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Fire safety in multi-occupied buildings: residents research

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Fire safety in multi-occupied buildings: residents research

IFF Research



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Views expressed in this report are those of the researcher and not necessarily those of the Welsh Government

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1. Glossary

Accountable person

A person who will have legal responsibility for the safety of the residential building under the Welsh Government's building safety proposals.

Category 1 or 2 buildings

For the purposes of this research, if a resident reports their building is 7 storeys or over (18m or above), it is classed as a category 1 building. If it is 6 storeys or below (below 18m), it is classed as a category 2 building.

Compartmentation

The capacity of a building's structure to contain a fire in the room or flat in which it originated, so that it can be extinguished before it can spread; it relies on walls, floors and doors (but not windows in external walls) being constructed and maintained to appropriate standards of fire resistance.

Multi-occupied buildings

Any building containing two or more residential units with or without a shared front door.

2. Introduction and background

- 2.1 In response to the tragedy at Grenfell Tower, the subsequent public inquiry and Dame Judith Hackitt's [Independent Review of Building Regulations and Fire Safety \(2018\)](#), Welsh Government's Building Safety Programme seeks to fundamentally reform the building safety regime for all multi-occupied residential buildings in Wales which contain two or more residential units. This will result in extensive reforms to the way we design, build, manage and live in multi-occupied buildings in Wales. Dame Hackitt's review recommended a reassertion of the role of residents in improving building safety. As well as recommending a no-risk route for redress, the Review asserted that residents should understand their own roles and responsibilities, both for their own safety and those of their neighbours.
- 2.2 The [Safer Buildings in Wales White Paper](#) (2021), consulted on proposed changes including a 'complete overhaul' of the occupation phase of multi-occupied buildings which 'requires a significant cultural and behavioural shift from all involved'. It also includes setting out proposed duties during occupation and how all Accountable Persons will engage with residents. Accountable Persons will have new responsibilities, which will improve residents' rights during occupation. This includes: promoting building safety and engaging with residents, providing the means for residents to raise complaints and informing residents of their duties under the new regime that will support and assist building safety.

Objectives and research questions

- 2.3 Against this background, Welsh Government commissioned IFF Research to conduct research to help develop the rights, roles and responsibilities of residents from a set of principles into a set of effective, implementable behavioural interventions.

Research objectives

- Explore residents' knowledge and understanding of fire safety across all types of building tenure and demographic groups.
- Explore how residents engage with building management systems and structures, including the systems in place for building and household inspections and the fire safety complaints process.
- Explore residents' fire safety behaviours in Wales to identify potential behavioural interventions.

- Construct a typology of buildings and residents in Wales, using both resident demographics and physical building characteristics to facilitate the segmentation of future policy approaches.

2.4 Welsh Government expanded on these objectives with 24 research questions around which the research was designed to meet these objectives and consider the most effective communication and interventions to raise engagement with fire safety and drive positive fire safety behaviours. The full list of research questions is provided in Annex A.

3. Methodology overview

- 3.1 This section summarises the methods used in this research with further details provided in Annex B - Methodology.
- 3.2 The research was conducted in three main phases.

Phase 1- Scoping

- 3.3 In this phase IFF conducted a Rapid Evidence Review and stakeholder interviews to gather relevant evidence on building and fire safety in multi-occupied buildings. This was used to inform the design and content of the subsequent primary research phases.
- 3.4 This phase concluded with a workshop with Welsh Government officials to develop the hypotheses to test in the primary research and begin to consider potential policy interventions. This workshop, and the subsequent primary research, was structured around the COM-B model to help identify behavioural barriers, enablers and interventions that could improve fire safety behaviours in multi-occupied buildings. The COM-B model comprises the drivers of **capability, opportunity, motivation** when considering the resulting **behaviour** and potential interventions. Further explanation is given in Annex B¹

Phase 2 Primary Research – survey of residents

- 3.5 Phase 2 comprised an online survey of 1,562 residents of multi-occupied buildings in Wales. It covered a range of fire-safety attitudes and behaviours together with gathering information about the residents themselves and the building they lived in. Fieldwork took place between 14th June 2023 and 1st August 2023.
- 3.6 The sample frame for the survey was built using the Royal Mail's Postcode Address Finder (PAF) to identify potential addresses in multi-occupied buildings. Through this method, more than 100,000 addresses were identified from which 15,500 were randomly selected to be invited to take part in the survey.

¹ For a detailed explanation see: Michie S et al (2014) *The Behaviour Change Wheel: A Guide to Designing Interventions*. Silverback Publishing.

