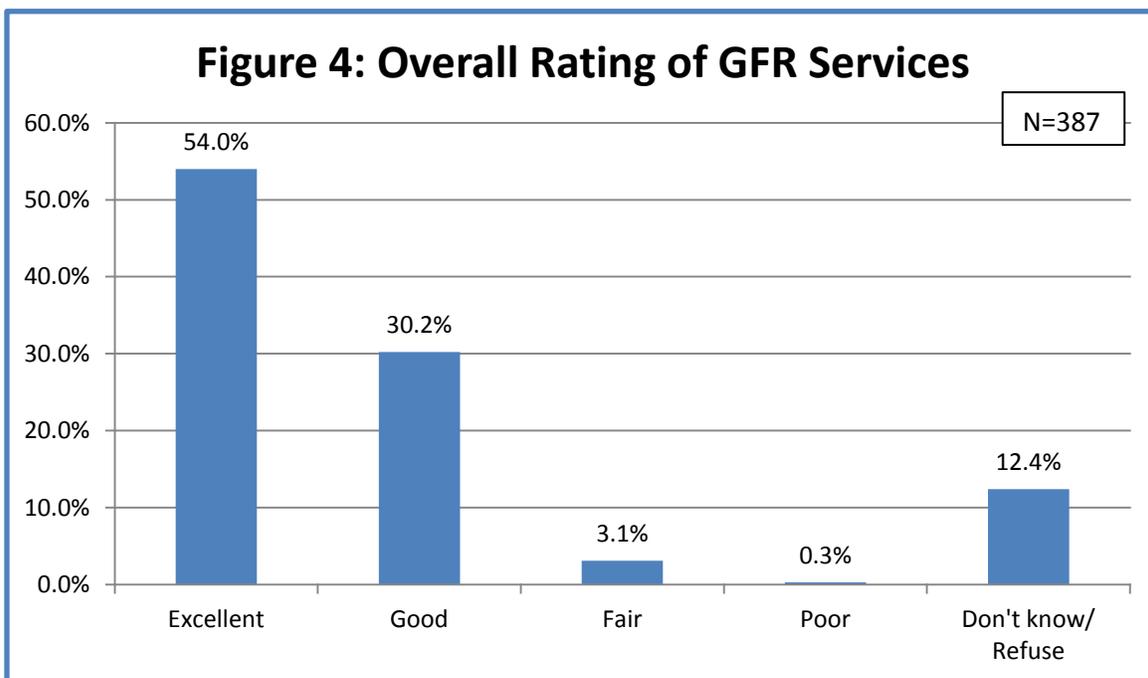
Percent of Calls	Frequency	Percentage (N=387)
Less than 25%	37	9.6%
25% to 49%	63	16.3%
50% to 74%	137	35.4%
75% or more	70	18.1%
Don't know	80	20.7%

About one-quarter (25.9%) of those surveyed estimated that less than 50 percent of the emergency calls that GFR responds to each year are for emergency medical service. About one-third (35.4%) of the respondents estimated that 50 to 74 percent of the calls were for medical service. Nearly one-fifth (18.1%) of those surveyed estimated the percentage of GFR calls for medical services at 75 percent or higher (which includes the true average of 77%).

Gainesville Fire Rescue: 2011 Citizen Survey

Overall Rating of GFR Services

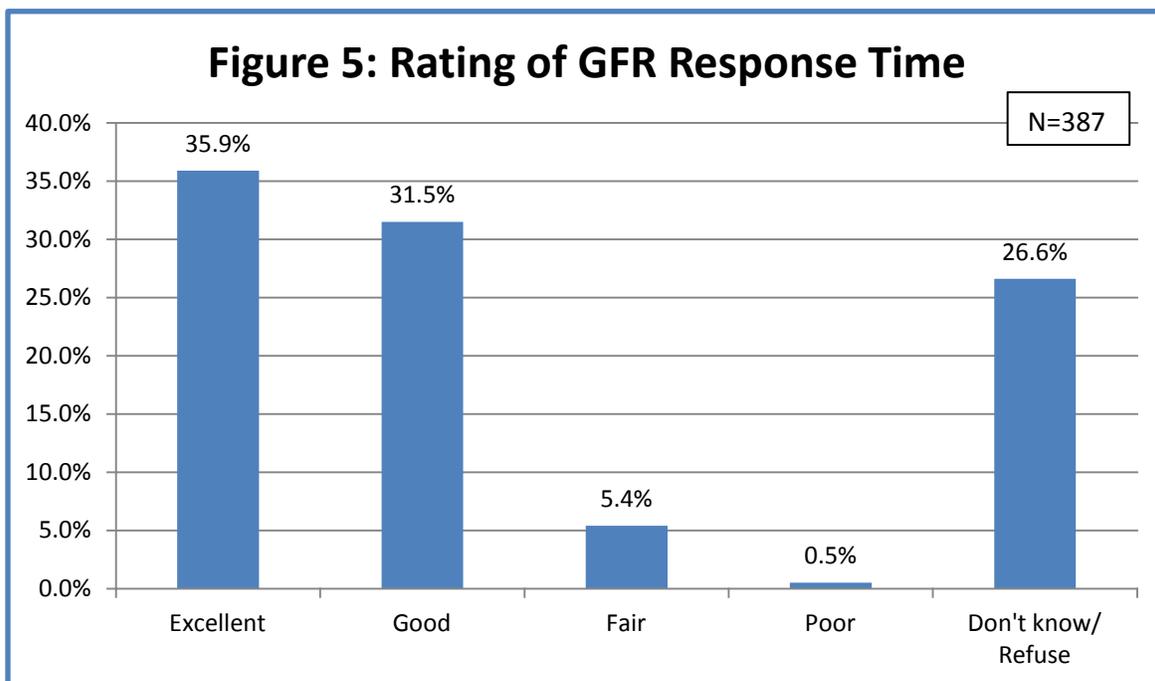
The next question asked respondents: “Overall, how would you rate the services provided by Gainesville Fire Rescue to the citizens of Gainesville? Would you say GFR services are excellent, good, fair, or poor?” The results are presented in Figure 4.



More than one-half (54.0%) of those surveyed rated the services provided by Gainesville Fire Rescue as “excellent,” and nearly one-third (30.2%) rated them as “good.” Only about three percent of the respondents rated GFR services as “fair” and just one respondent (0.3%) rated them as “poor.”

Rating of GFR Response Time

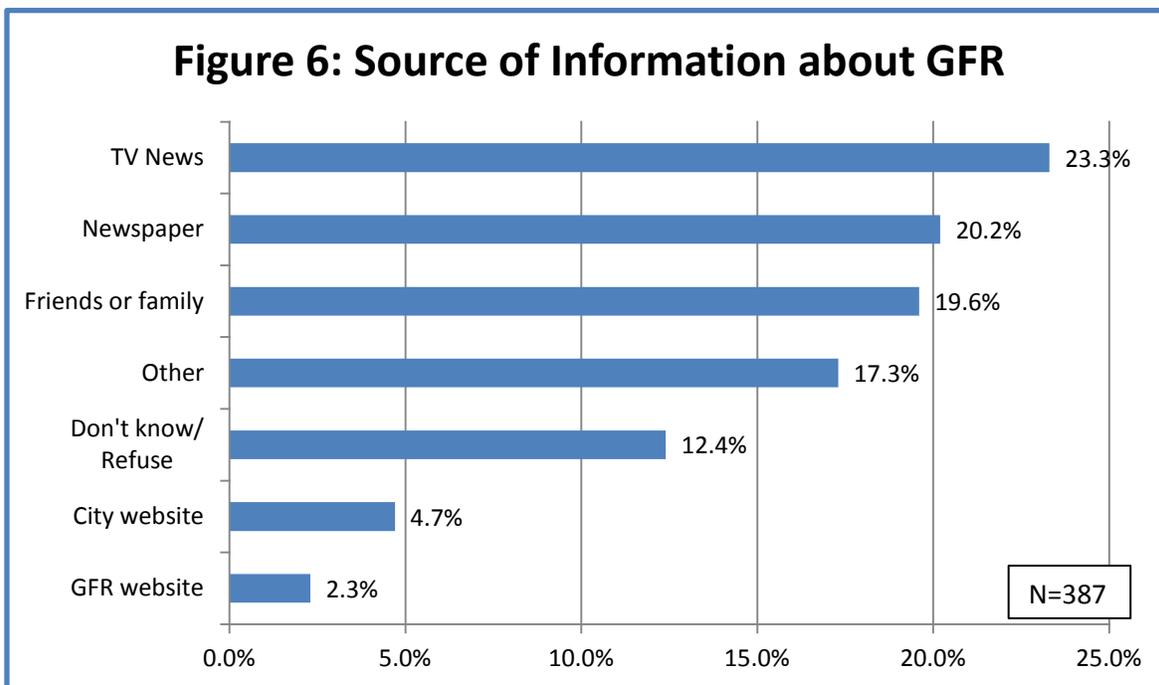
The next question asked respondents: “And, how would you rate the average response time for Gainesville Fire Rescue crews to arrive at emergencies? Would you say the GFR’s average response time is excellent, good, fair, or poor?” The results are presented in Figure 5.



More than one-third (35.9%) of those surveyed rated the average response time for Gainesville Fire Rescue to arrive at emergencies as “excellent,” and nearly one-third (31.5%) rated the response time as “good.” Only about five percent of the respondents rated GFR response time as “fair” and just two respondents (0.5%) rated it as “poor.” Notably, more than one-quarter (26.6%) of those surveyed did not know how they would rate GFR response time, likely because they have not received services or information about these times.

Source of Information about GFR

Respondents were next asked: “From what one source do you receive most of your information about Gainesville Fire Rescue?” The results are presented in Figure 6.



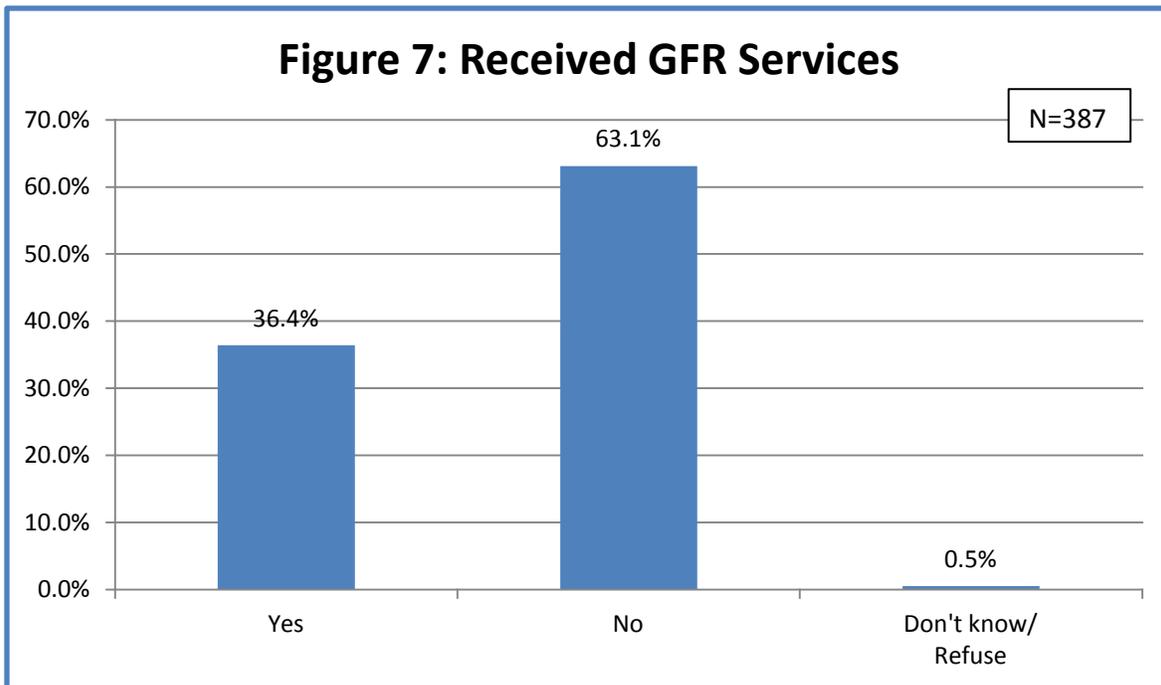
Nearly one-quarter (23.3%) of those surveyed cited the TV news as their primary source of information about Gainesville Fire Rescue. About one-fifth of the respondents cited the local newspaper (20.2%) or friends and family (19.6%) as their primary source of information about GFR. Only about five percent of those surveyed get most of their information about GFR from the City of Gainesville website, and just two percent get most of their information on GFR from the GFR website.

In addition, about one-sixth (17.3%) of those surveyed noted other sources of information from which they learn about GFR. These responses are detailed in Appendix B.

Gainesville Fire Rescue: 2011 Citizen Survey

Received GFR Services

The next section of the survey focused on contact with Gainesville Fire Rescue. The first question in this section asked respondents: "Have you ever received services from Gainesville Fire Rescue, such as fire or rescue services, home or business inspections, fire safety education programs or CPR and first aid classes?" The results are presented in Figure 7.



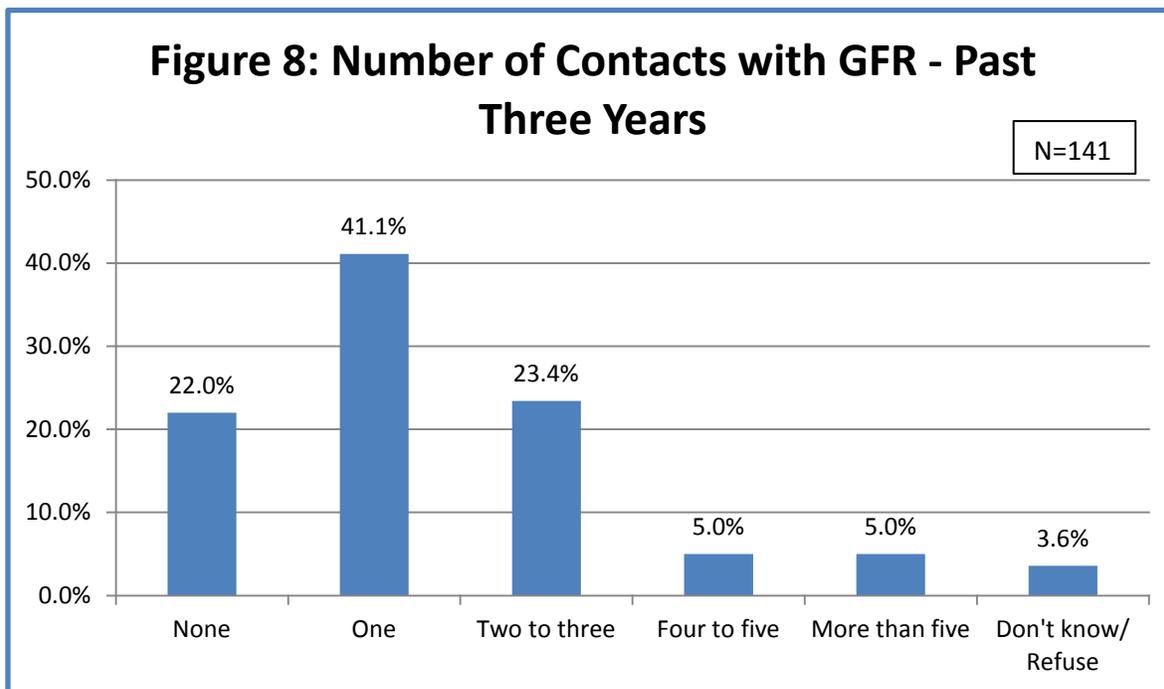
More than one-third (36.4%) of those surveyed indicated they have received services from Gainesville Fire Rescue, while nearly two-thirds (63.1%) have not.

Those respondents who indicated they have received GFR services (N=141) were next asked a series of questions about the services they received.

Gainesville Fire Rescue: 2011 Citizen Survey

Number of Contacts with GFR in Past Three Years

Those respondents who indicated they have received GFR services (N=141) were next asked: “How many times in the past three years have you received services from or had contact with GFR?” The results are presented in Figure 8.



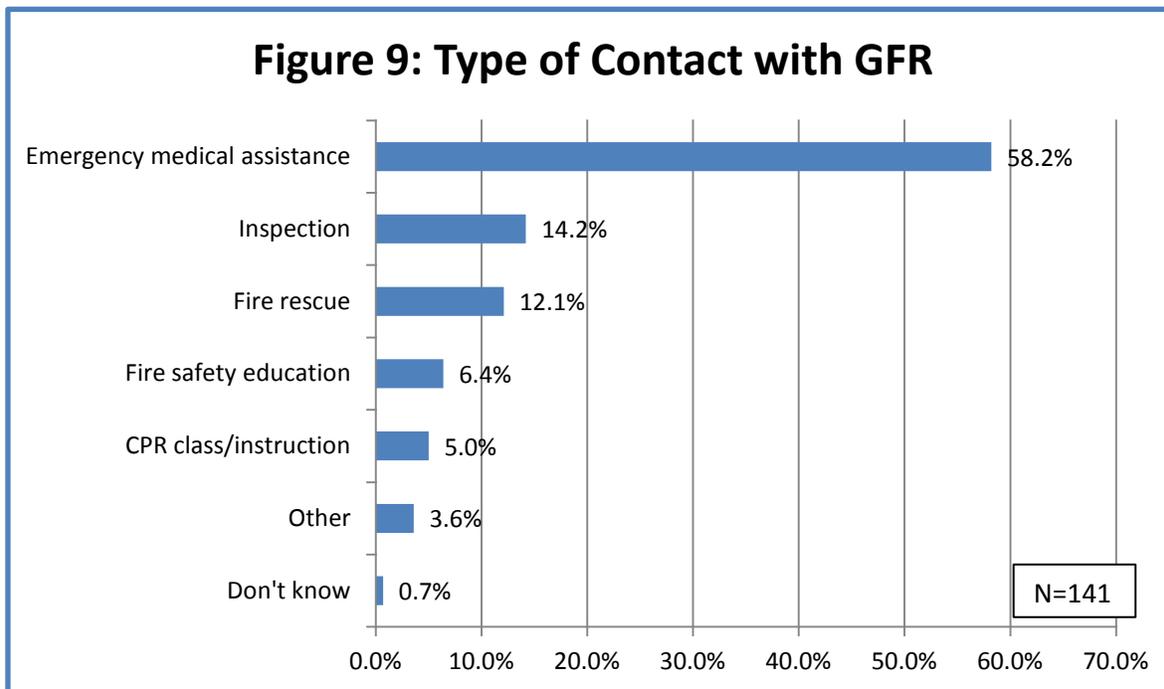
More than one-fifth (22.0%) of those who indicated they have received GFR services have not had contact with GFR in the past three years, meaning they received GFR services more than three years ago. More than two-fifths (41.1%) of those who have received GFR services have only had one contact with GFR in the past three years, and one-fifth (23.4%) have had two to three contacts with GFR in this time frame. About one-tenth (10.0%) of those who have received GFR services have had four or more contacts with GFR in the past three years.

