

YouGov - Smoke alarms

Sample Size: 2002 adults in GB
Fieldwork: 16th - 17th January 2023

	Gender		Age				Social Grade		
Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	
Weighted Sample	2002	969	1033	210	827	494	471	1141	861
Unweighted Sample	2002	906	1096	187	850	500	465	1177	825
	%	%	%	%	%	%	%	%	%

How many smoke alarms do you have in your home?

None	4	4	5	3	4	5	5	5	4
At least one, but not on every level/storey of my home	22	21	23	25	21	21	23	21	22
At least one on every level/storey of my home	70	71	69	53	71	73	72	70	70
Don't know	4	5	3	19	4	1	0	4	4

How often do you or a member of your household test your smoke alarms?

Never	10	9	11	11	12	8	8	10	10
Less than once every 5 years	4	4	4	6	5	3	4	4	4
Once every 3-5 years	3	3	2	2	3	3	1	3	2
Once every 2-3 years	3	3	3	5	4	2	3	4	2
Once every 1-2 years	16	16	16	9	16	17	19	18	14
Once every 6-12 months	21	21	21	9	21	24	25	20	23
Once every 4-6 months	8	9	7	6	8	10	7	8	8
Once every 2-3 months	10	12	8	4	8	14	11	9	11
Once a month or more	7	7	7	5	7	7	10	7	7
Don't know	10	7	12	21	10	6	7	9	11
N/A - do not have any smoke alarms / do not know how many	8	8	8	22	8	6	5	9	8

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	Country			Region in England			
Total	England	Wales	Scotland	North	Midlands	London	South
Weighted Sample 2002	1728	100	174	482	332	242	671
Unweighted Sample 2002	1718	113	171	472	332	236	678
	%	%	%	%	%	%	%

How many smoke alarms do you have in your home?

None	4	5	7	2	4	4	6	5
At least one, but not on every level/storey of my home	22	22	27	13	20	25	21	24
At least one on every level/storey of my home	70	69	62	82	73	66	66	69
Don't know	4	4	5	3	3	4	7	3

How often do you or a member of your household test your smoke alarms?

Never	10	10	10	11	9	10	12	9
Less than once every 5 years	4	4	9	3	4	4	4	4
Once every 3-5 years	3	3	4	2	3	1	3	3
Once every 2-3 years	3	3	6	2	4	3	3	3
Once every 1-2 years	16	17	14	13	19	21	15	14
Once every 6-12 months	21	21	17	24	20	21	16	23
Once every 4-6 months	8	8	6	7	9	5	7	9
Once every 2-3 months	10	10	8	11	10	9	9	11
Once a month or more	7	7	8	9	7	4	6	9
Don't know	10	9	6	12	8	12	12	8
N/A - do not have any smoke alarms / do not know how many	8	8	12	5	7	9	13	7