

The use of a multivariate procedure is demonstrated in the analysis of a survey of various firesafety actions and beliefs in a college student population. A canonical correlation analysis identified three significant factors and revealed that performing a safety inspection of ones residence for potential hazards was associated with beliefs in ones personal efficiency in handling fire situations, whereas engaging in more emergency-related actions such as checking to see if ones smoke detector was working properly, knowing the emergency telephone number, having it posted by the telephone, and knowing two exits out of each area of the home was related to beliefs of susceptibility and seriousness concerning fires.

A third factor revealed an association between having a sprinkler system (but not a fire extinguisher) present in the place of residence, vacuuming the dust from a smoke detector, and having ever practiced an emergency escape with beliefs reflecting susceptibility to future (but not present) fire hazards, adequacy of fire safety knowledge, and beliefs in the effectiveness of firesafety inspections.

It is shown that the results of this analysis can be quite useful in guiding the development of firesafety education materials; also, the need to differentiate the specific motivational approach depending upon the type of firesafety action being promoted with this particular population is revealed.