

REPORT: THE STATE OF CARBON MONOXIDE AWARENESS IN THE UK

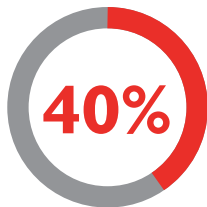
A new survey by Firechief[®] Global highlights significant carbon monoxide knowledge awareness gaps amongst UK residents.

Uncovering the state of the UK's fire safety awareness, a new report by Firechief[®] Global finds that two-in-five UK residents (40%) are unaware of the signs of carbon monoxide poisoning and symptoms.

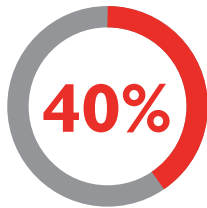
Highlighting this alarming issue, Firechief[®] Global's new survey reveals significant knowledge gaps across the UK, with over-a-third of UK residents (36%) unsure of actions to take if a carbon monoxide alarm were to go off. With hundreds of UK residents hospitalised each year for carbon monoxide poisoning, and particularly over the winter months, the survey also outlines essential steps UK residents should take to protect themselves from the dangers of carbon monoxide.



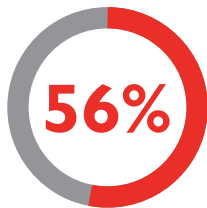
KEY FINDINGS



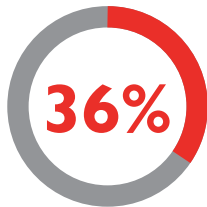
Two-in-five UK residents are unsure of the signs of carbon monoxide poisoning, with this figure rising to over half (54%) for 16-to-24 years olds



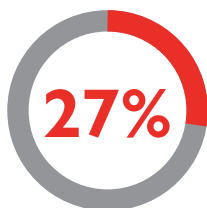
Two-in-five UK residents are unsure of carbon monoxide symptoms, with three-quarters unaware that chest pain is a symptom (69%)



Over half of UK residents are aware of the types of appliances that emit carbon monoxide but almost a third (32%) also believe that electric heaters and electric stoves are included as well



Over-a-third of UK residents are unsure of actions to take if a carbon monoxide detector alarm goes off, with 43% unaware that they should turn off all appliances



More than a quarter of UK residents don't have or are unsure if they have a carbon monoxide alarm installed

73% Almost three-quarters of UK residents are unaware that carbon monoxide is flammable

Carbon monoxide trait	Percentage of UK residents aware of carbon monoxide traits
It is odourless	69%
It is colourless	67%
It is poisonous	79%
It is flammable	27%
I'm not sure	4%
None of the above	1%

Firechief[®] Global's Carbon Monoxide Awareness Report reveals alarming insights, a whopping 73% of UK residents are unaware that carbon monoxide is flammable. Additionally, 33% are unaware that the gas is colourless, 31% are unaware it is odourless, and 21% fail to realise it is poisonous.

Analysing these results by age, younger people were less aware of the traits of carbon monoxide than their elder counterparts. 16 to 25-year-olds are 22% less likely to know that the gas is odourless, colourless (17%) and poisonous (20%) compared to national averages.

69% Over two-thirds of UK residents are unaware that chest pain can be a symptom of Carbon monoxide poisoning

Symptom of carbon monoxide poisoning	Percentage of UK residents aware that this is a symptom
Dizziness	76%
Headache	73%
Nausea	67%
Shortness of breath	58%
Confusion	56%
Chest pain	31%



Across the UK, there are also worrying gaps when it comes to the nation's understanding of the symptoms of carbon monoxide poisoning. One cause for concern relates to the fact that 69% of UK residents are unaware that chest pain is a symptom of carbon monoxide poisoning, whereas 44% were unable to identify confusion as a symptom and 42% were unaware that shortness of breath can be caused by carbon monoxide. The most commonly known symptom was dizziness, however 22% of respondents were still unaware that this could indicate carbon monoxide poisoning.

Analysing responses by age, younger groups were less knowledgeable about these symptoms. For example, 12% of 16 to 24-year-olds were unable to state a single symptom of carbon monoxide poisoning, twice as high as the next age group, 35 to 44-year-olds, of whom 7% were unable to identify a symptom. 45 to 54-year-olds were most likely to have the best overall knowledge of carbon monoxide symptoms, with only 3% of respondents from this age group unable to name any health impacts related to the toxic gas.

32% A third of UK residents are unaware that gas stoves emit carbon monoxide

When it comes to naming the sources of carbon monoxide, the most easily identifiable sources of carbon monoxide were car exhausts, however, 32% of respondents were unaware that gas stoves can produce carbon monoxide. Moreover, 37% of UK residents did not know that oil & gas furnaces could produce carbon monoxide and 59% were unaware that wood-burning fireplaces can be sources of the toxic gas too.