Phase 3 Primary Research – qualitative interviews with residents

- 3.7 The final data collection phase involved qualitative interviews with 24 residents who were selected on the basis of their characteristics and responses to the survey, to gather a range of experiences and views. These interviews took place between 18th October 2023 and the 9th November 2023.

Analysis

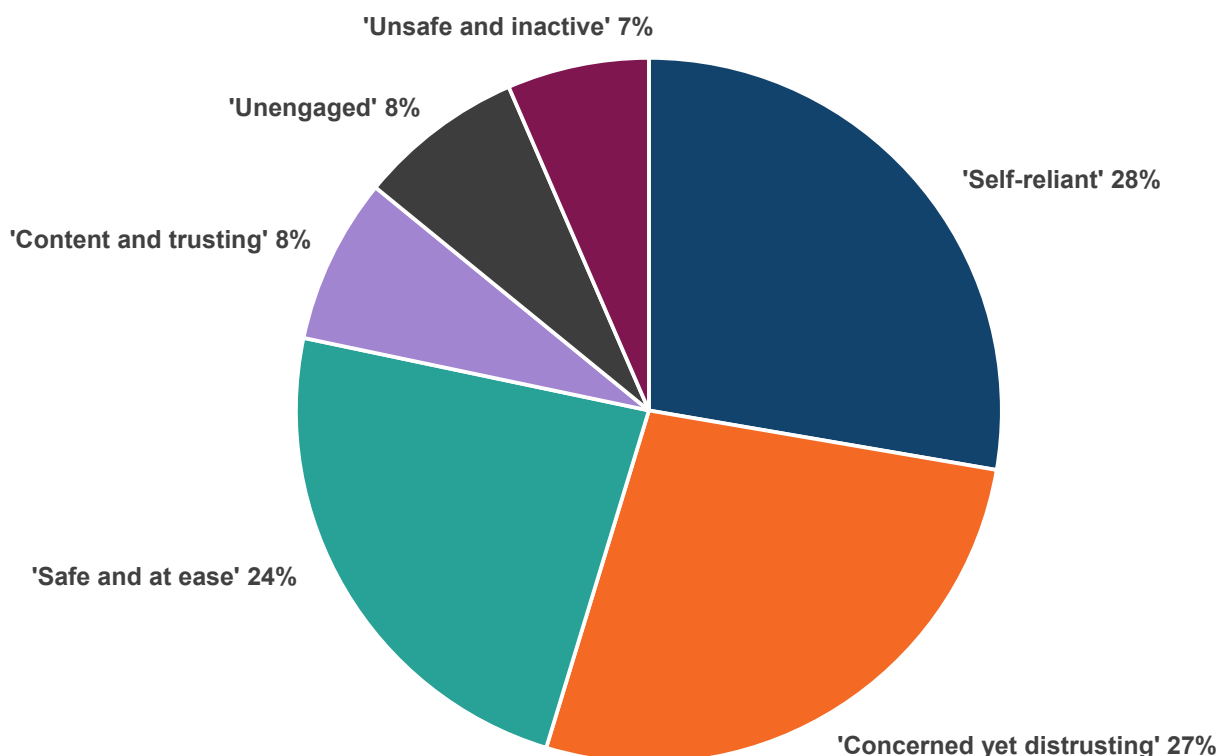
- 3.8 Descriptive statistics are presented for the survey data with differences between sub groups reported if they were statistically significant at the '95% confidence interval' level using z-tests on percentages and t-tests on means. Survey participants were also segmented according to their behaviours and attitudes towards fire safety. The descriptive findings are partly presented through the lens of these segments to enable consideration of the appropriate intervention for this type of resident. We therefore present the findings of this segmentation first before describing the responses to the survey questions.
- 3.9 Qualitative interviews were transcribed and analysed using the established principles of framework analysis organising the text according to the research questions and examining the data for emerging themes.²

² Ritchie, J. and Spencer, L. (1994) Qualitative Data Analysis for Applied Policy Research. In: Bryman, A. and Burgess, B., Eds., *Analyzing Qualitative Data*, Routledge, London

4. Introducing the resident segmentation

- 4.1 Behavioural interventions rarely work consistently across the population. Instead, understanding how people with similar attitudes and behaviours cluster together can help shape a policy intervention or communication that is more likely to engage different ‘segments’ of the population and impact their behaviour. All of the participants who took part in the online survey were placed into one of six segments according to their attitudes and behaviours towards fire safety, captured across 31 different questions. The segments were produced using a latent class analysis, which takes into account differences in how people use rating scales, to ensure we focused on genuine differences.
- 4.2 This chapter introduces the size and common characteristics of each segment. Full details are provided in Annex D – Segmentation profile. Each segment has been given a name for ease of identification although names clearly cannot fully encapsulate the nuance of each segment’s characteristics. The relative size of the segments are shown in Figure 5.1 below.