Please note that for the next series of questions, respondents were instructed to consider their most recent contact with Gainesville Fire Rescue.

Gainesville Fire Rescue: 2011 Citizen Survey

Type of Contact with GFR

Those respondents who indicated they have received GFR services (N=141) were next asked: “What type of contact did you have with GFR?” The results are presented in Figure 9.



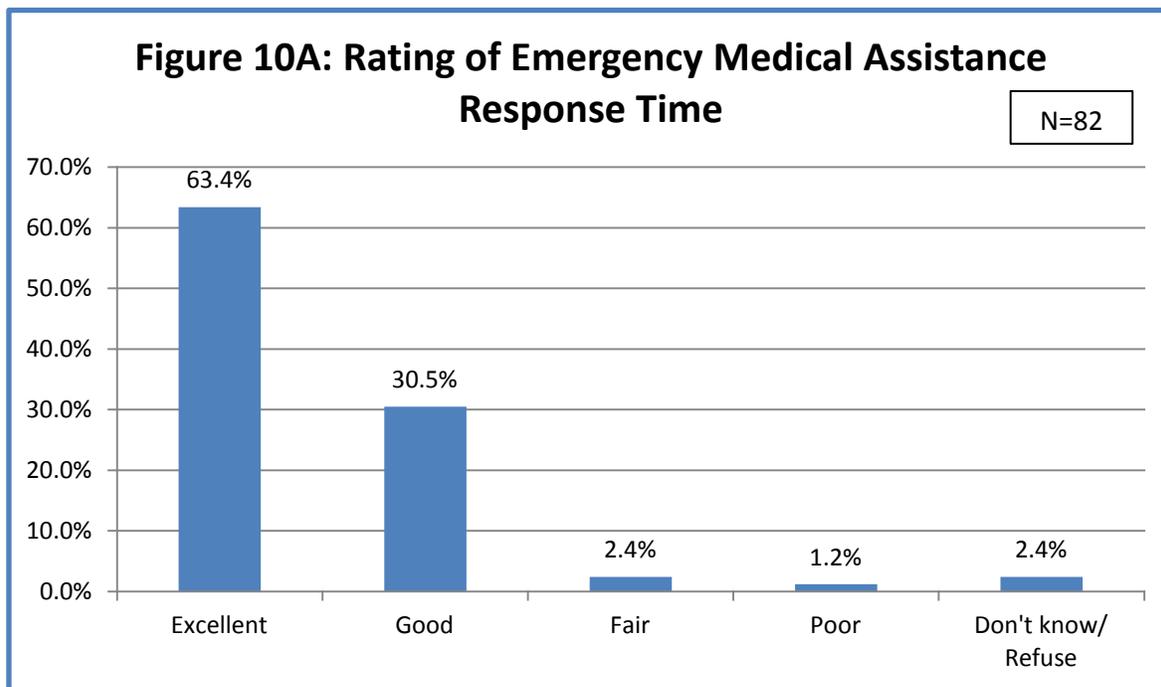
Nearly three-fifths (58.2%) of the respondents who indicated they have received GFR services indicated that their most recent contact with GFR involved emergency medical assistance – by far the highest percentage of responses. More than one-eighth (14.2%) of these respondents made contact with GFR for an inspection, and a similar percentage (12.1%) contacted GFR for fire rescue services. Less than one-tenth of the respondents who have received GFR services indicated participating in fire safety education (6.4%) or a CPR class/instruction (5.0%) in their most recent contact with GFR. In addition, five respondents noted other types of contact with GFR that are detailed in Appendix B.

Next, respondents were asked a series of questions about their satisfaction with the particular services they received.

Gainesville Fire Rescue: 2011 Citizen Survey

Emergency Medical Assistance Ratings: Response Time

Those respondents who indicated they have received GFR emergency medical assistance services (N=82) were next asked to rate the services they received as excellent, good, fair, or poor, beginning with: “How would you rate the response time for the crew to arrive?” The results appear in Figure 10A.

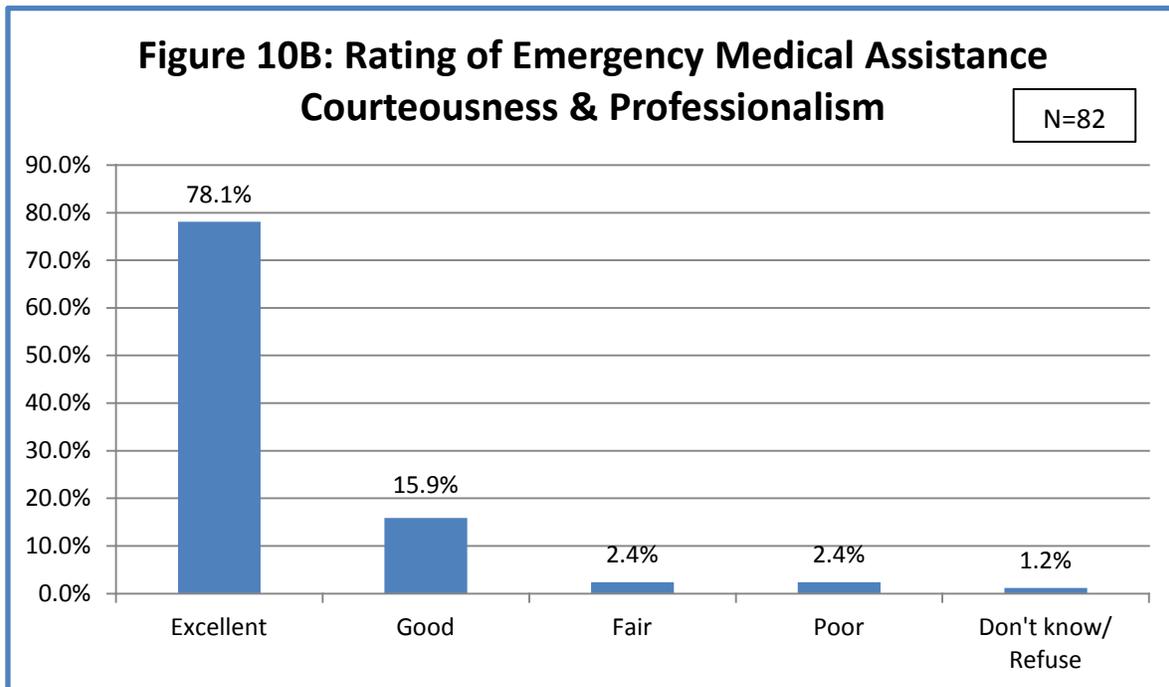


Nearly two-thirds (63.4%) of the respondents who indicated they have received GFR emergency medical assistance services rated the response time for the crew to arrive as “excellent,” and nearly one-third (30.5%) rated the response time as “good.” Only about two percent of these respondents rated the response time for the crew to arrive as “fair” and just one respondent (1.2%) rated it as “poor.”

Gainesville Fire Rescue: 2011 Citizen Survey

Emergency Medical Assistance Ratings: Courteousness & Professionalism

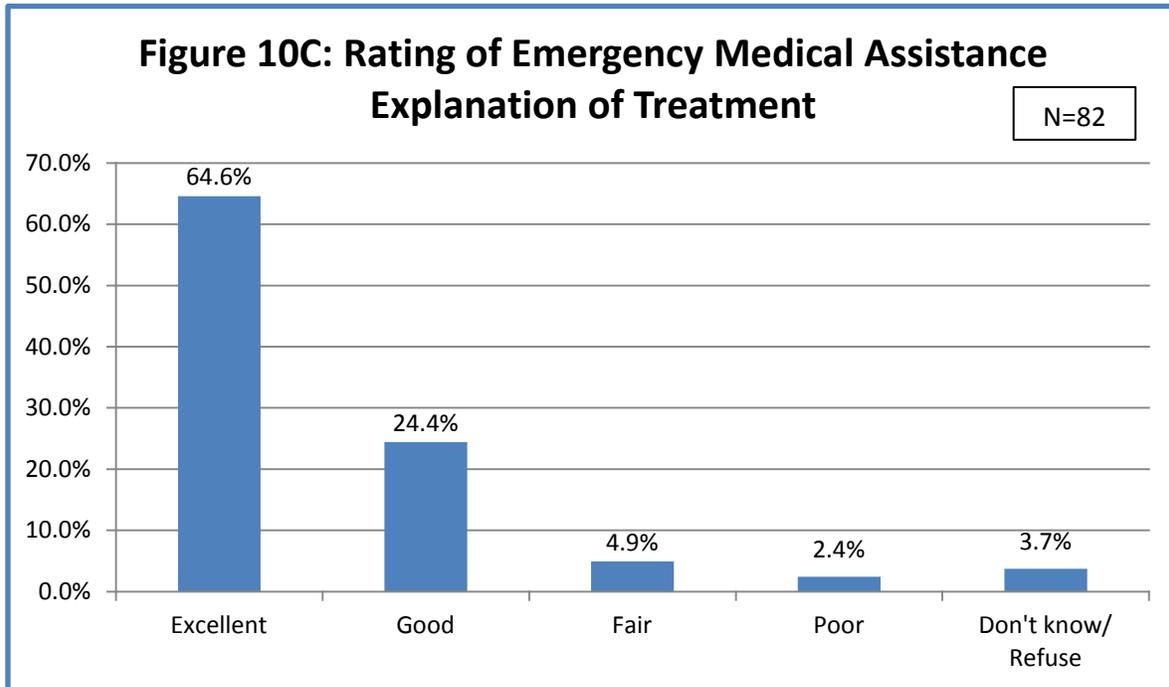
Those respondents who indicated they have received GFR emergency medical assistance services (N=82) were next asked: “How would you rate the courteousness and professionalism of the crew?” The results appear in Figure 10B.



Nearly four-fifths (78.1%) of the respondents who indicated they have received GFR emergency medical assistance services rated the courteousness and professionalism of the crew as “excellent,” and nearly one-sixth (15.9%) rated the courteousness and professionalism as “good.” Only about two percent of these respondents rated the courteousness and professionalism of the crew as “fair” and just two respondents (2.4%) rated it as “poor.”

Emergency Medical Assistance Ratings: Explanation of Treatment

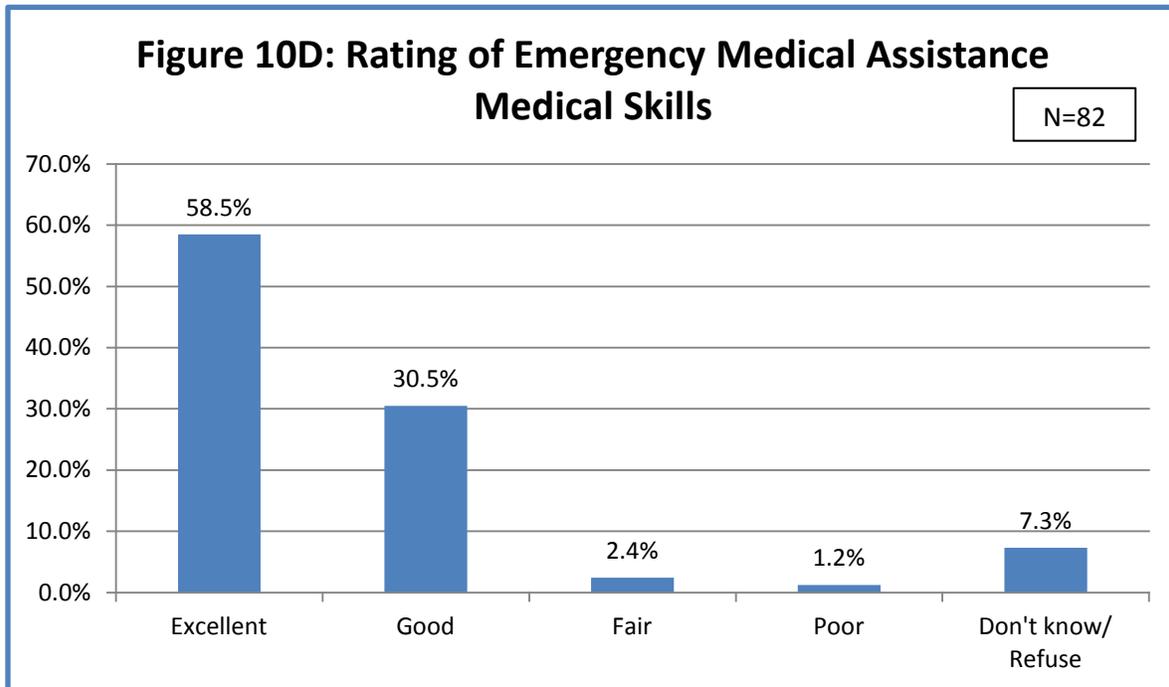
Those respondents who indicated they have received GFR emergency medical assistance services (N=82) were next asked: “How would you rate the explanation of treatment from the crew?” The results appear in Figure 10C.



Nearly two-thirds (64.6%) of the respondents who indicated they have received GFR emergency medical assistance services rated the explanation of treatment from the crew as “excellent,” and nearly one-quarter (24.4%) rated the explanation as “good.” Only about five percent of these respondents rated the explanation of treatment from the crew as “fair” and just two respondents (2.4%) rated it as “poor.”

Emergency Medical Assistance Ratings: Medical Skills

Those respondents who indicated they have received GFR emergency medical assistance services (N=82) were next asked: “How would you rate the medical skills of the crew?” The results appear in Figure 10D.

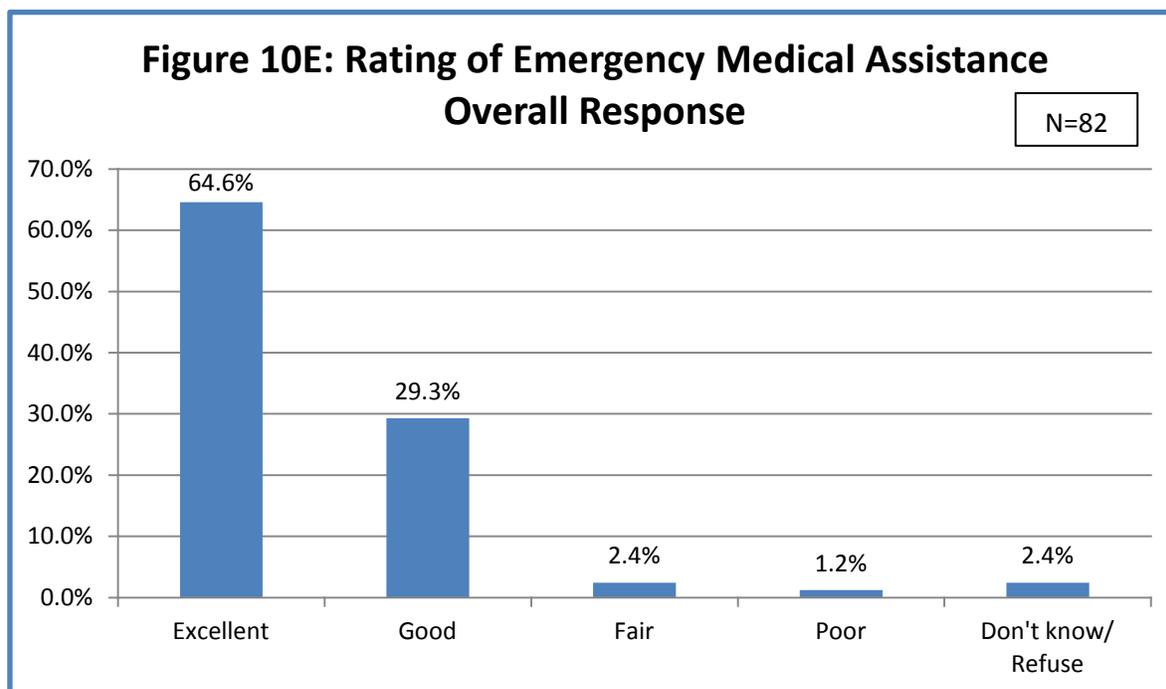


Nearly three-fifths (58.5%) of the respondents who indicated they have received GFR emergency medical assistance services rated the medical skills of the crew as “excellent,” and nearly one-third (30.5%) rated the crew’s medical skills as “good.” Only about two percent of these respondents rated the medical skills of the crew as “fair” and just one respondent (1.2%) rated them as “poor.”

Gainesville Fire Rescue: 2011 Citizen Survey

Emergency Medical Assistance Ratings: Overall Response

Those respondents who indicated they have received GFR emergency medical assistance services (N=82) were next asked: “How would you rate the overall response to your medical emergency?” The results appear in Figure 10E.



Nearly two-thirds (64.6%) of the respondents who indicated they have received GFR emergency medical assistance services rated the overall response to their medical emergency as “excellent,” and nearly one-third (29.3%) rated the overall response as “good.” Only about two percent of these respondents rated the overall response to their medical emergency as “fair” and just one respondent (1.2%) rated it as “poor.”

Emergency Medical Assistance Ratings Summary

The following table summarizes the composite positive (“excellent” plus “good”) and negative (“fair” plus “poor”) ratings from respondents who received emergency medical assistance.

Table 4: Emergency Medical Assistance Ratings Summary

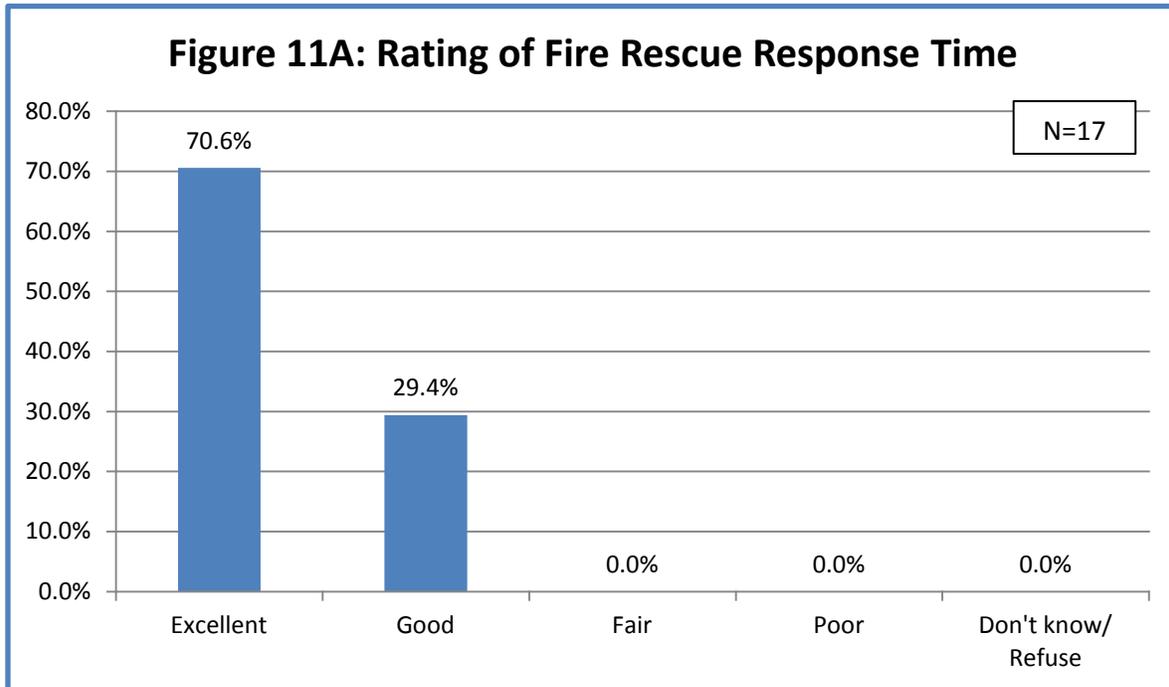
	Excellent/Good	Fair/Poor
Response time	93.9%	3.7%
Courteousness & professionalism	93.9%	4.9%
Explanation of treatment	89.0%	7.3%
Medical skills	89.0%	3.7%
Overall response to medical emergency	93.9%	3.7%

Although nearly 90 percent or more of respondents who received emergency medical assistance give positive ratings for all categories of service, crews could improve in their explanations of treatment.