Additionally, 17% of respondents falsely identified electric heaters and 15% identified electric stoves as potential sources of carbon monoxide. 6% of respondents were unable to identify a single source of carbon monoxide.

Potential source of carbon monoxide	Percentage of UK residents that can identify source of carbon monoxide
Car exhaust	69%
Gas stove	68%
Oil or gas furnace	63%
Wood-burning fireplace	41%
Portable generators	37%
Electric heater	17%
Electric stove	15%

28% Almost three-in-ten UK residents don't have a Carbon monoxide detector

Installation of carbon monoxide alarm	Percentage of UK residents with a carbon monoxide detector installed in their home
Yes	72%
No	22%
Not sure	6%

Alarmingly, 28% of respondents either did not have a carbon monoxide detector installed in their home or were unsure, compared to 72% who confirmed having one.

Younger age groups are the least likely to have a detector installed, with 31% of 16- to 24-year-olds either unsure or stating they didn't have one. This percentage slightly decreases to 30% among 25- to 34-year-olds and drops further to 25% for both 45- to 54-year-olds and those aged 55 and older.

43% Over two-fifths of UK residents unsure whether to turn off appliances during carbon monoxide alarm

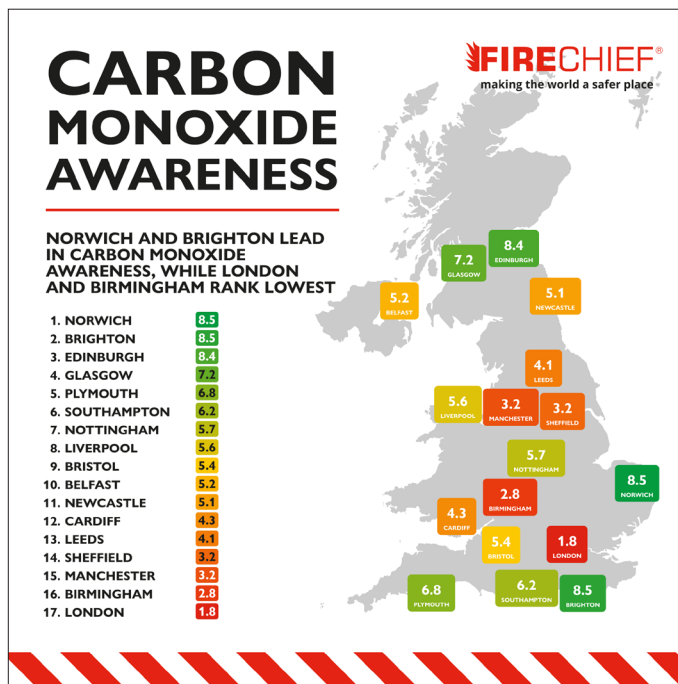
The survey also reveals gaps in response knowledge - only 57% of UK residents would know to turn off all appliances if a carbon monoxide alarm sounded. While 73% would open windows immediately and 70% would evacuate the premises, only half (54%) would take the crucial step of contacting emergency services.

Respondents were less aware that they should turn off appliances, with 43% not aware that they should do this, whilst 46% of UK residents would not know to call the emergency services.

Actions to take in the event of a carbon monoxide leak	Percentage of UK residents that would take this action
Open windows immediately	73%
Evacuate the premises	70%
Turn off all appliances	57%
Call emergency services	54%
I'm not sure	4%

Norwich and Brighton lead in carbon monoxide awareness, while London and Birmingham rank lowest

*In order to calculate the final scores for the carbon monoxide awareness regional breakdown, Firechief[®] analysed survey data across 5 key awareness metrics (awareness of carbon monoxide traits; awareness of carbon monoxide symptoms; awareness of carbon monoxide sources; awareness of carbon monoxide alarms and awareness of the appropriate actions to take during carbon monoxide alarm). An index score was applied to all the metrics above in order to determine a ranking out of 10.



Rank	City	% of UK Residents Aware of Carbon Monoxide Traits	% of UK Residents Aware Carbon Monoxide Symptoms	% of UK Residents Aware of Carbon Monoxide Sources	% of UK Residents with a Carbon Monoxide Alarm	% of UK Residents Aware of Actions to Take During Carbon Monoxide Alarm	Overall Carbon Monoxide Awareness Score (Out of 10)
1	Norwich	64%	68%	65%	75%	70%	8.5
2	Brighton	68%	66%	62%	78%	70%	8.5
3	Edinburgh	65%	64%	62%	86%	69%	8.4
4	Glasgow	62%	67%	58%	83%	67%	7.2
5	Plymouth	66%	65%	64%	74%	61%	6.8
6	Southampton	65%	63%	57%	71%	68%	6.2
7	Nottingham	66%	62%	57%	74%	65%	5.7
8	Liverpool	62%	66%	53%	78%	64%	5.6
9	Bristol	62%	65%	52%	73%	66%	5.4
10	Belfast	61%	58%	57%	74%	69%	5.2
11	Newcastle	61%	62%	59%	77%	61%	5.1
12	Cardiff	61%	61%	58%	71%	62%	4.3
13	Leeds	58%	57%	59%	74%	64%	4.1
14	Sheffield	57%	60%	57%	75%	58%	3.2
15	Manchester	60%	58%	55%	64%	64%	3.2
16	Birmingham	58%	59%	54%	71%	60%	2.8
17	London	57%	57%	51%	68%	61%	1.8