Figure 5.1 Resident segmentation



Source: segments developed from residents’ attitudes and behaviours reported in the survey “Fire safety behaviours in multi-occupied buildings”. (2023). Base: All respondents (1,562).

Segment 1: 'Self-reliant'

- 4.3 28% of residents were categorised into the 'Self-reliant' category. They felt that they knew what to do, and not do, in the event of a fire. Demographically, this group were more likely to be male (54%, compared with 46% of all residents surveyed) and more likely to be 55+ years old (49%, compared with 36% among all residents surveyed).

Table 5.1 Characteristics of the 'Self-reliant' segment compared to all residents surveyed

Personal outlook	Knowledge and attitudes	Behaviours	Demographics and tenure
Less likely to trust the Welsh Government (8% of the segment vs 36% of all residents) and their local council (7% of the segment vs 30% of all residents)	More likely to be exposed to fire safety information and training (67% of the segment vs 61% of all residents)	Less likely to engage in risky fire safety behaviours in the home	More likely to be male (54% of the segment vs 46% of all residents)
Less likely to be concerned about fire safety in their home or building (16% of the segment vs 24% of all residents)	Feel they have a responsibility for fire safety in their home (98% of the segment vs 92%)	Less likely to engage in risky fire safety behaviours in communal areas of their building (9% of the segment vs 15% of all residents)	More likely to be aged 55+ years (49% of the segment vs 36% of all residents)
	More confident in getting household out of the home in the event of a fire (91% of the segment vs 70% of all residents)	More likely to raise concerns about fire safety (91% of the segment vs 80% of all residents)	More likely to identify as White British (87% of the segment vs 83% of all residents) and a British national (77% of the segment vs 71% of all residents)

			More likely to be an owner occupier (31% of the segment vs 24% of all residents)
			More likely to be living alone (61% of the segment vs 55% of all residents)

Source: Resident survey "Fire safety behaviours in multi-occupied buildings". (2023). Base: All respondents (1,562).

Segment 2: 'Concerned yet distrusting'

- 4.4 27% of residents were categorised into the 'Concerned yet distrusting' segment. They were more likely to be concerned about fire safety and often felt that the biggest fire safety risk was their building and they could do little to solve it. This group tended to be female (55%, compared with 49% among all residents surveyed) and were typically younger (42% aged 18-34 years, compared with 36% of all residents surveyed).

Table 5.2 Characteristics of the 'Concerned yet distrusting' segment compared to all residents surveyed

Personal outlook	Knowledge and attitudes	Behaviours	Demographics and tenure
Less likely to trust the Welsh Government (6% of the segment vs 36% of all residents), and their local council (3% of the segment vs 30% of all residents)	Less likely to agree they have a responsibility for fire safety in their home (88% of the segment vs 92% of all residents)	More likely to engage in some risky fire safety behaviours in the home, such as lighting candles or incense (52% of the segment vs 40% of all residents), have an open fire or free-standing room heater (13% of the segment vs 8% of	More likely to be female (55% of the segment vs 49% of all residents)

		all residents), smoking indoors (11% of the segment vs 7% of all residents)	
Less engaged with information provided about their building	Less confident in getting household out of the home in the event of a fire (50% of the segment vs all residents surveyed (70% of all residents)	Less likely to raise fire safety concerns in the future (71% of the segment vs 80% of all residents)	More likely to be aged 18-34 years (42% of the segment vs 36% of all residents)
More likely to disagree that their building is not well-maintained (43% of the segment vs 21% of all residents)	Less engaged in letters or notices about their building (73% of the segment vs 82% of all residents)		More likely to identify as White British (86% of the segment vs 83%), and as a British national (74% of the segment vs 71% of all residents)
More likely to be concerned about fire safety in their home or building (33% of the segment vs 24% of all residents)			More likely to be disabled (38% of the segment vs 33%) More likely to have a mental health condition (24% of the segment vs 15% of all residents) or another long-term illness, disease or condition (19% of the segment vs

			15% of all residents)
			More likely to be a social renter (33% of the segment vs 28% of all residents)

Source: Resident survey "Fire safety behaviours in multi-occupied buildings". (2023). Base: All respondents (1,562).