Gainesville Fire Rescue: 2011 Citizen Survey

Fire Rescue Ratings: Response Time

Those respondents who indicated they have received GFR fire rescue services (N=17) were next asked to rate the services they received as excellent, good, fair, or poor, beginning with: “How would you rate the response time for the fire crew to arrive?” The results appear in Figure 11A.

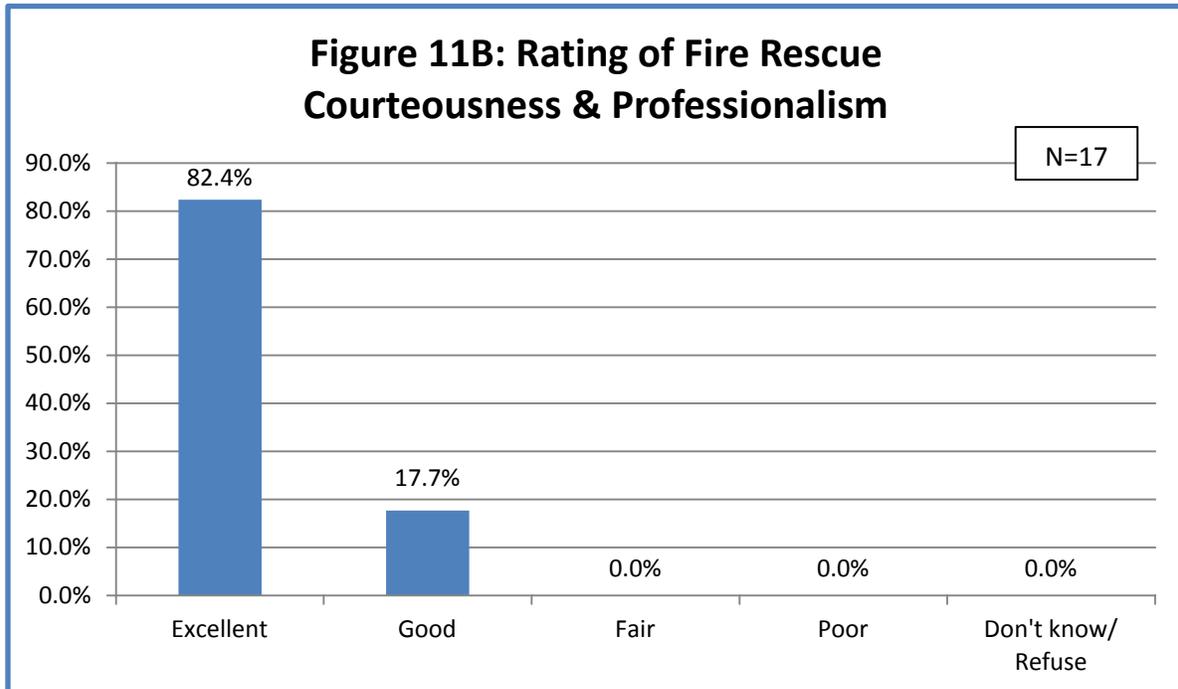


More than two-thirds (70.6%) of the respondents who indicated they have received GFR fire rescue services rated the response time for the fire crew to arrive as “excellent,” and nearly one-third (29.4%) rated the response time as “good.” None of these respondents rated the response time for the fire crew to arrive as “fair” or “poor.”

Gainesville Fire Rescue: 2011 Citizen Survey

Fire Rescue Ratings: Courteousness & Professionalism

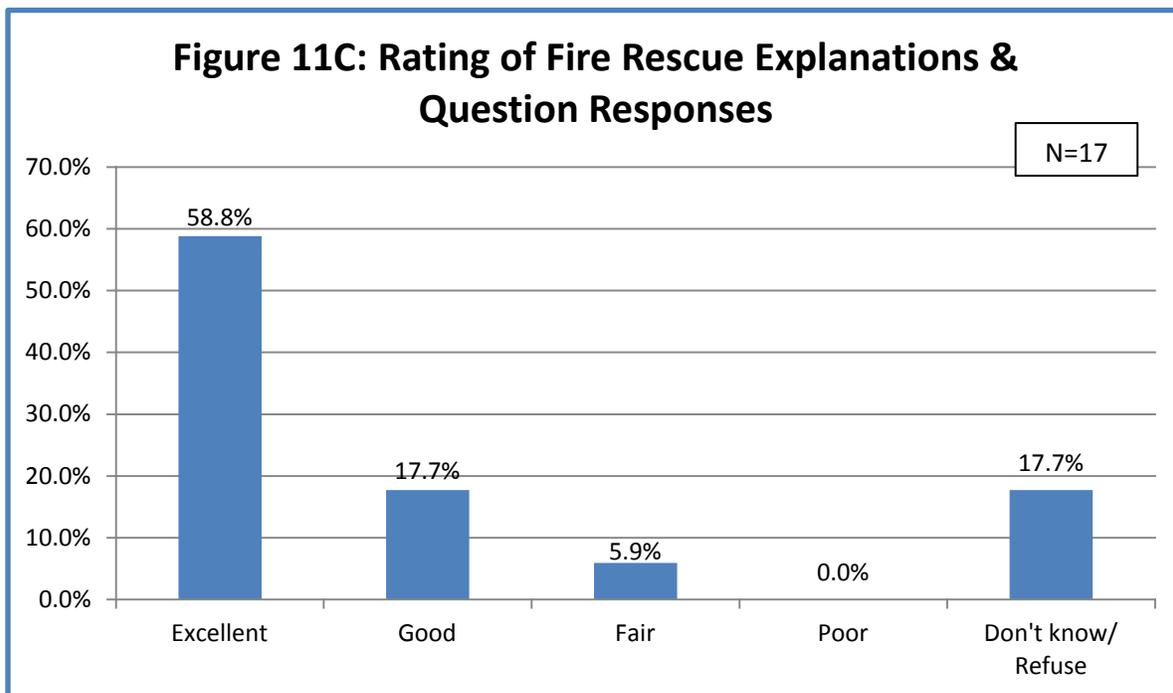
Those respondents who indicated they have received GFR fire rescue services (N=17) were next asked: “How would you rate the courteousness and professionalism of the crew?” The results appear in Figure 11B.



More than four-fifths (82.4%) of the respondents who indicated they have received GFR fire rescue services rated the courteousness and professionalism of the crew as “excellent,” and more than one-sixth (17.7%) rated the courteousness and professionalism as “good.” None of these respondents rated the courteousness and professionalism of the crew as “fair” or “poor.”

Fire Rescue Ratings: Explanations / Question Responses

Those respondents who indicated they have received GFR fire rescue services (N=17) were next asked: “How would you rate any explanations or question responses from the crew?” The results appear in Figure 11C.

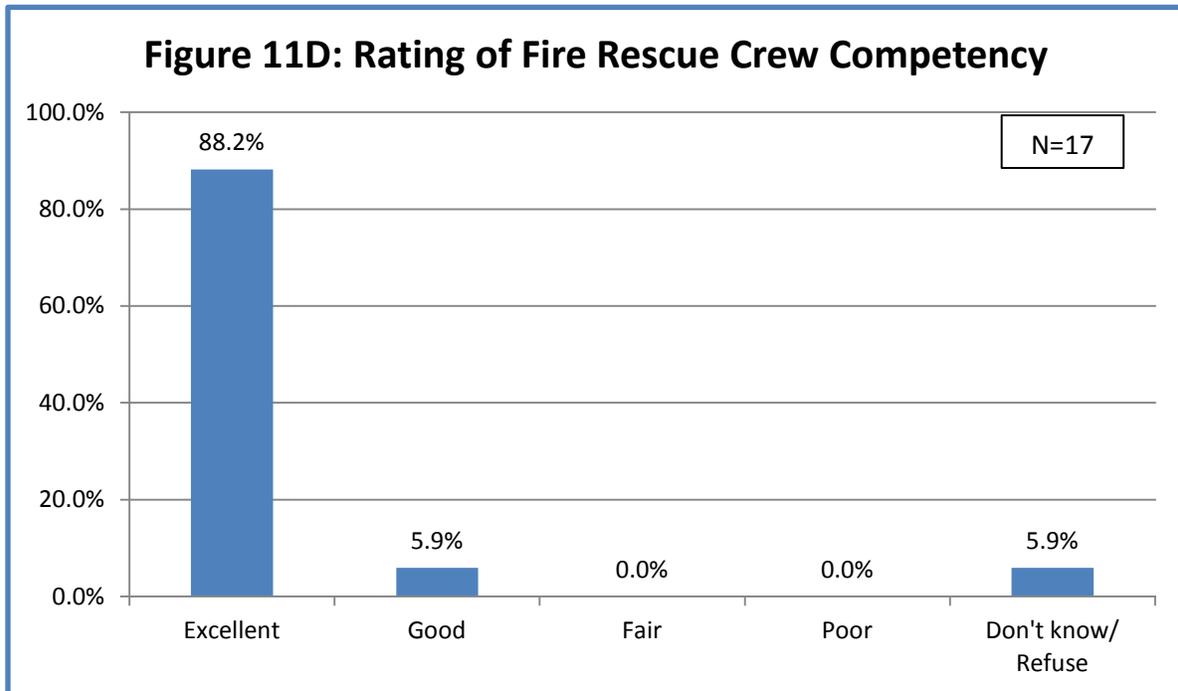


Nearly three-fifths (58.8%) of the respondents who indicated they have received GFR fire rescue services rated the explanations and question responses from the crew as “excellent,” and more than one-sixth (17.7%) rated the explanations/responses as “good.” Only about six percent of these respondents rated the explanations/responses from the crew as “fair” and none rated them as “poor.”

Gainesville Fire Rescue: 2011 Citizen Survey

Fire Rescue Ratings: Competency

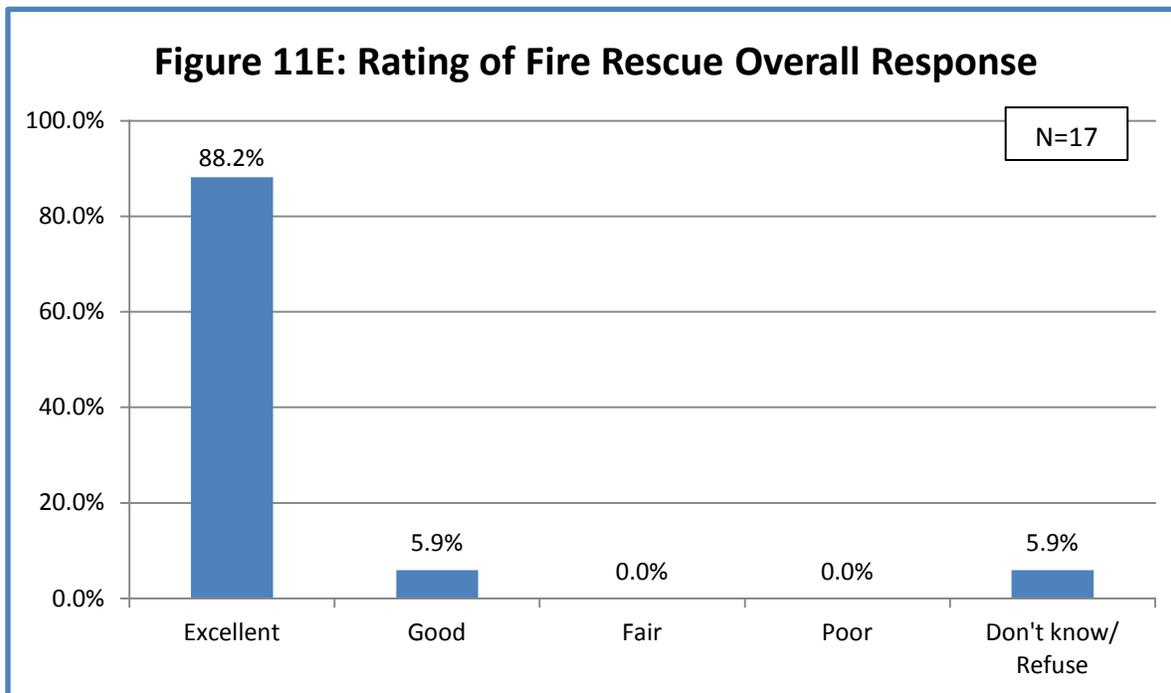
Those respondents who indicated they have received GFR fire rescue services (N=17) were next asked: “How would you rate the competency of the crew?” The results appear in Figure 11D.



More than four-fifths (88.2%) of the respondents who indicated they have received GFR fire rescue services rated the competency of the crew as “excellent,” and about six percent rated the crew’s competency as “good.” None of these respondents rated the competency of the crew as “fair” or “poor.”

Fire Rescue Ratings: Overall Response

Those respondents who indicated they have received GFR fire rescue services (N=17) were next asked: “How would you rate the overall response to your fire emergency?” The results appear in Figure 11E.



More than four-fifths (88.2%) of the respondents who indicated they have received GFR fire rescue services rated the overall response to their fire emergency as “excellent,” and about six percent rated the overall response as “good.” None of these respondents rated the overall response to their fire emergency as “fair” or “poor.”

Fire Rescue Ratings Summary

The following table summarizes the composite positive (“excellent” plus “good”) and negative (“fair” plus “poor”) ratings from respondents who received emergency fire rescue assistance.

Table 5: Fire Rescue Ratings Summary

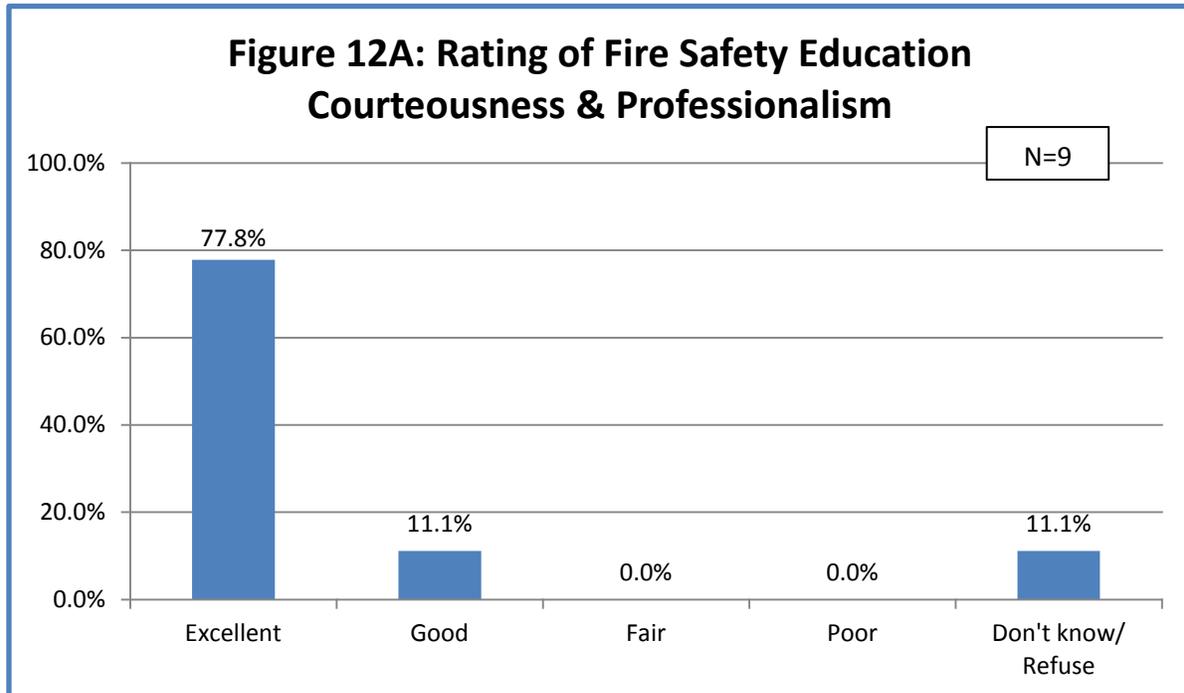
	Excellent/Good	Fair/Poor
Response time	100.0%	0.0%
Courteousness & professionalism	100.0%	0.0%
Explanations & question responses	76.5%	5.9%
Competency	100.0%	0.0%
Overall response to fire emergency	100.0%	0.0%

In four of five categories of service, all of the respondents who received emergency fire rescue services give positive ratings. Although more than three-quarters (76.5%) of these respondents give positive ratings for explanations and question responses, crews could improve in this facet of service.