Norwich, Brighton and Edinburgh are amongst top cities with the best carbon monoxide awareness

Norwich and Brighton are officially revealed as the cities with the overall highest awareness of carbon monoxide, both scoring 8.5 out of 10. 64% of Norwich residents were aware of carbon monoxide traits, such as that it is poisonous (79%) and colourless (69%), whilst 68% knew the symptoms of carbon monoxide poisoning in the home, such as that it causes dizziness (87%).

Brighton ranked highest for carbon monoxide trait awareness, with 68% of respondents describing the correct features such as that it is poisonous (84%) and odourless (79%). 66% of those living in Brighton knew how to identify carbon monoxide symptoms, and 62% were aware of the sources that emit carbon monoxide. 78% of Brighton residents also have a detector installed at their residence, the 3rd highest out of any city.

Third place in Firechief[®] Global's report is Edinburgh, with the Scottish capital ranking as the best city in the UK when it comes to having a carbon monoxide detector, with a chart-topping 86% of residents having one installed at home.



London, Birmingham and Manchester among worst cities for carbon monoxide awareness



London ranks as the worst city in the UK for overall awareness of carbon monoxide, with only 57% of Londoners aware of what the traits and symptoms are. While 61% of respondents from the capital are aware of the actions to take in the event of a leak, only 68% of London residents reported having a carbon monoxide detector in their home - ranking as the second lowest in the UK.

Birmingham ranks as the second-lowest city for carbon monoxide awareness, with only 58% of residents recognising its traits and 59% aware of the symptoms of carbon monoxide poisoning. While 71% of residents reported having a carbon monoxide detector at home, only 60% knew the correct actions to take if their detector went off.

Narrowly ahead of Birmingham was Manchester, with 60% of Greater Manchester residents aware of the traits of carbon monoxide. On average, 58% could state the symptoms and 55% could name the typical sources of carbon monoxide leaks. Manchester itself ranked the worst city in terms of carbon monoxide detectors installed with 64% of respondents having one in place.

TOP FIVE TIPS TO SAFEGUARD YOUR HOME FROM CARBON MONOXIDE DANGERS

Our survey highlights the crucial nature of providing the education needed for people to confidently act to prevent and respond to the dangers of carbon monoxide poisoning. Ian Poole, Sales & Marketing Director at Firechief[®] Global offers five tips to reduce the risk of carbon monoxide poisoning for UK residents:

1. Install a carbon monoxide detector in your home

All homes with fuel-burning appliances should have carbon monoxide alarms fitted, including any room where there is gas boilers, coal fires or flues running through the room. If you are a landlord, you have a duty of care to ensure that they are installed in your properties, otherwise, you **may face fines up to £5,000** per property for non-compliance.

2. Always get heating and cooking appliances installed by a professional

Installing heating and cooking devices yourself may seem like a way to save money, however, if they are not fitted correctly they could increase the chances of a carbon monoxide leak. Using a professional will ensure that they are fitted to the highest standard, reducing the risk of a leak.

3. Have your appliances serviced regularly by trained professionals

It's important to ensure that your appliances, such as a gas boiler, are regularly serviced by a trained professional. This will ensure that appliances remain safe to use, whilst professionals will also be able to indicate if there are any faults that could increase the likelihood of carbon monoxide poisoning.

4. Make sure your home is well ventilated

Ensure that your home has adequate ventilation, particularly areas where you have combustion appliances. It is also important to make sure any appliances that release fumes, such as gas boilers, are connected to the outside.

5. Never use a gas hob as a heat source for your home

Avoid leaving your gas stove hob on to provide heat for your kitchen. By doing this, you create a high risk of releasing carbon monoxide into your home, putting your health directly at risk. When cooking using a gas hob, it is important to ventilate your kitchen, either by opening a window or using an extractor fan.

For more information on fire safety and carbon monoxide alarms, visit www.firechiefglobal.com

Disclaimer: The survey was conducted by Censuswide on behalf of Firechief[®] Global, among a sample of 2000 Natrep UK. The data was collected between 26.11.2024 - 28.11.2024. Censuswide abides by and employs members of the Market Research Society and follows the MRS code of conduct and ESOMAR principles. Censuswide is also a member of the British Polling Council.

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