Segment 3: 'Safe and at ease'

- 4.5 24% of residents were categorised in the 'Safe and at ease' segment. While this group felt that their building was safe enough in the event of a fire and had trust in the authorities responsible for mitigating fire risks, they still reported a greater concern for fire safety, than all residents surveyed. That said, they did not have particularly high levels of confidence in their fire safety behaviours but generally did not engage in risky behaviours.

Table 5.3 Characteristics of the ‘Safe and at ease’ segment compared to all residents surveyed

Personal outlook	Knowledge and attitudes	Behaviours	Demographics and tenure
More likely to have engaged in 3-4 civic activities in the last month (20% of the segment vs 15% of all residents)	More engaged in letters or notices about their building (91% of the segment vs 82% of all residents)	Less likely to engage in risky fire safety behaviours in communal areas of the building (6% of the segment vs 15% of all residents)	More likely to be female (55% of the segment vs 49% of all residents)
More trusting of the Welsh Government (70% of the segment vs 36%), and their local council (59% of the segment vs 30% of all residents).	More likely to agree they have responsibility for fire safety in their home (99% of the segment vs 92% of all residents)	More likely to raise fire safety concerns in the future (84% of the segment vs 80% of all residents)	More likely to be an owner occupier (31% of the segment vs 24% of all residents)
More likely to be concerned about fire safety in their home or building (29% of the segment vs 24% of all residents)			More likely to identify as a British national (76% of the segment vs 71% of all residents)
			More likely to be aged 65+ years (26% of the segment vs 22% of all residents)

Source: Resident survey “Fire safety behaviours in multi-occupied buildings”. (2023). Base: All respondents (1,562).

Segment 4: ‘Content and trusting’

- 4.6 This was a smaller segment representing about 8% who were generally content with their building, quite engaged with safety and more trusting of

those responsible for building safety. They were less likely to identify as British.

Table 5.4 Characteristics of the ‘Content and trusting’ segment compared to all residents surveyed

Personal outlook	Knowledge and attitudes	Behaviours	Demographics and tenure
Less likely to have engaged in any civic activities in the last months (67% of the segment vs 51% of all residents)	More confident in getting household out of the home in the event of a fire (91% of the segment vs all residents surveyed (70% of all residents)	Less likely to engage in risky fire safety behaviours in the home with the exception of cooking with a chip-pan at least once a month (17% of the segment vs 10% of all residents)	Less likely to identify as a British national (42% of the segment vs 71% of all residents)
More likely to be trusting of the Welsh Government (93% of the segment vs 36% of all residents), and their local council (90% of the segment vs 30% of all residents)		Less likely to keep fire doors closed in communal areas of building (47% of the segment vs 59% of all residents)	More likely to identify as from an ethnic minority background (36% of the segment vs 19% of all residents)
More likely to engage with information about their building (91% of the segment vs 82% of all residents), and feel it is well-maintained (90% of the segment vs		More likely to keep rubbish outside their home in the hallway before taking to the waste disposal area (12% of the segment vs 5% of all residents)	More likely to be a social renter (43% of the segment vs 28% of all residents)

65% of all residents)			
Less likely to be concerned about fire safety in their home or building (13% of the segment vs 24% of all residents)			More likely for current home to be first experience of independent living (20% of the segment vs 8% of all residents)
			More likely to identify as male (54% of the segment vs 46% of all residents)
			More likely to be living with children younger than 16 years (15% of the segment vs 9% of all residents)

Source: Resident survey "Fire safety behaviours in multi-occupied buildings". (2023). Base: All respondents (1,562).

Segment 5: 'Unengaged'

- 4.7 Eight % of residents could be considered unengaged with fire safety in their building. In terms of demographic characteristics this group were notably less likely to identify as a British national.