Gainesville Fire Rescue: 2011 Citizen Survey

Fire Safety Education Ratings: Courteousness & Professionalism

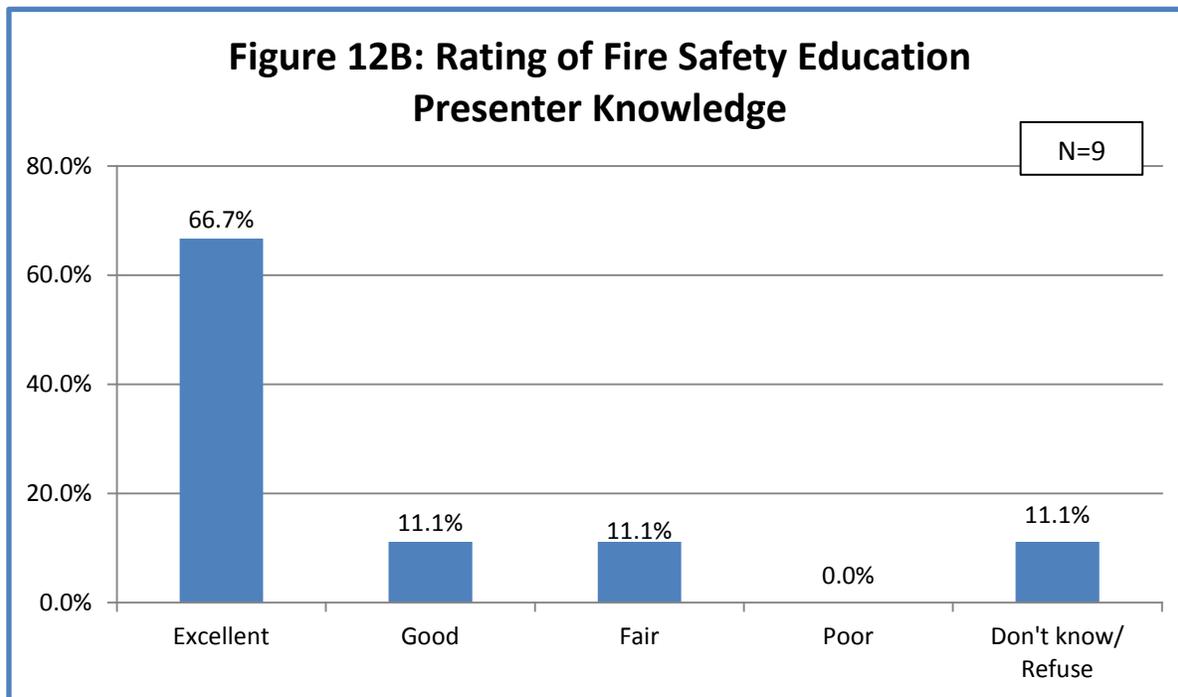
Those respondents who indicated they have received GFR fire safety education services (N=9) were next asked to rate the services they received as excellent, good, fair, or poor, beginning with: “How would you rate the courteousness and professionalism of the presenter?” The results appear in Figure 12A.



More than three-quarters (77.8%) of the respondents who indicated they have received GFR fire safety education services rated the courteousness and professionalism of the presenter as “excellent,” and more than one-tenth (11.1%) rated the courteousness and professionalism as “good.” None of these respondents rated the courteousness and professionalism of the presenter as “fair” or “poor.”

Fire Safety Education Ratings: Knowledge

Those respondents who indicated they have received GFR fire safety education services (N=9) were next asked: “How would you rate the knowledge of the presenter?” The results appear in Figure 12B.

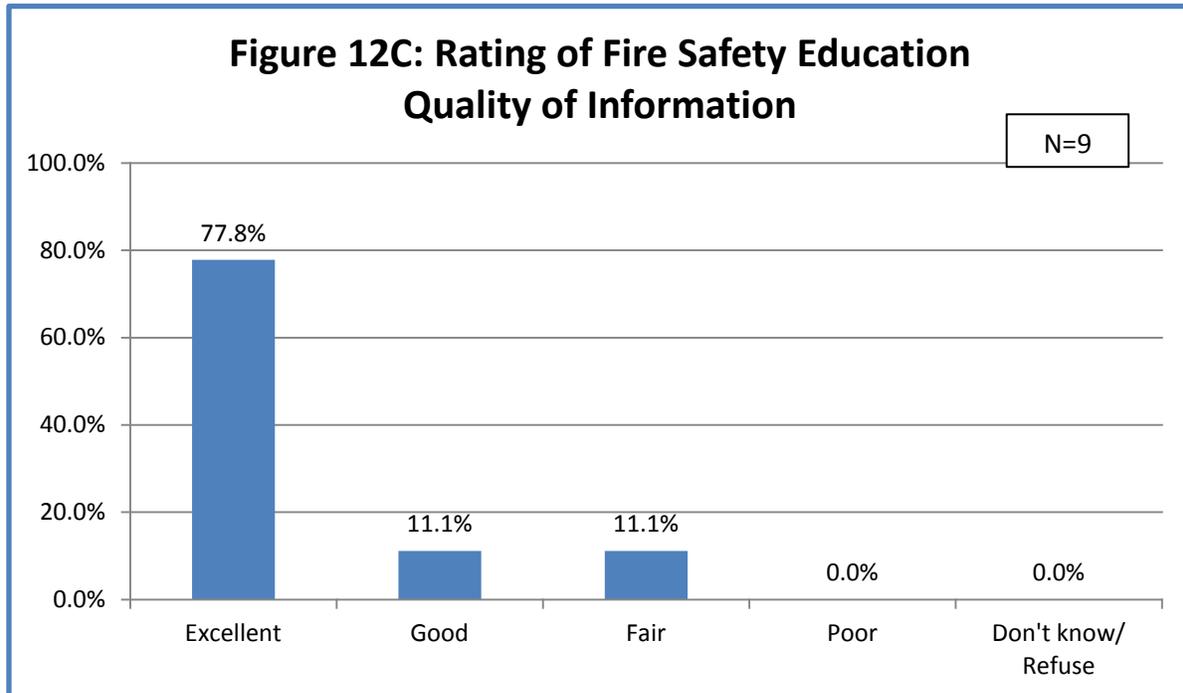


Two-thirds (66.7%) of the respondents who indicated they have received GFR fire safety education services rated the knowledge of the presenter as “excellent,” and more than one-tenth (11.1%) rated the presenter’s knowledge as “good.” About one-tenth (11.1%) of these respondents rated the knowledge of the presenter as “fair” and none rated it as “poor.”

Gainesville Fire Rescue: 2011 Citizen Survey

Fire Safety Education Ratings: Quality of Information

Those respondents who indicated they have received GFR fire safety education services (N=9) were next asked: “How would you rate the quality of the fire safety information you received from GFR?” The results appear in Figure 12C.

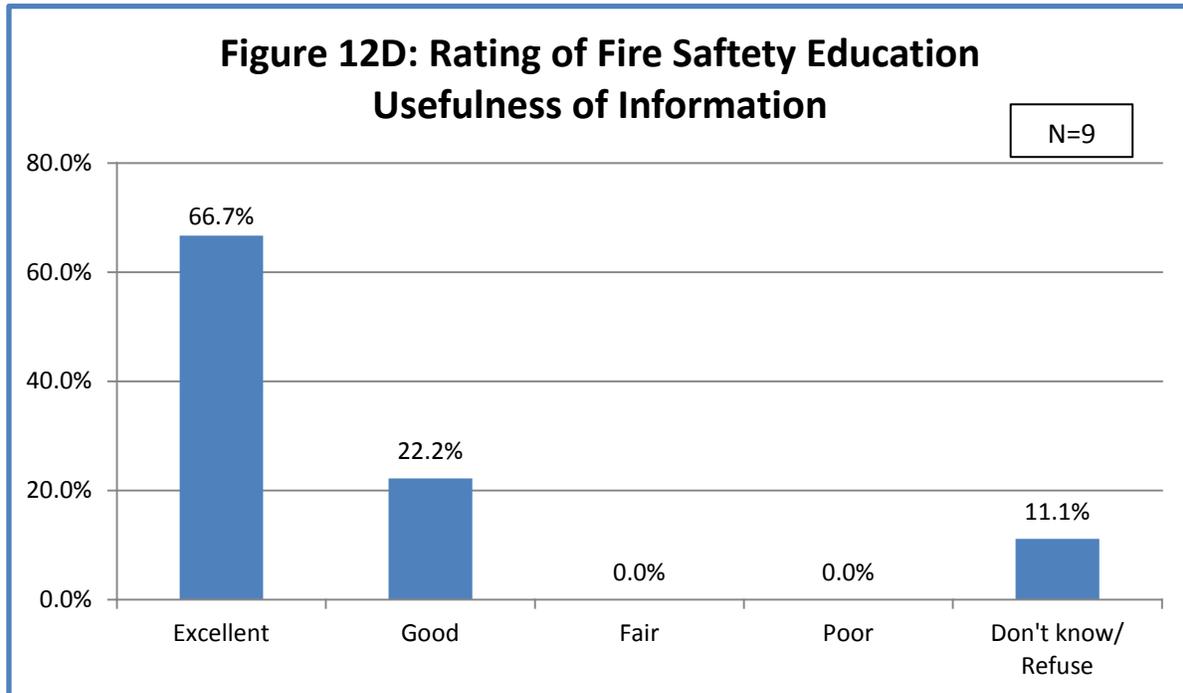


More than three-quarters (77.8%) of the respondents who indicated they have received GFR fire safety education services rated the quality of fire safety information they received as “excellent,” and about one-tenth (11.1%) rated the quality of information as “good.” About one-tenth (11.1%) of these respondents rated the quality of fire safety information as “fair,” and none rated it as “poor.”

Gainesville Fire Rescue: 2011 Citizen Survey

Fire Safety Education Ratings: Usefulness of Information

Those respondents who indicated they have received GFR fire safety education services (N=9) were next asked: “How would you rate the usefulness of the fire safety information you received from GFR?” The results appear in Figure 12D.

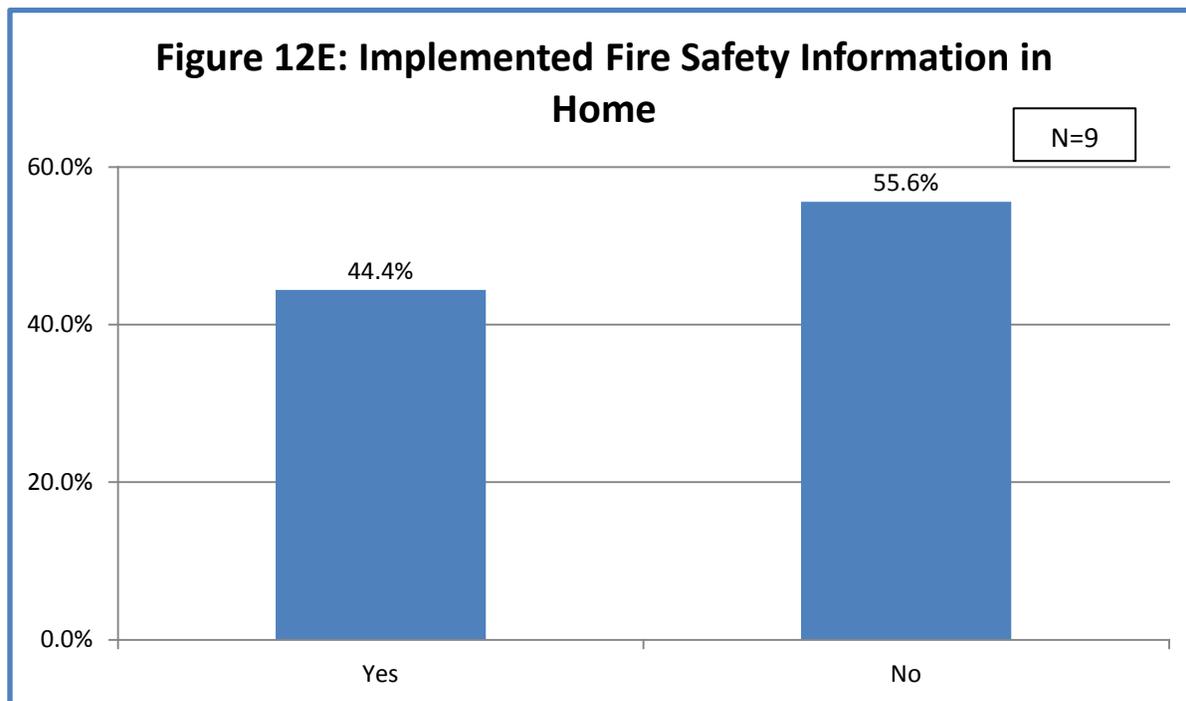


Two-thirds (66.7%) of the respondents who indicated they have received GFR fire safety education services rated the usefulness of the fire safety information they received as “excellent,” and more than one-fifth (22.2%) rated the usefulness as “good.” None of these respondents rated the usefulness of the fire safety information as “fair” or “poor.”

Gainesville Fire Rescue: 2011 Citizen Survey

Fire Safety Education: Implemented in Home

Those respondents who indicated they have received GFR fire safety education services (N=9) were next asked: “Did you do anything to improve fire safety in your home after receiving fire safety information from GFR?” The results appear in Figure 12E.



More than two-fifths (44.4%) of the respondents who indicated they have received GFR fire safety education services indicated that did make improvements to the fire safety in their homes after receiving fire safety information from GFR.

Fire Safety Education Summary

The following table summarizes the composite positive (“excellent” plus “good” or “yes”) and negative (“fair” plus “poor” or “no”) ratings from respondents who received fire safety education.

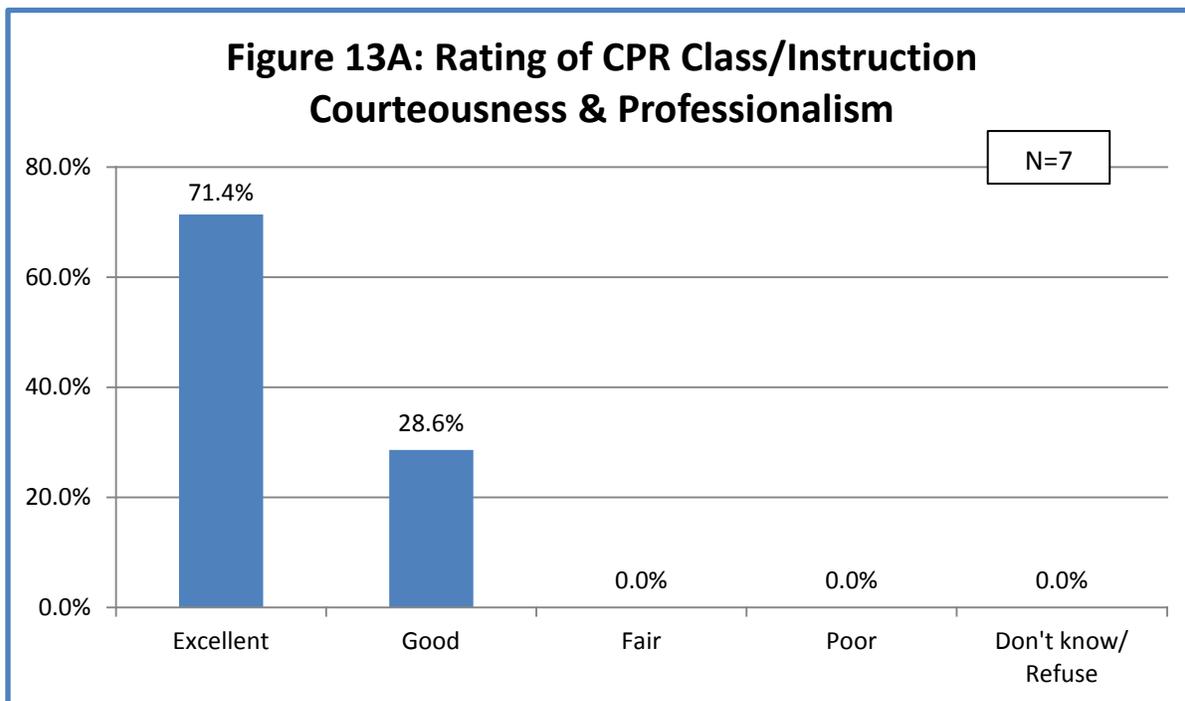
Table 6: Fire Safety Education Summary

	Excellent/Good, Yes	Fair/Poor, No
Courteousness & professionalism	88.9%	0.0%
Knowledge	77.8%	11.1%
Quality of information	88.9%	11.1%
Usefulness of information	88.9%	0.0%
Implementation of fire safety information	44.4%	55.6%

Although three-quarters or more of respondents who received fire safety education give positive ratings for all categories of service, the knowledge level of presenters and quality of information presented could be improved.

CPR Class/Instruction Ratings: Courteousness & Professionalism

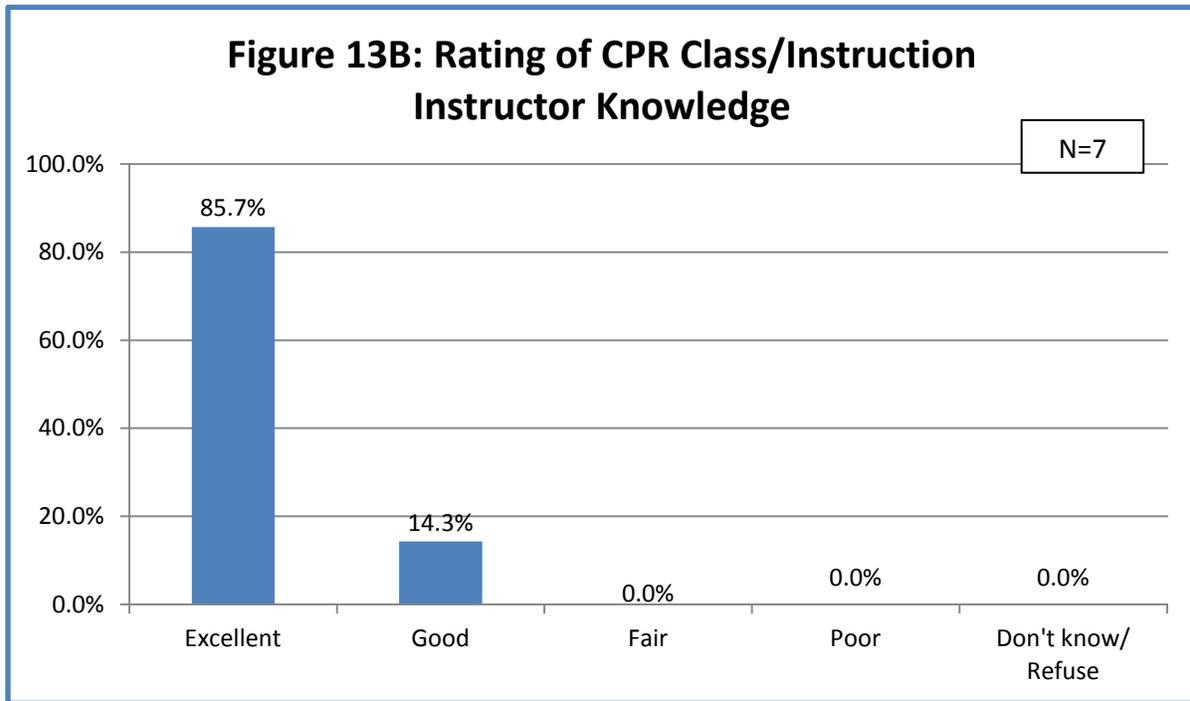
Those respondents who indicated they have received GFR CPR class/instruction services (N=7) were next asked to rate the services they received as excellent, good, fair, or poor, beginning with: “How would you rate the courteousness and professionalism of the instructor?” The results appear in Figure 13A.