Table 5.5 Characteristics of the 'Unengaged' segment compared to all residents surveyed

Personal outlook	Knowledge and attitudes	Behaviours	Demographics and tenure
Less likely to have engaged in any civic activities in the past 12 months (13% of the segment vs	Less likely to be aware of/ exposed to fire safety information specific to their building (28% of the segment vs	More likely to cook using a chip pan (31% of the segment vs 10% of all residents)	Less likely to identify as a British national (58% of the segment vs 71% of all residents of all residents)

49% of all residents)	38% of all residents)		
More trusting of the Welsh Government (71% of the segment vs 36%), and their local council (61% of the segment vs 30% of all residents)	Less likely to agree they have a responsibility for fire safety in their home (61% of the segment vs 92% of all residents)	More likely to smoke inside their home (13% of the segment vs 7% of all residents)	More likely to be a social renter (41% of the segment vs 28% of all residents)
Less likely to engage with information about their building (67% of the segment vs 82% of all residents)	Less confident in getting their household out of the home in the event of a fire (55% of the segment vs 70% of all residents)	Less likely to have raised any concerns or complaints in the past 12 months safety (19% of the segment vs 39% of all residents)	More likely to be aged 35-54 (36% of the segment vs 28% of all residents)

Source: Resident survey "Fire safety behaviours in multi-occupied buildings". (2023). Base: All respondents (1,562).

Segment 6: 'Unsafe and inactive'

- 4.8 Although the smallest segment, seven % of residents could be considered most at risk of causing, or not taking appropriate action in response to, a fire. This group had a dismissive attitude towards fire safety, regularly engaging in risky fire safety behaviours and were seemingly unconcerned about the risks that could occur from their actions. Residents in this segment were younger, with 51% aged 18-34 years, compared with 36% among all residents surveyed.

Table 5.6 Characteristics of the 'Unsafe and inactive' segment compared to all residents surveyed

Personal outlook	Knowledge and attitudes	Behaviours	Demographics and tenure
Residents in the 'Unsafe and inactive' segment did not vary significantly in their trust of Welsh	Less likely to have seen/received fire safety information or	More likely to smoke inside their home (14% of the segment)	Less likely to identify as a British national (61% of the

Government and the Local Council, when compared with all residents surveyed	training (46% of the segment vs 61% of all residents)	vs 7% of all residents)	segment vs 71% of all residents)
	Less likely to agree they have a responsibility for fire safety in their home (82% of the segment vs 92% of all residents)	More likely to use more than one extension lead in the same plug socket (42% of the segment vs 8% of all residents)	More likely to be aged 18-34 (51% of the segment vs 36% of all residents)
	Less confident in their capabilities in the event of a kitchen fire (76% of the segment vs 84% of all residents)	More likely to cook using a chip pan (23% of the segment vs 10% of all residents)	More likely to be living in current home for the first time as an independent adult (14% of the segment vs 8% of all residents)
		More likely to cook food after having consumed alcohol (35% of the segment vs 13% of all residents)	More likely to live in a converted house (40% of the segment vs 23% of all residents)
		More likely to light candles or incense (52% of the segment vs 40% of all residents)	More likely to be living with friends or flatmates (9% of the segment vs 4% of all residents)
		More likely to have an open fire, or use free standing room	

		heaters (20% of the segment vs 8% of all residents)	
		More likely to engage in risky fire safety behaviours in communal areas of the building (65% of the segment vs 15% of all residents)	
		Least likely to raise concerns about fire safety in future (53% of the segment vs 80% of all residents)	

Source: Resident survey "Fire safety behaviours in multi-occupied buildings". (2023). Base: All respondents (1,562).

5. Fire safety awareness and attitudes

5.1 This chapter explores residents' awareness of, and attitudes towards, fire safety in their home and building, including the extent to which they had received any fire safety information or training. It also addresses issues such as residents' confidence with responding to the outbreak of a fire. Evidence is drawn from both the online survey and qualitative in-depth interviews. We use the segments described in the previous chapter to understand better how these attitudes tend to cluster among different groups of residents.

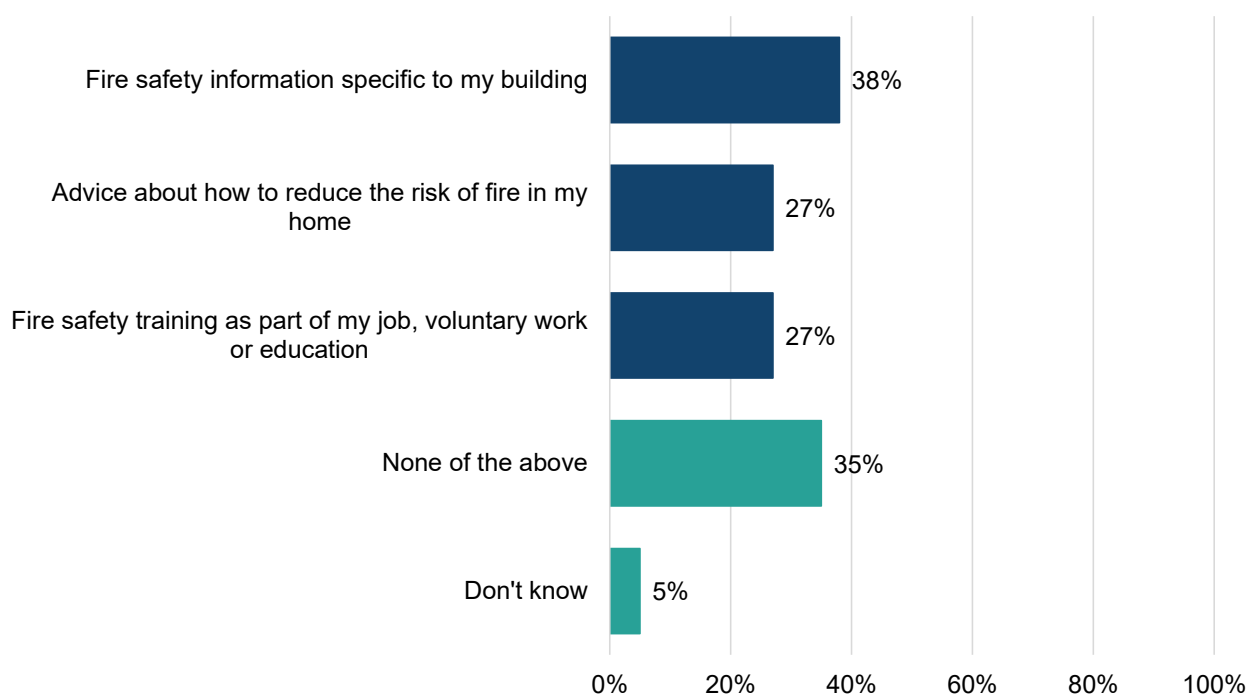
Recall of seeing or receiving fire safety information or training

5.2 61% of all residents reported they had seen or received one or more sources of fire safety information or training relating to their home or building.

Specifically:

- 38% reported they had seen or received fire safety information specific to their building such as a building evacuation plan or a stay put policy
- 27% reported they had seen or received advice about how to reduce the risk of fire in their home, such as guidance about the safe use of candles
- 27% reported receiving fire safety training as part of their job, voluntary work or education.

Figure 6.1 Types of Fire Safety Information Received



D1: Have you seen or received any of the following? Base: All respondents (1,562)

5.3 In terms of our segments of residents, the 'Self-reliant' and 'Safe and at ease' segments were more likely to recall receiving any fire safety information or training (both at 67%). The 'Self-reliant' segment will engage with issues in their building partly because they do not trust those with responsibility for building safety to do so, whilst the 'Safe and at ease' segment are more likely to trust those managing their building and engage with the information provided by them. Members of all the other segments all had lower levels of recall, reflecting either feelings of disempowerment, such as the 'Concerned yet distrusting' segment at 55%, to low engagement among the 'Unengaged' (48%) and 'Unsafe and inactive' (46%).

5.4 Looking specifically at recall of fire safety information received in relation to the building, residents living in social rented or owner-occupied homes were more likely than all residents surveyed to say they recalled receiving such information (44% and 43% respectively), whilst those renting from a private landlord were less so (32%). Residents who lived in a purpose-built building were more likely to have recalled such information (46%), compared with all residents surveyed (38%), as were residents who reported living in a building with flammable cladding (58%).³

³ In the survey, a 'purpose-built building' included accommodation types such as a block of flats, tenement, over shops, or student accommodation.

5.5 In the qualitative interviews, residents tended to say they were confident in their knowledge of fire safety in their building. Fire safety training received at work, for those in employment, was regularly noted as an important source of this knowledge, such as guidance on how to use a fire extinguisher and having taken part in building evacuation drills. Residents who had received fire safety training at work also mentioned passing this knowledge on to other members of their household.