Nearly three-quarters (71.4%) of the respondents who indicated they have received GFR CPR class/instruction services rated the courteousness and professionalism of the instructor as “excellent,” and more than one-quarter (28.6%) rated the courteousness and professionalism as “good.” None of these respondents rated the courteousness and professionalism of the instructor as “fair” or “poor.”

CPR Class/Instruction Ratings: Knowledge

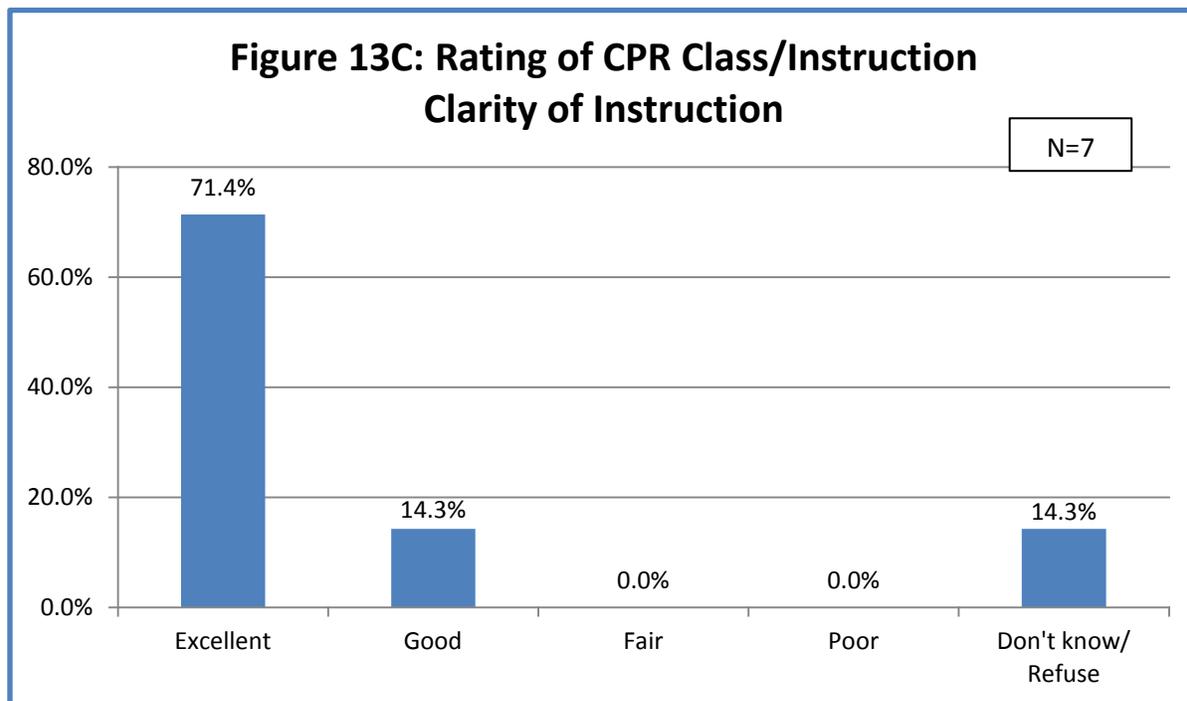
Those respondents who indicated they have received GFR CPR class/instruction services (N=7) were next asked: “How would you rate the knowledge of the instructor?” The results appear in Figure 13B.



More than four-fifths (85.7%) of the respondents who indicated they have received GFR CPR class/instruction services rated the knowledge of the instructor as “excellent,” and more than one-eighth (14.3%) rated the instructor’s knowledge as “good.” None of these respondents rated the knowledge of the instructor as “fair” or “poor.”

CPR Class/Instruction Ratings: Clarity of Instruction

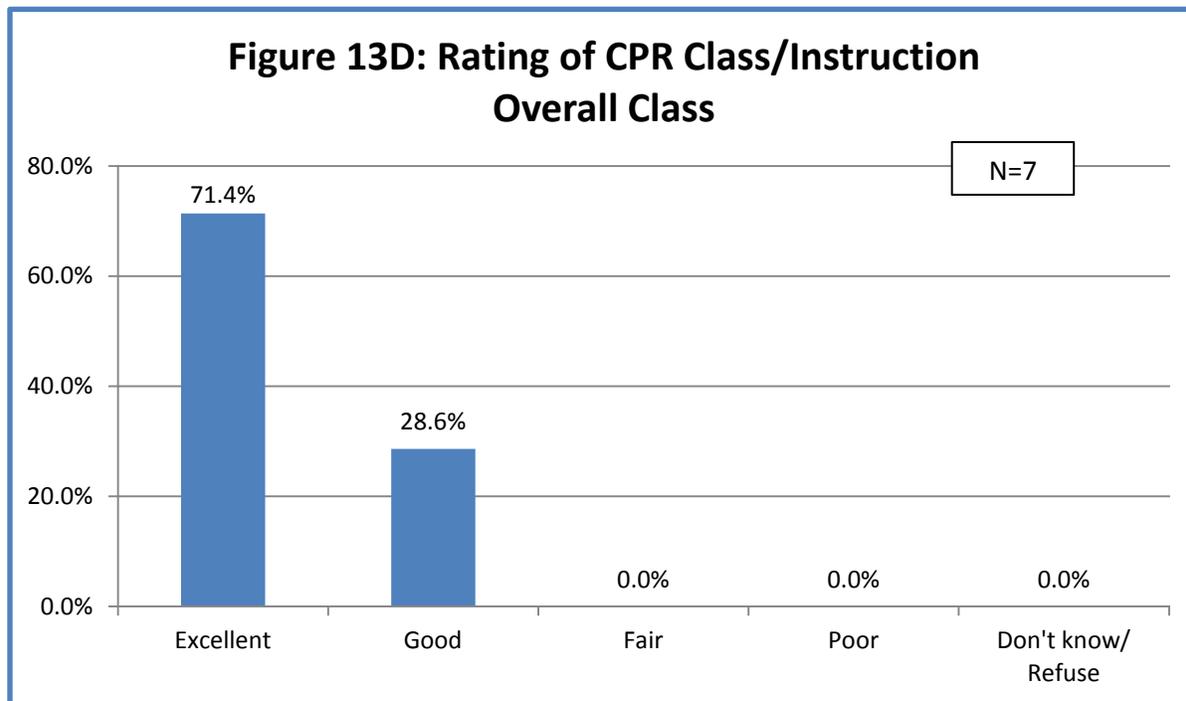
Those respondents who indicated they have received GFR CPR class/instruction services (N=7) were next asked: “How would you rate the clarity of the instruction you received?” The results appear in Figure 13C.



Nearly three-quarters (71.4%) of the respondents who indicated they have received GFR CPR class/instruction services rated the clarity of the instruction they received as “excellent,” and more than one-eighth (14.3%) rated the clarity of instruction as “good.” None of these respondents rated the clarity of instruction as “fair” or “poor.”

CPR Class/Instruction Ratings: Overall Class

Those respondents who indicated they have received GFR CPR class/instruction services (N=7) were next asked: “How would you rate the overall class?” The results appear in Figure 13D.



Nearly three-quarters (71.4%) of the respondents who indicated they have received GFR CPR class/instruction services rated the overall class as “excellent,” and more than one-quarter (28.6%) rated the overall class as “good.” None of these respondents rated the overall class as “fair” or “poor.”

CPR Class/Instruction Ratings Summary

The following table summarizes the composite positive (“excellent” plus “good”) and negative (“fair” plus “poor”) ratings from respondents who received CPR class/instruction.

Table 7: CPR Class/Instruction Ratings Summary

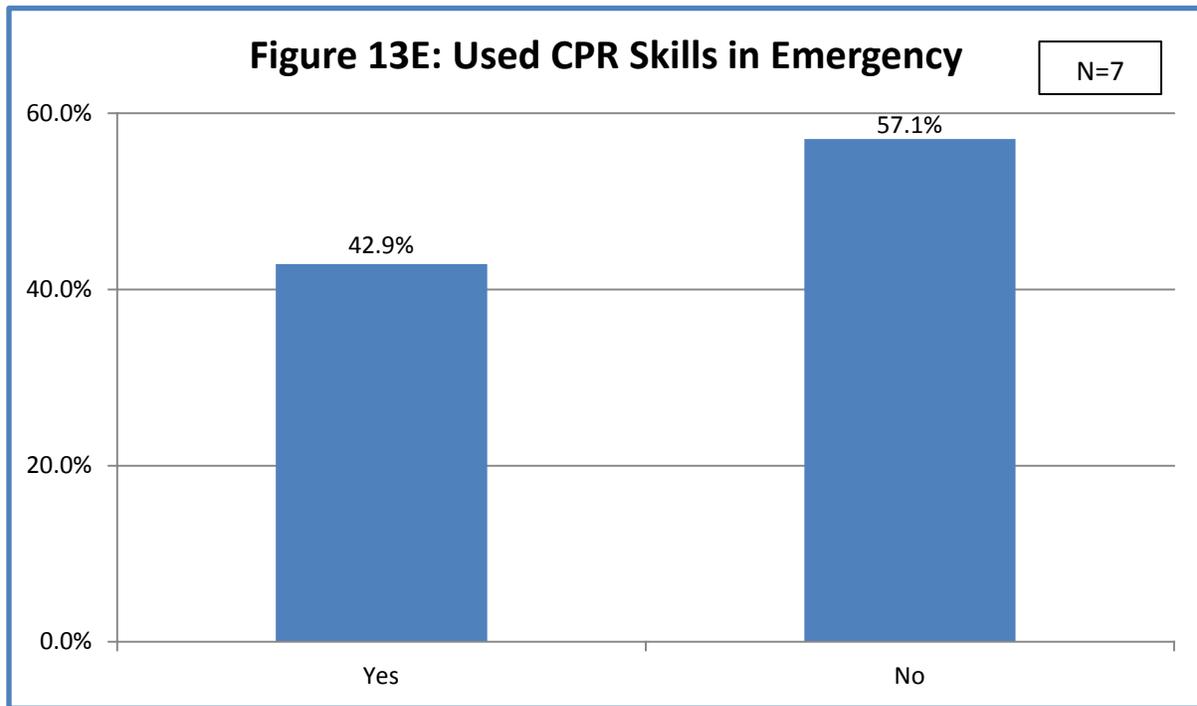
	Excellent/Good	Fair/Poor
Courteousness & professionalism	100.0%	0.0%
Knowledge	100.0%	0.0%
Clarity of instruction	85.7%	0.0%
Overall class	100.0%	0.0%

The respondents who participated in a CPR class or instruction rate all components of the instruction very highly.

Gainesville Fire Rescue: 2011 Citizen Survey

CPR Class/Instruction: Use of Skills

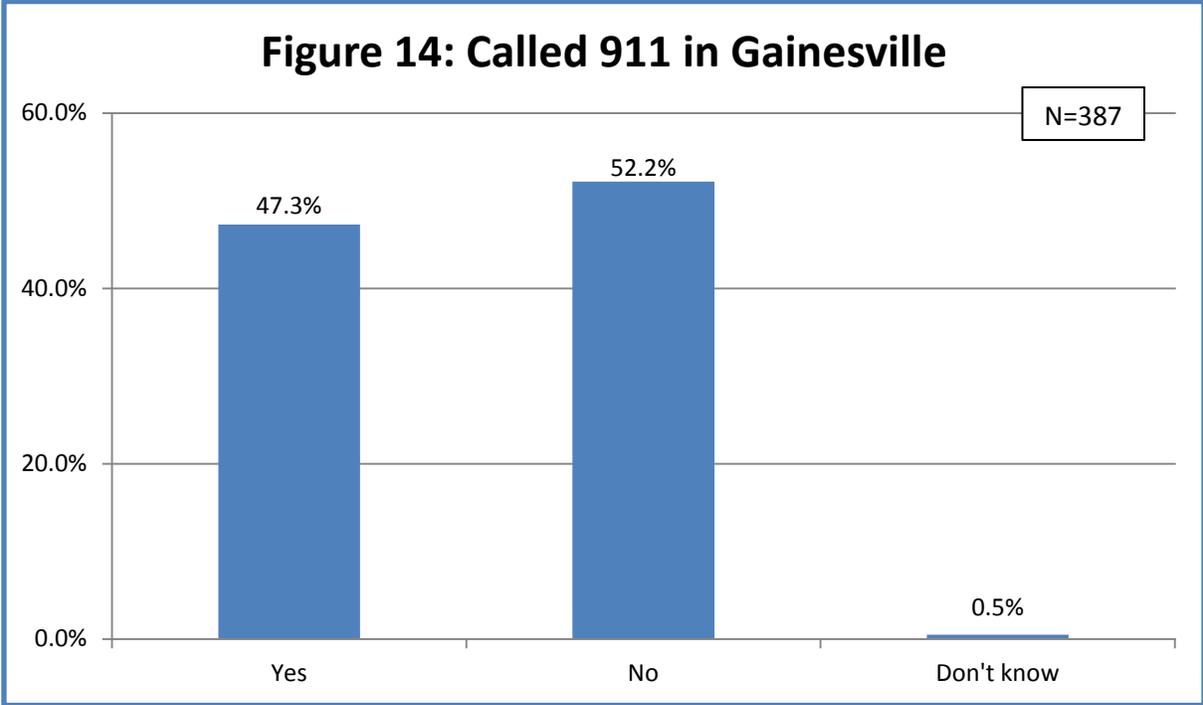
Those respondents who indicated they have received GFR CPR class/instruction services (N=7) were next asked: “Have you used the CPR skills you learned from GFR in an emergency situation?” The results appear in Figure 13E.



More than two-fifths (42.9%) of the respondents who indicated they have received GFR CPR class/instruction services indicated that have used the CPR skills they learned from GFR in an emergency situation.

Called 911

All respondents were next asked: “Have you ever called 911 in Gainesville?” The results are presented in Figure 14.

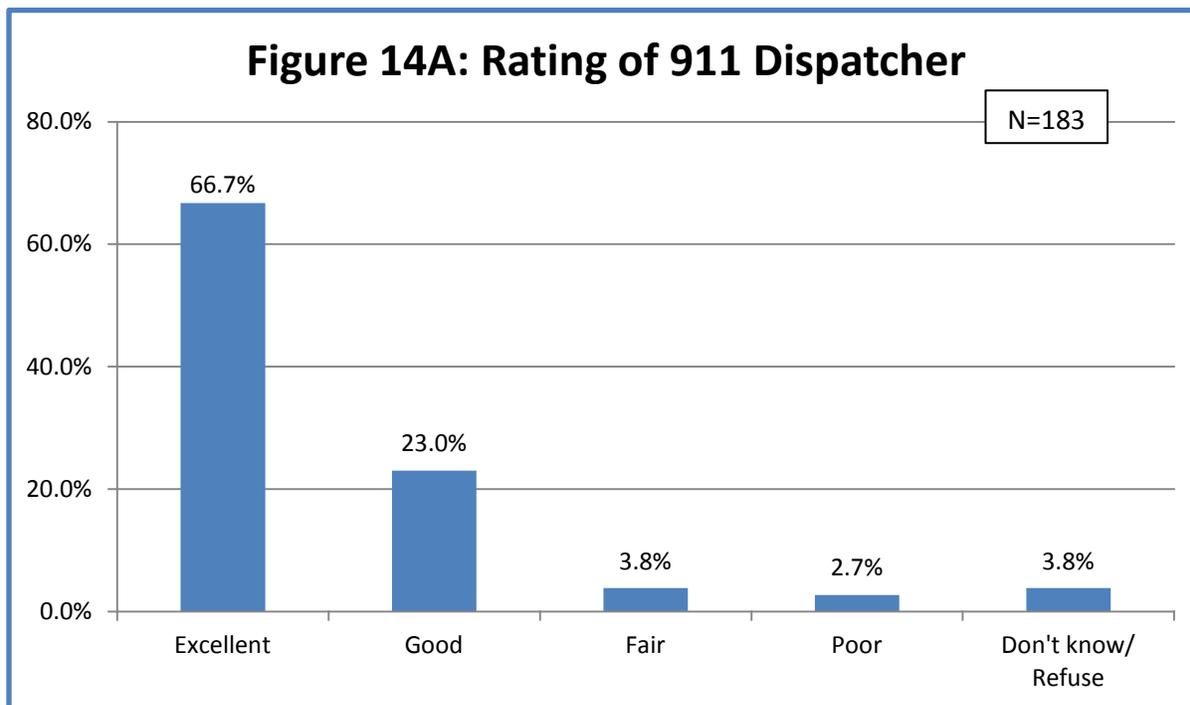


Nearly one-half (47.3%) of the respondents reported that they have called 911 in Gainesville.

Gainesville Fire Rescue: 2011 Citizen Survey

Rating of 911 Dispatcher

Those respondents who indicated they have called 911 in Gainesville (N=183) were next asked: “How would you rate the dispatcher who handled your 911 call? Would you say he or she was excellent, good, fair, or poor?” The results appear in Figure 14A.



Two-thirds (66.7%) of the respondents who have called 911 in Gainesville rated the dispatcher who handled their call as “excellent,” and nearly one-quarter (23.0%) rated their dispatcher as “good.” Only about four percent of these respondents rated their 911 dispatcher as “fair,” and just three percent rated him or her as “poor.”

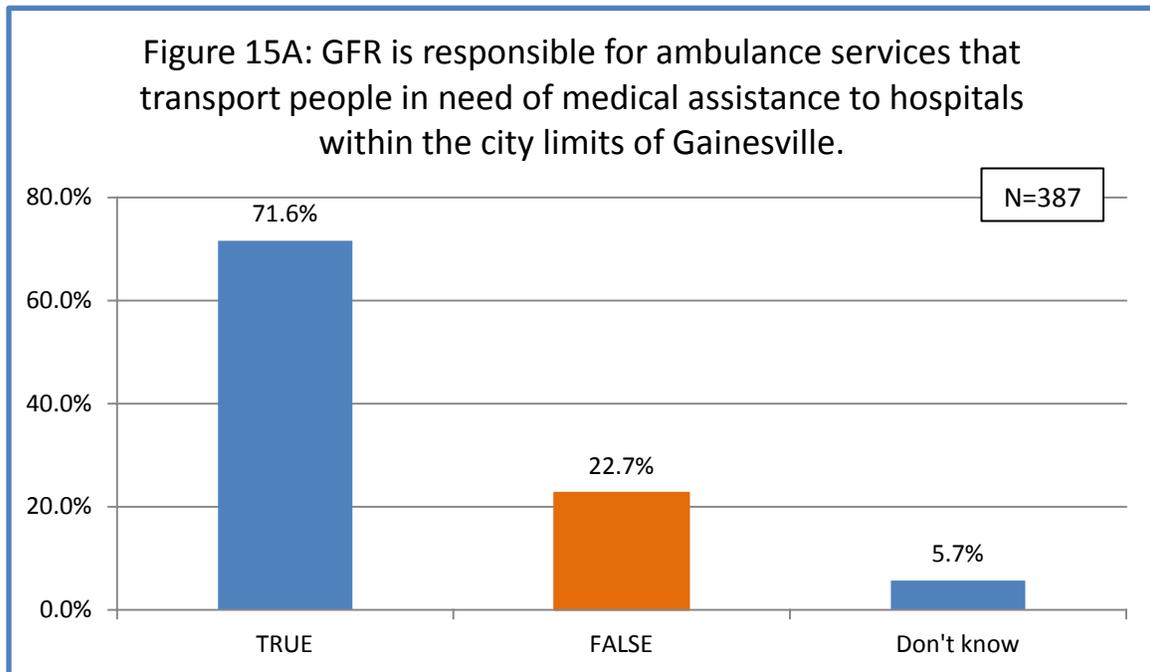
Gainesville Fire Rescue: 2011 Citizen Survey

Understanding of GFR Services and Funding

Respondents were next asked a series of true/false questions designed to test their understanding of Gainesville Fire Rescue services and funding. The correct response is shown in orange.