'I know what to do, because I've done fire safety at work as well. My son, he knows what to do, because I tell him.' ('Content and trusting', social tenant, category 2, aged 45-54)

'I used to be a fire warden, so I know about what to do and how to get people out and use a fire extinguisher. But the concern I have is being up here and being unaware that there's a fire below me.' ('Safe and unconcerned', social tenant, category 2, aged 45-54)

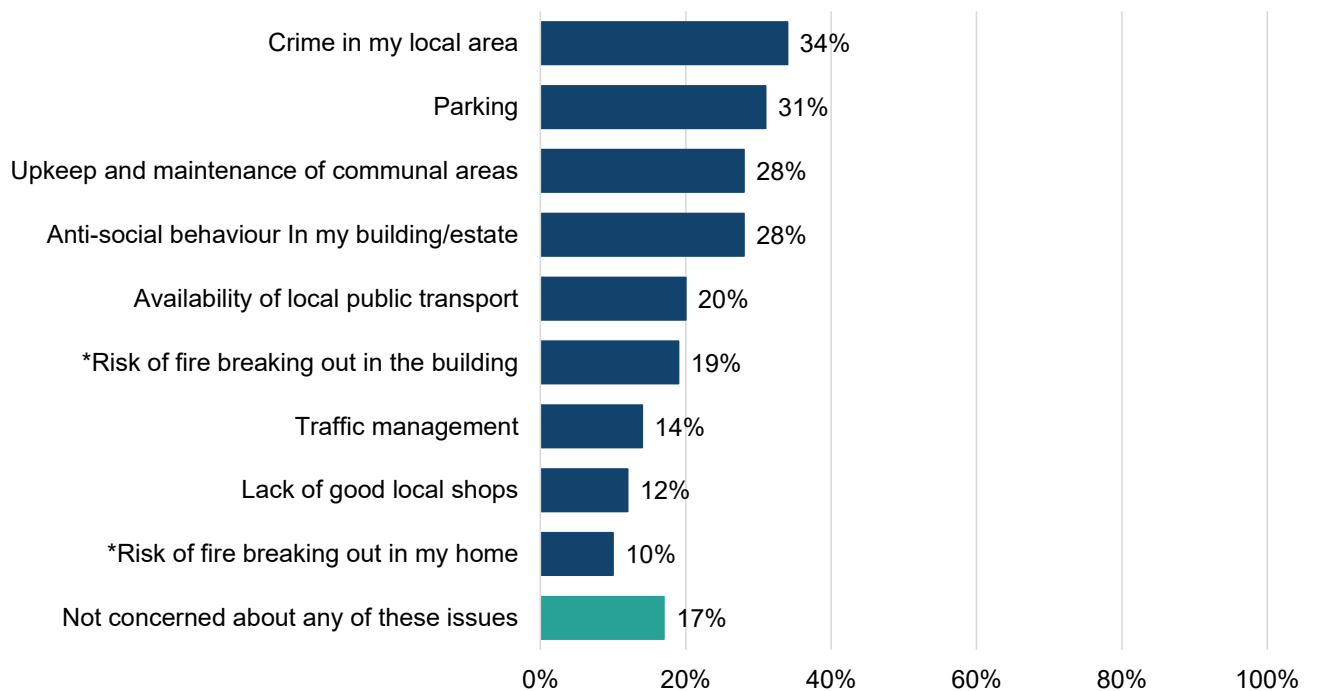
5.6 Some residents interviewed said they felt confident they would know what to do in the event of a fire but couldn't specify where this knowledge came from. Where residents stated they did not feel confident in their own knowledge, this was mainly due to dissatisfaction with the steps taken by their landlord or building management rather than due to them feeling they had insufficient knowledge or fire safety training. For example, residents felt more signage or information relating to fire safety could help to improve their knowledge, as well as their confidence in minimising the risks of fire in their home or building.

Concern about fire safety

5.7 In the survey, residents were asked to identify up to three main concerns about their home and the area they live in from a pre-defined list⁴. Crime (34%), followed by parking (31%), anti-social behaviour (28%) and the upkeep and maintenance of communal areas (28%) were the most commonly mentioned concerns. After that, 24% of residents identified a concern about fire safety; either a fire breaking out in their home (ten%) and/or a fire occurring in a neighbour's home or somewhere else in the building (19%). This put fire safety ahead of a few other issues as Figure 6.2 shows.

⁴ In the survey residents were able to specify up to three concerns about their area and where they live. Some residents specified more than one concern. This means that the sum of the concerns identified does not sum to 100 per cent.