Ambulance Services

The first statement respondents were asked to assess as true or false was: “Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville.” The results appear in Figure 15A.

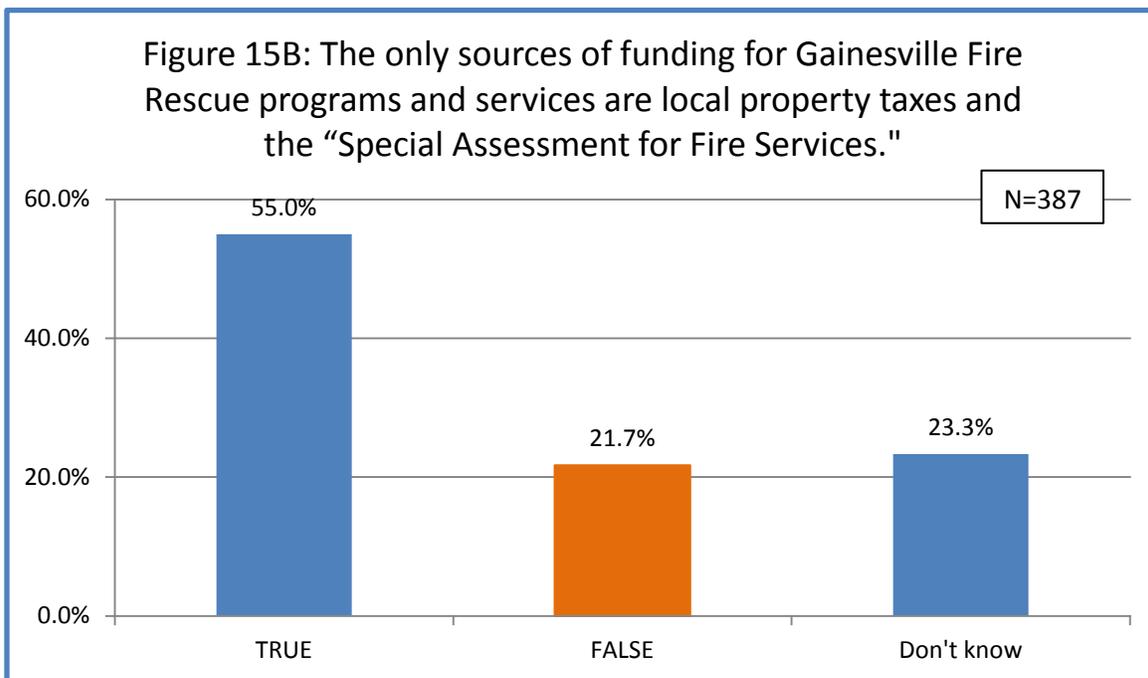


Only about one-fifth (22.7%) of respondents correctly identify the statement “Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville” as false.

Gainesville Fire Rescue: 2011 Citizen Survey

Funding Sources

The next statement respondents were asked to assess as true or false was: “The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the “Special Assessment for Fire Services.” The results appear in Figure 15B.

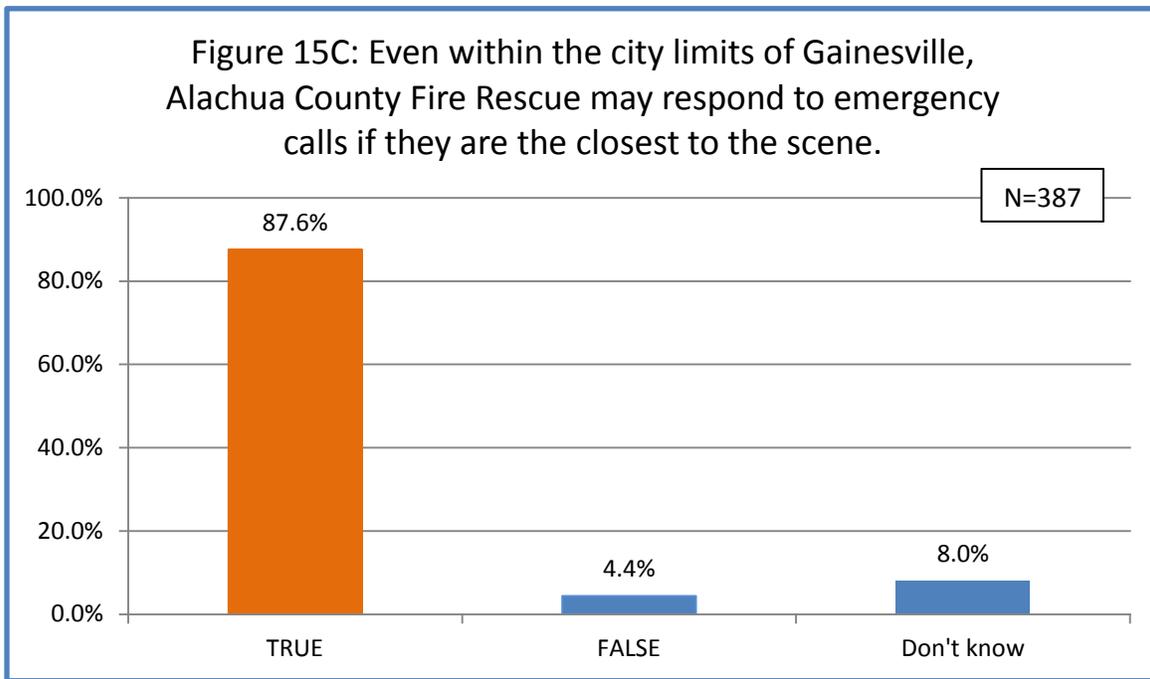


Only about one-fifth (21.7%) of respondents correctly identify the statement “The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the “Special Assessment for Fire Services” as false.

Gainesville Fire Rescue: 2011 Citizen Survey

Response by Alachua County Fire Rescue

The next statement respondents were asked to assess as true or false was: “Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene.” The results appear in Figure 15C.

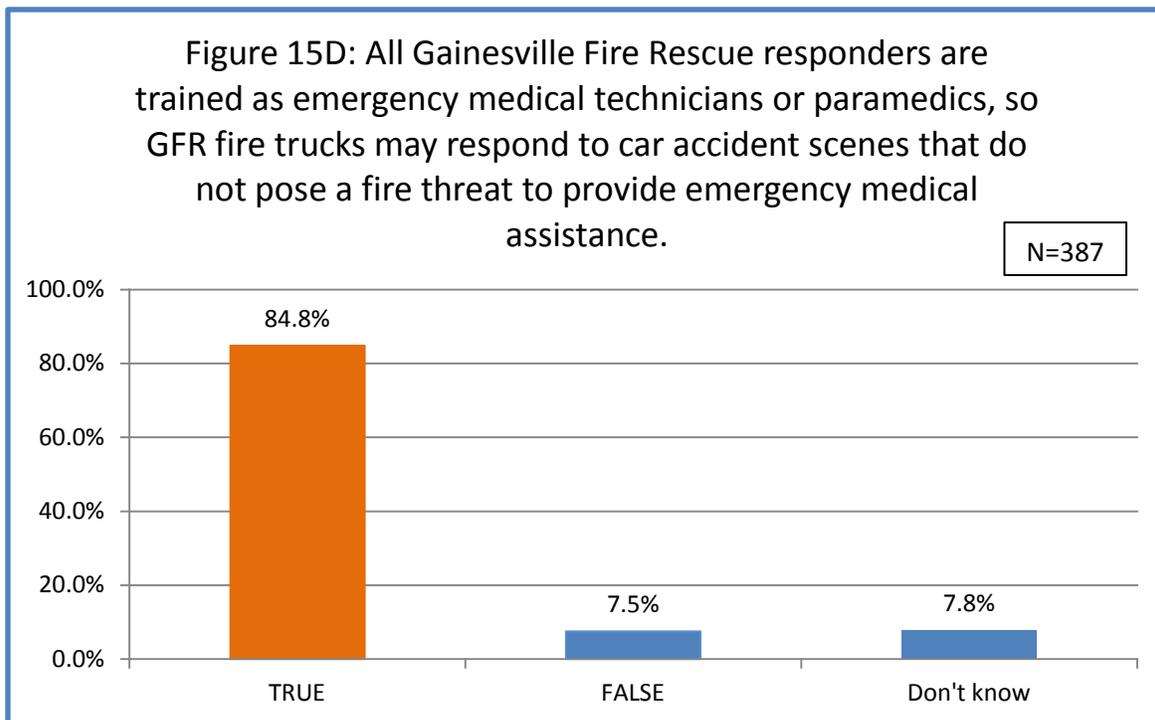


More than four-fifths (87.6%) of respondents correctly identify the statement “Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene” as true.

Gainesville Fire Rescue: 2011 Citizen Survey

GFR Responder Training

The next statement respondents were asked to assess as true or false was: “All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance.” The results appear in Figure 15D.

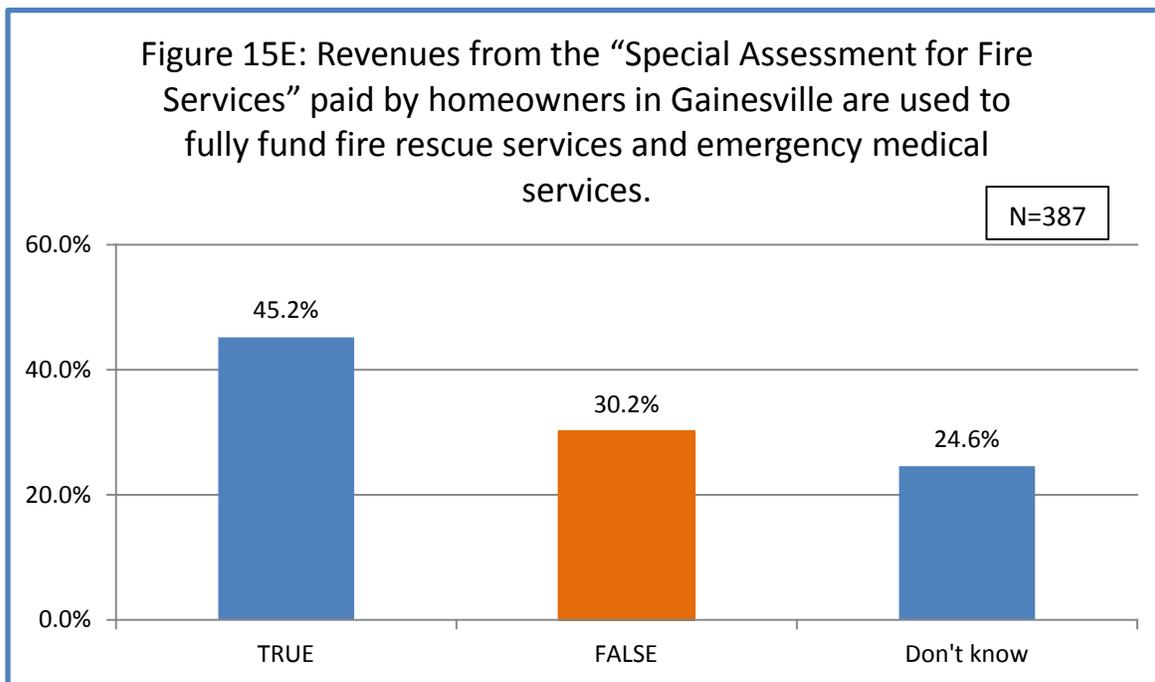


More than four-fifths (84.8%) of respondents correctly identify the statement “All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance” as true.

Gainesville Fire Rescue: 2011 Citizen Survey

Special Assessment Revenues

The last statement respondents were asked to assess as true or false was: “Revenues from the “Special Assessment for Fire Services” paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services.” The results appear in Figure 15E.



Less than one-third (30.2%) of respondents correctly identify the statement “Revenues from the “Special Assessment for Fire Services” paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services” as false.

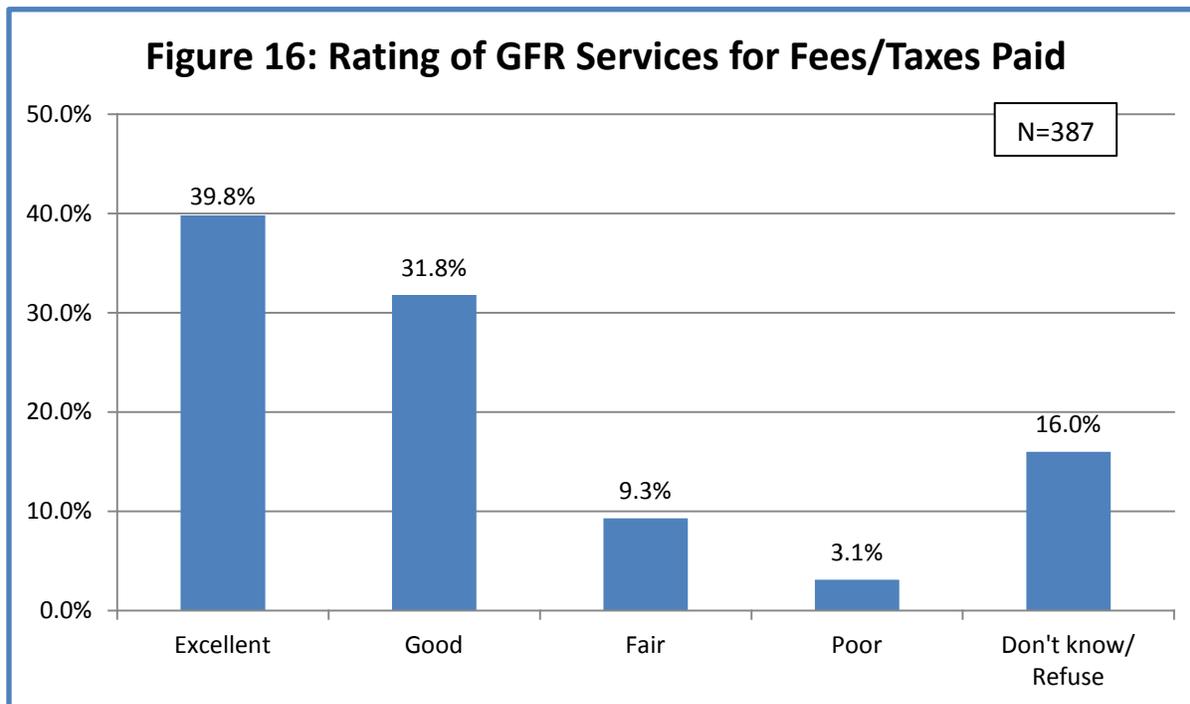
Understanding of GFR Services and Funding Summary

The following table shows the percentage of respondents answering each true/false question correctly.

Statement	Percentage Correct (N=387)
Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville	22.7%
The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the “Special Assessment for Fire Services”	21.7%
Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene	87.6%
All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance	84.8%
Revenues from the “Special Assessment for Fire Services” paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services	30.2%

Rating of GFR Services for Fees/Taxes Paid

The next question asked respondents: “Would you rate the level of services you receive from Gainesville Fire Rescue for the amount of fees and taxes you pay as excellent, good, fair, or poor?” The results appear in Figure 16.



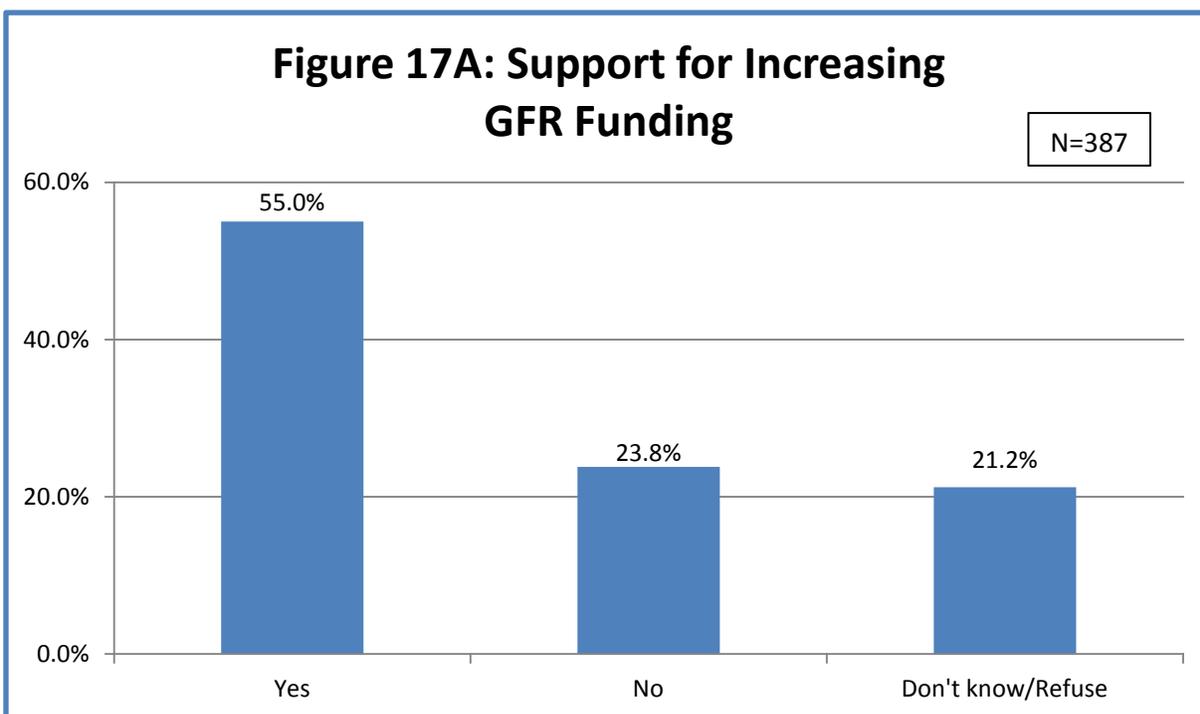
About two-fifths (39.8%) of the respondents rated the level of services they receive from GFR for the amount of fees and taxes they pay as “excellent,” and nearly one-third (31.8%) rated the services for fees paid as “good.” About one-tenth (9.3%) of the respondents rated the level of GFR services for the amount of fees and taxes paid as “fair” and three percent rated them as “poor.”

Gainesville Fire Rescue: 2011 Citizen Survey

Support for Increasing/Decreasing GFR Funding

Next, respondents were read the following statement: “Municipal fire departments receive a Public Classification Rating from 1 to 10, with 1 being the best score. At current funding levels, Gainesville Fire Rescue maintains a “Class-3” rating. Lowering this score tends to lower homeowners’ insurance payments, while increases in this score may lead to increases in homeowners’ insurance payments.”

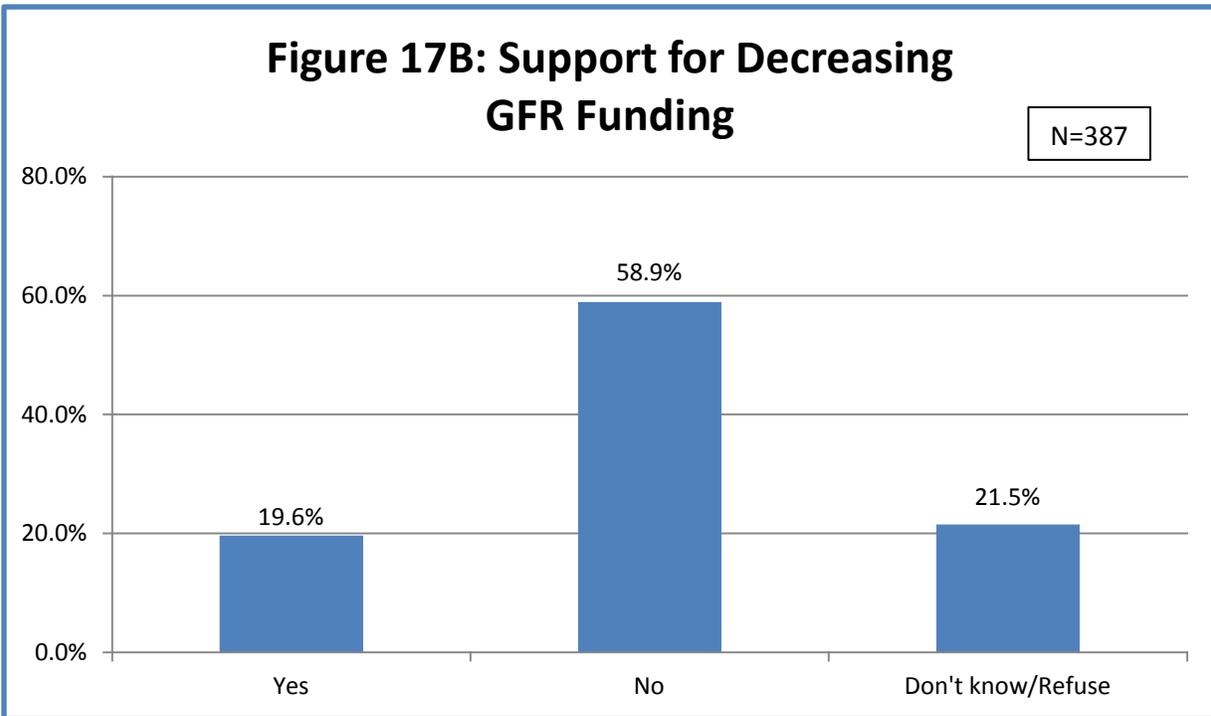
Then, they were asked two questions beginning with: “Given that lowering this score to a “Class-1” rating may reduce fire damages and reduce home insurance rates, would you support increasing fees for funding GFR?” The results appear in Figure 17A.



More than one-half (55.0%) of the respondents indicated that they would support increasing fees for funding GFR given that lowering the Public Classification Rating may reduce fire damages and home insurance rates. Nearly one-quarter (23.8%) of the respondents would not support increasing funding for GFR given these circumstances, and about one-fifth (21.2%) are unsure.

Gainesville Fire Rescue: 2011 Citizen Survey

Respondents were next asked: “Given that increasing this score to a “Class-4” rating may increase fire damages and raise home insurance rates, would you support decreasing fees for funding GFR?” The results appear in Figure 17B.

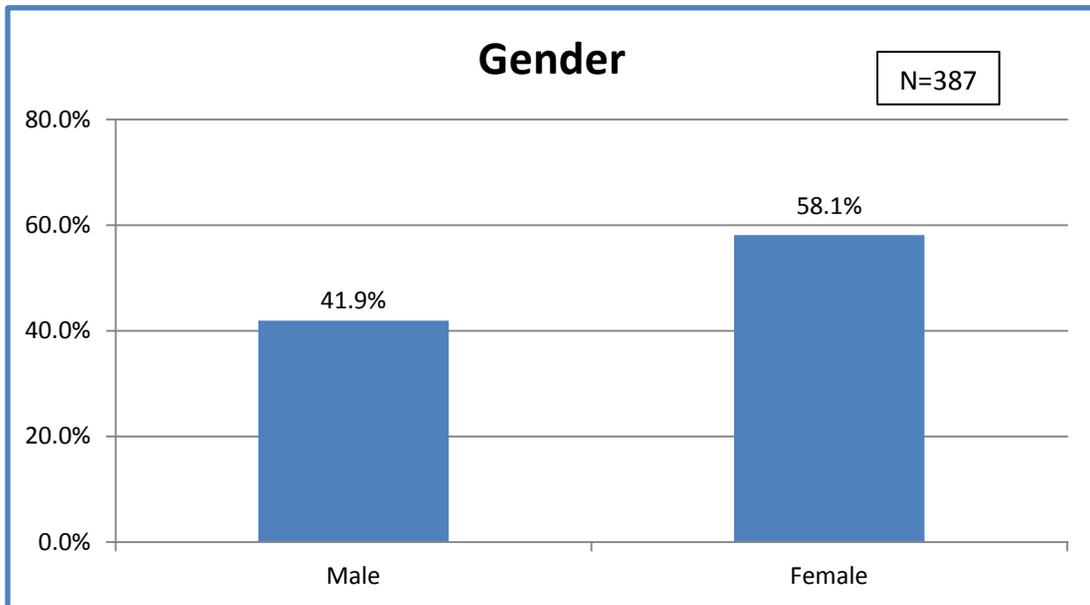


About one-fifth (19.6%) of the respondents indicated that they would support decreasing fees for funding GFR given that increasing the Public Classification Rating may increase fire damages and home insurance rates. Nearly three-fifths (58.9%) of the respondents would not support decreasing funding for GFR given these circumstances, and about one-fifth (21.5%) are unsure.

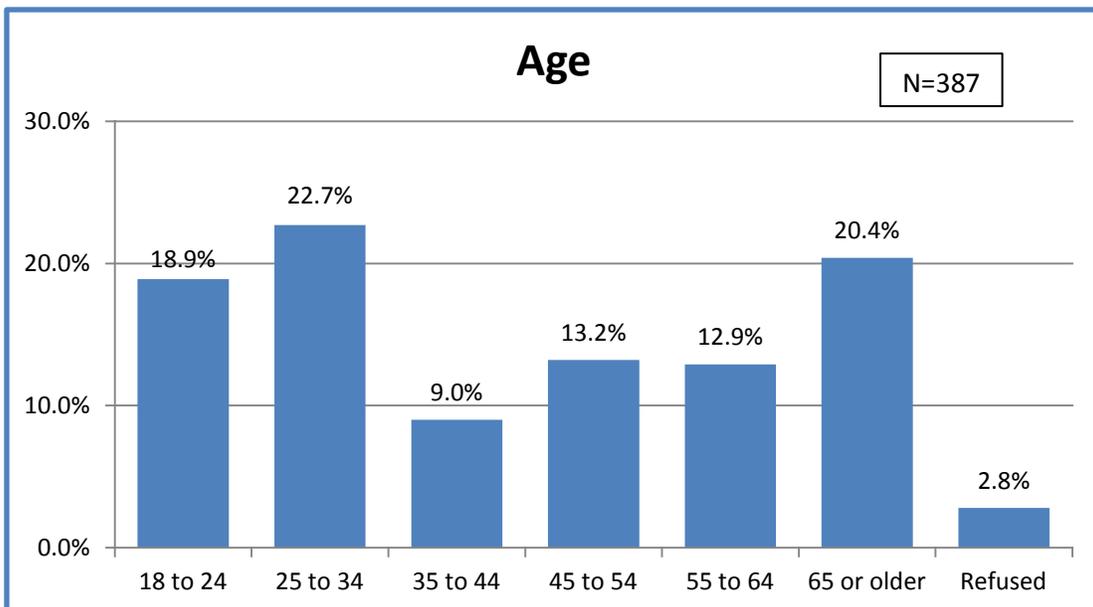
Gainesville Fire Rescue: 2011 Citizen Survey

Demographics

Gender

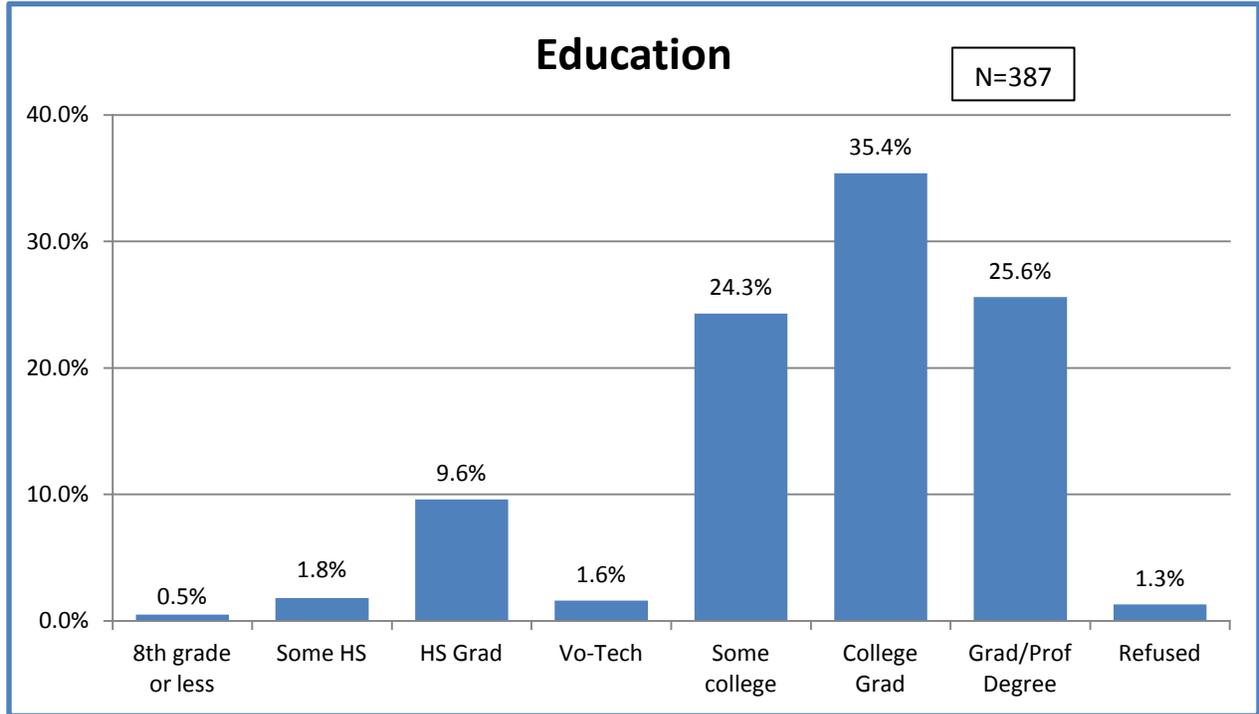


Age

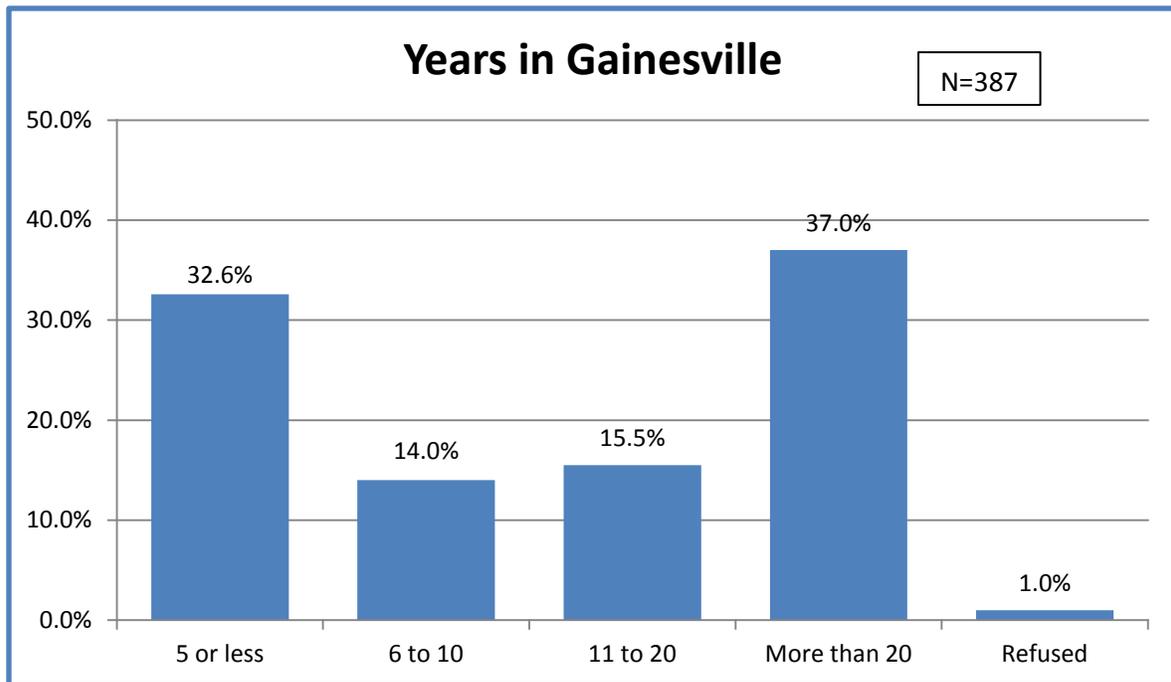


Gainesville Fire Rescue: 2011 Citizen Survey

Education



Number of Years in Gainesville

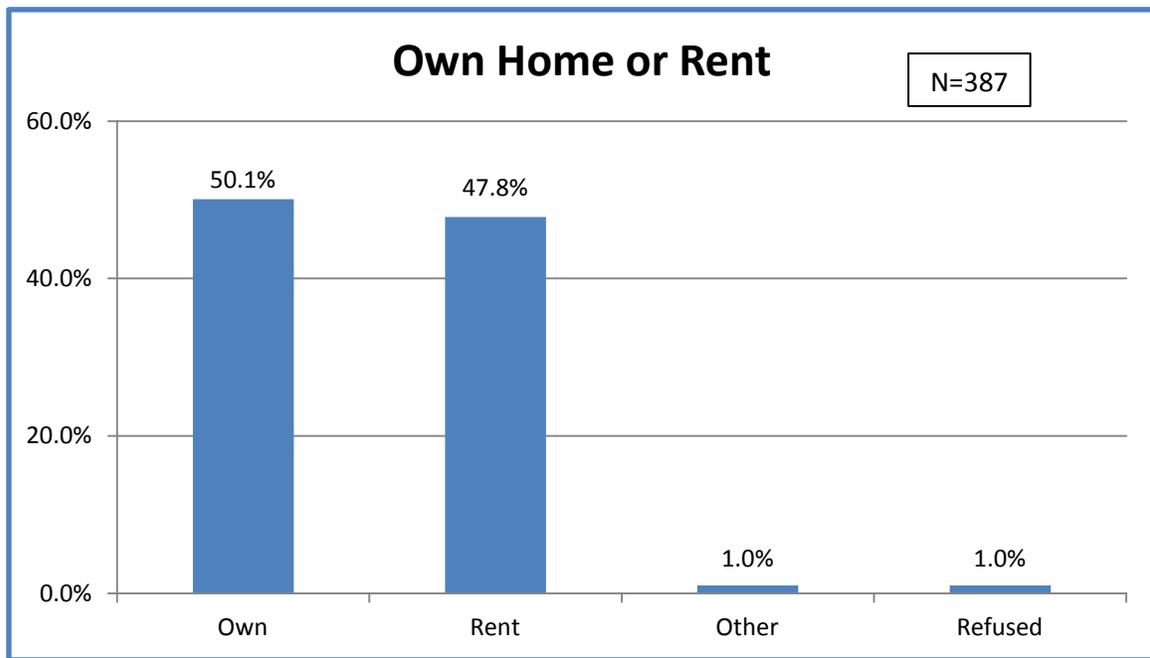


Gainesville Fire Rescue: 2011 Citizen Survey

Zip Code

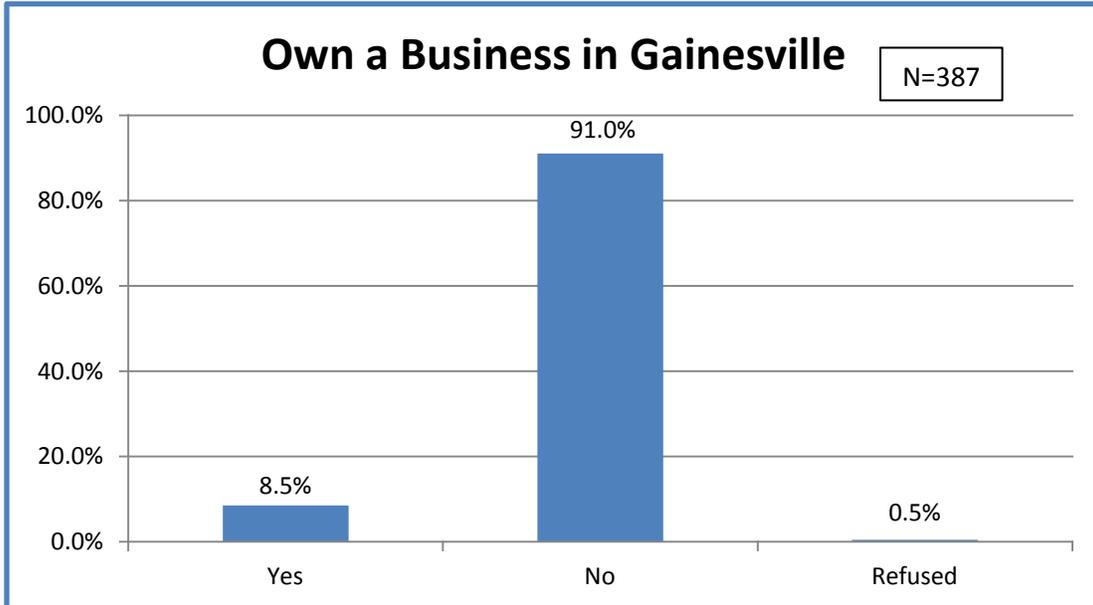
Zip Code	Frequency	Percentage (N=387)
32601	67	17.3%
32602	1	0.3%
32603	17	4.4%
32605	85	22.0%
32606	13	3.4%
32607	39	10.1%
32608	63	16.3%
32609	41	10.6%
32611	1	0.3%
32641	22	5.7%
32653	31	8.0%
32669	1	0.3%
Refused	6	1.6%

Own Home or Rent

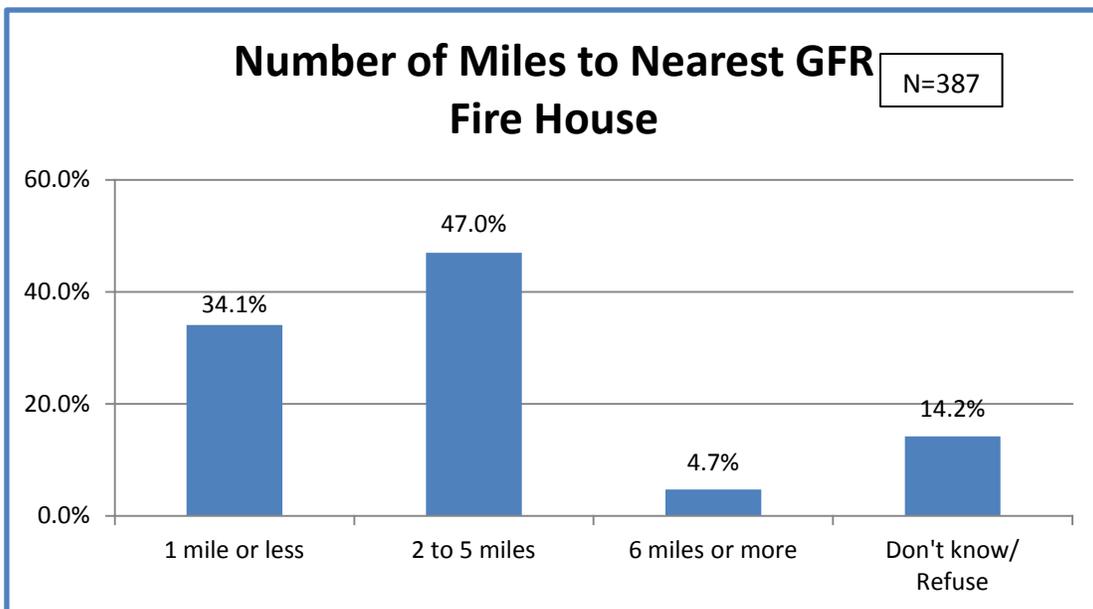


Gainesville Fire Rescue: 2011 Citizen Survey

Own a Business in Gainesville

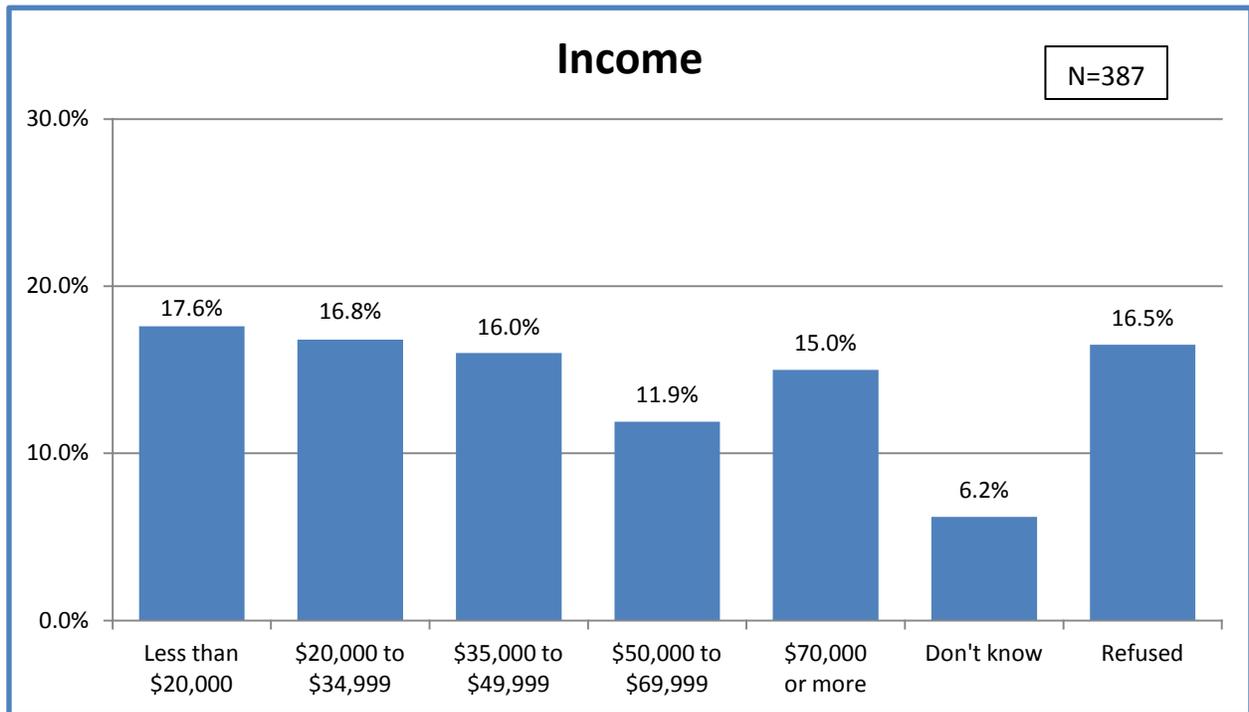


Number of Miles to Nearest GFR Fire House

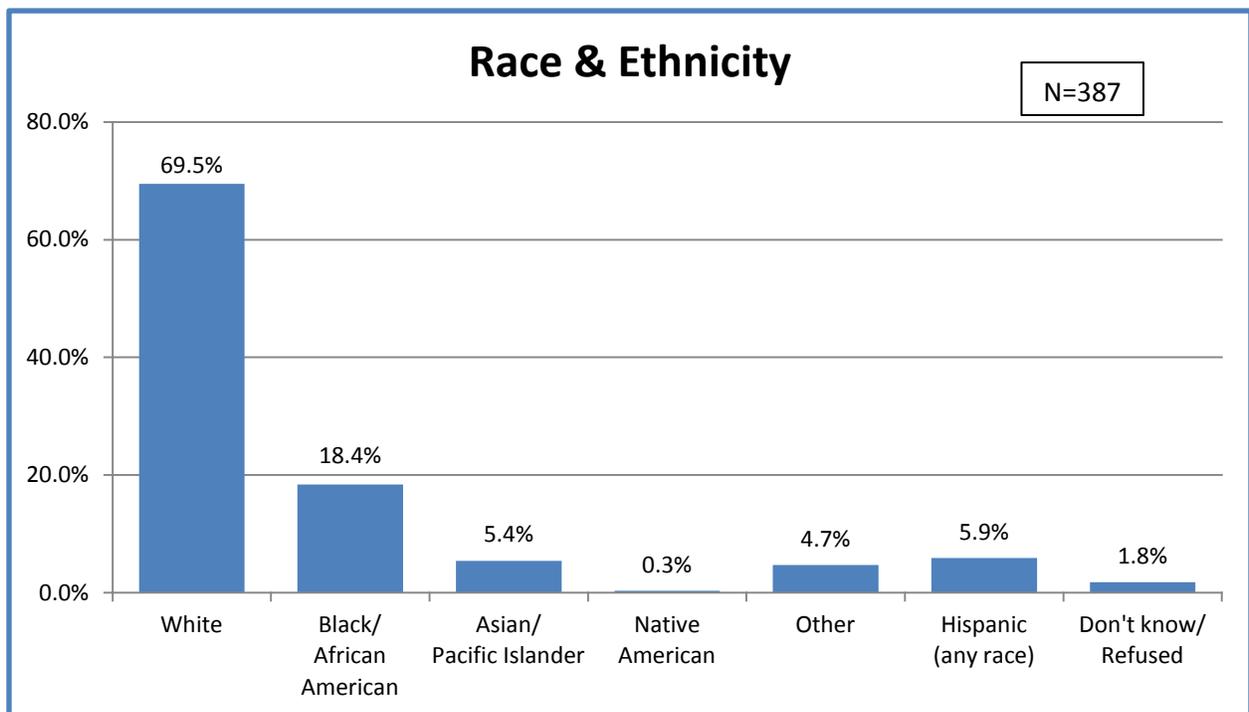


Gainesville Fire Rescue: 2011 Citizen Survey

Income



Race & Ethnicity



Appendix A: Survey Instrument

Gainesville Fire Rescue: 2011 Citizen Survey

Hello, my name is %name and I am calling from the Florida Survey Research Center at the University of Florida. University researchers are working with the City of Gainesville Fire Rescue to conduct a citywide survey of citizens about their perceptions of and satisfaction with the services provided by GFR.

This is not a sales call and your answers will be completely confidential. You may stop the interview at any time. The survey should only take about 10 minutes to complete. May I please speak with the person in the household who is age 18 or older and has the next birthday?

First, we have a few general questions about Gainesville Fire Rescue.

1. How familiar would you say you are with the services provided by Gainesville Fire Rescue? Would you say you're very familiar, somewhat familiar, or not at all familiar with the services provided by GFR? [VF, SF, NF, DK, R]
2. What types of services does Gainesville Fire Rescue provide for residents of the City? [INT: Do not read. Mark ALL that apply.]
[checkbox:
Responds to Building Fires
Responds to Brush Fires
Responds to Vehicle Crashes
Responds to Calls for Emergency Medical Assistance
Responds to Hazardous Materials Incidents
Responds to Aircraft Rescues
Responds Following Natural Disasters
Inspects Existing Buildings for Fire Codes
Provides Home Fire Safety Inspections
Conducts CPR & First Aid Classes
Provides Community Fire Safety Education (Fire Extinguisher Training, Fire Escape Plans, etc.)
Other (describe)
Don't know
Refuse]

For select not mentioned:

- 2A. What about [service]? Is that a service provided by GFR for residents of Gainesville? [YNDR]
3. Are there any services that GFR does not currently offer that you believe they should? [YNDR]

IF YES:

- 3A. What additional services do you think GFR should offer for Gainesville residents? [text, dr]

Gainesville Fire Rescue: 2011 Citizen Survey

4. If you had to guess, about how many total calls for emergency service do you think Gainesville Fire Rescue responds to each year? [#, DR]

4A. And, what percentage of those calls do you think are emergency medical calls? [#, DR]
5. Overall, how would you rate the services provided by Gainesville Fire Rescue to the citizens of Gainesville? Would you say GFR services are excellent, good, fair, or poor? [EGFP, DK, R]
6. And, how would you rate the average response time for Gainesville Fire Rescue crews to arrive at emergencies? Would you say the GFR's average response time is excellent, good, fair, or poor? [EGFP, DK, R]
7. From what one source do you receive most of your information about Gainesville Fire Rescue? [INT: Do not read. Prompt if needed. Mark ONE response.]
[checkbox
TV news
Newspaper
GFR website
City of Gainesville website
Friends or family
Other (please describe)
Don't know
Refuse]

Next, we'd like to know more about any contact you've had with Gainesville Fire Rescue.

8. Have you ever received services from Gainesville Fire Rescue, such as fire or rescue services, home or business inspections, fire safety education programs or CPR and first aid classes? [YNDR]

IF NO: GO TO Q11

IF YES: Continue

9. How many times in the past three years have you received services from or had contact with GFR? [#, DR]

IF MORE THAN ONE: Please consider the most recent time you received services from or had contact with GFR.

10. What type of contact did you have with GFR? [Emergency Medical Assistance, Fire Rescue, Inspection, Fire Safety Education, CPR Class/Instruction, Other (describe), DK, R]

Gainesville Fire Rescue: 2011 Citizen Survey

Next, I'll read you a list of statements about the level of service you received during your most recent contact with GFR. Please rate the GFR as excellent, good, fair, or poor for each.

IF "Emergency Medical Assistance":

How would you rate...

- A. The response time for the crew to arrive? [EGFP, DK, R]
- B. The courteousness & professionalism of the crew? [EGFP, DK, R]
- C. The explanation of treatment from the crew? [EGFP, DK, R]
- D. The medical skills of the crew? [EGFP, DK, R]
- E. The overall response to your medical emergency? [EGFP, DK, R]

IF "Fire Rescue":

How would you rate...

- A. The response time for the fire crew to arrive? [EGFP, DK, R]
- B. The courteousness & professionalism of the crew? [EGFP, DK, R]
- C. Any explanations or question responses from the crew? [EGFP, DK, R]
- D. The competency of the crew? [EGFP, DK, R]
- E. The overall response to your fire emergency? [EGFP, DK, R]

IF "Fire Safety Education":

How would you rate...

- A. The courteousness & professionalism of the presenter? [EGFP, DK, R]
- B. The knowledge of the presenter? [EGFP, DK, R]
- C. The quality of the fire safety information you received from GFR? [EGFP, DK, R]
- D. The usefulness of the fire safety information you received from GFR? [EGFP, DK, R]

- E. Did you do anything to improve fire safety in your home after receiving fire safety information from GFR? [YNDR]

IF "CPR Class/Instruction":

How would you rate...

- A. The courteousness & professionalism of the instructor? [EGFP, DK, R]
- B. The knowledge of the instructor? [EGFP, DK, R]
- C. The clarity of the instruction you received? [EGFP, DK, R]
- D. The overall class? [EGFP, DK, R]

- E. Have you used the CPR skills you learned from GFR in an emergency situation? [YNDR]

Gainesville Fire Rescue: 2011 Citizen Survey

11. Have you ever called 911 in Gainesville? [YNDR]

IF YES:

A. How would you rate the dispatcher who handled your 911 call? Would you say he or she was excellent, good, fair, or poor? [EGFP, DK, R]

12. Next, I'll read you a list of statements about Gainesville Fire Rescue. Please tell me whether you think each is true or false.

A. Gainesville Fire Rescue is responsible for ambulance services that transport people in need of medical assistance to hospitals within the city limits of Gainesville. [TF, DK, R]

B. The only sources of funding for Gainesville Fire Rescue programs and services are local property taxes and the "Special Assessment for Fire Services." [TF, DK, R]

C. Even within the city limits of Gainesville, Alachua County Fire Rescue may respond to emergency calls if they are the closest to the scene. [TF, DK, R]

D. All Gainesville Fire Rescue responders are trained as emergency medical technicians or paramedics, so GFR fire trucks may respond to car accident scenes that do not pose a fire threat to provide emergency medical assistance [TF, DK, R]

E. Revenues from the "Special Assessment for Fire Services" paid by homeowners in Gainesville are used to fully fund fire rescue services and emergency medical services [TF, DK, R]

13. Would you rate the level of services you receive from Gainesville Fire Rescue for the amount of fees and taxes you pay as excellent, good, fair, or poor? [EGFP, DR]

14. Municipal fire departments receive a Public Classification Rating from 1 to 10, with 1 being the best score. At current funding levels, Gainesville Fire Rescue maintains a "Class-3" rating. Lowering this score tends to lower homeowners' insurance payments, while increases in this score may lead to increases in homeowners' insurance payments.

A. Given that lowering this score to a "Class-1" rating may reduce fire damages and reduce home insurance rates, would you support increasing fees for funding GFR? [YNDR]

B. Given that increasing this score to a "Class-4" rating may increase fire damages and raise home insurance rates, would you support decreasing fees for funding GFR? [YNDR]

Finally, we have a few demographic questions for statistical purposes.

15. Gender [Don't ask, just record] [M,F]

16. In what year were you born? [year]

17. What is the highest level of education you have completed? [8th grade or less; Some high school; High school graduate/GED; Technical / Vocational; Some college; College graduate; Graduate / Professional School; Refused]

Gainesville Fire Rescue: 2011 Citizen Survey

18. How many years have you been living in Gainesville? [INT: If less than one year, code as "0"; if "my whole life," prompt for how many years that is.] [#, DR]
19. What is your 5-digit zip code? [#, DR]
20. Do you own your home or rent? [Own, Rent, Other, DK, R]
21. Do you own a business in the city limits of Gainesville? [YNDR]
22. Could you estimate how many miles away the nearest GFR fire house is from your home? [INT: If less than one mile, code as "0."] [#, DR]
23. Just for statistical purposes, can you tell me if your family's total yearly income before taxes is less than \$35,000 or \$35,000 or more? [Less than \$35,000, \$35,000 or more, DK, R]

IF Less than \$35,000:

23A. And, is that: [Under \$20,000, \$20,000 to \$34,999, DK, R]

IF \$35,000 or More:

23B. And, is that: [\$35,000 to \$49,999, \$50,000 to \$69,999, \$70,000 or more, DK, R]

24. Are you Spanish, Hispanic, or Latino? [INT: Prompt if needed – For example, Cuban, Puerto Rican, Mexican American, etc.] [YNDR]
25. And what is your race? [INT: Prompt if needed with response categories] [White, Black/African American, Asian/Pacific Islander, Native American, Other (describe), DK, R]
26. Do you have any questions regarding this study or your rights as a participant? [YNDR]

IF YES: For questions regarding this study you may contact Dr. Mike Scicchitano at the Florida Survey Research Center toll free at 866-392-3475. For questions regarding your rights as a participant you may contact the University of Florida Institutional Review Board at 352-392-0433.

That concludes our survey, thank you very much for your time and participation.

Appendix B: Open-ended Responses

Gainesville Fire Rescue: 2011 Citizen Survey

Question 2: What types of services does Gainesville Fire Rescue provide for residents of the City?

Other Responses	Frequency
Check water hydrants around town	1
Elevator rescue	2
Field trips for kids	1
Pet rescue	2
911 calls	1
Non emergency care	1
They fill your pool up with water	1
Help provide car seats	1
Blood pressure readings	1
Unlock doors	1

Question 7: From what one source do you receive most of your information about Gainesville Fire Rescue?

Other Responses	Frequency
Personal experience / observation / use of GFR services	41
No prior information received	6
Internet / Google	5
University of Florida	4
Radio	3
Mail / Insert in GRU bill	3
"Common sense"	2
"The police"	1
"Hospital newsletters"	1
"Public school system information"	1

Question 10: What type of contact did you have with GFR?

Other Responses	Frequency
Seeing the GFR personnel on the street	1
Fire drill	2
Fire alarm went off in the church it was a electrical problem	1
Came in and fixed fire alarms	2
A compressor on the AC shorted out and Freon escaped and they came to check it out for fire hazards.	1