Figure 6.2 Residents' main concerns about their home and where they live



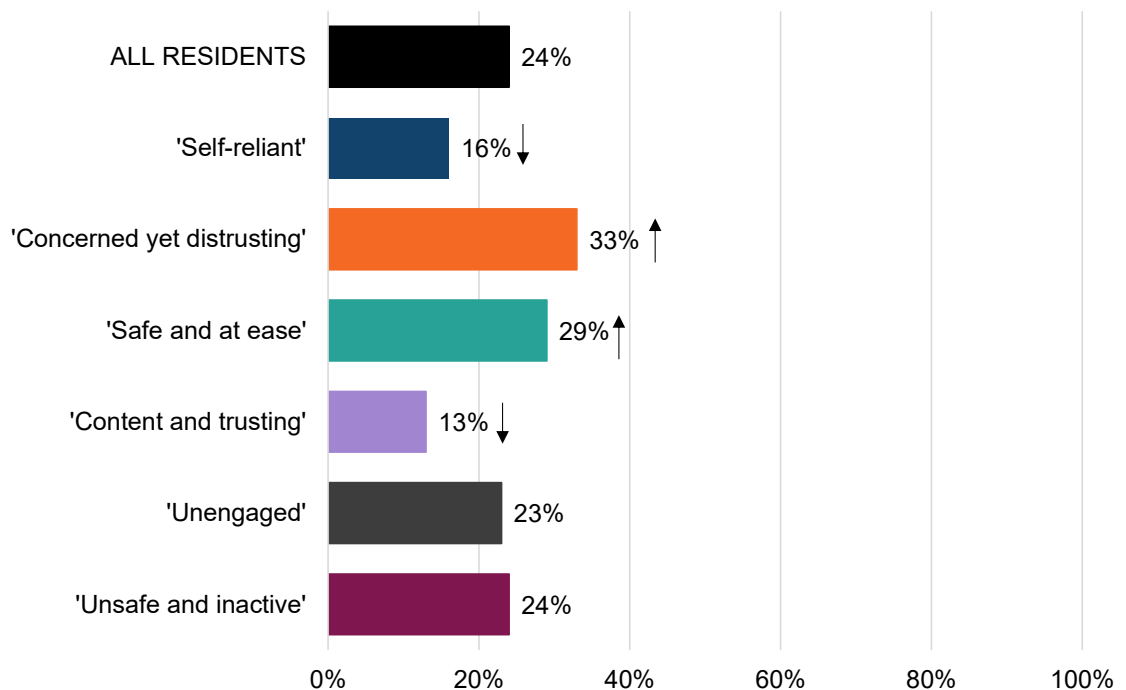
C1: Which of the following are your main concerns when it comes to your home and where you live?

*Fire safety concerns is the net summary of either of the two asterisked statements, relating to concerns about the risk of fire breaking out in the home or building

Base: All respondents (1,562)

5.8 Reflecting aspects of their defining characteristics, residents in the 'Concerned yet distrusting' segment were most likely (33%) to identify fire safety as a main concern, although they felt lacking in confidence and capability to address this. They were followed by the 'Safe and at ease' segment (29%) who were quite concerned about fire safety but tended to feel safe in their building and confident in public authorities. Conversely the 'Content and trusting' segment showed lower concern (13%) appearing to take confidence from their trust in the responsible authorities and own awareness of their responsibilities. The 'Self-reliant' also had low concern (16%) but borne from their confidence in their own abilities and actions in relation to fire safety more than trust in information provided to them.

Figure 6.3 Fire safety in home or building a main concern, by segment



C1: Which of the following are your main concerns when it comes to your home and where you live? “Risk of fire breaking out in my home” or “Risk of fire breaking out in my neighbour's home / somewhere else in the building” Base: All respondents (1,562). Arrows show segments which were significantly above or below the score among all residents surveyed, for concern about fire safety.

5.9 In the qualitative interviews many residents reported that they thought about fire safety regularly. This tended to be because they felt unsafe in their building or home. However, a minority attributed this to feeling safe in their home due to positive fire safety measures being taken. Other residents interviewed said they thought about fire safety infrequently, as a result of feeling safe in their home and building.

5.10 Among residents who thought about fire safety either regularly or infrequently, due to feeling safe in their home or building, the following reasons were typically mentioned:

- building management conducted weekly fire alarm tests, which prompted residents to think positively about fire safety
- presence of fire safety equipment in their home and building, such as smoke detectors, fire extinguishers, fire doors, fire blankets, sprinkler system, emergency exits.

'We have a fire blanket and extinguisher, and a fire alarm. In my studio, I feel pretty sure my home is secure.' ('Content and trusting', private renter, category 2, 25-34)

5.11 Residents who lived on a lower floor within their building, and perceived there was a clear and accessible escape route, tended to feel more secure in their assessment of risk of fire safety in their home or building.

'I'm on the bottom floor flat so we have got the windows and the back doors [as a form of escape].' ('Unsafe and inactive', private renter, category 2, aged 25-34)

5.12 Among residents interviewed who thought about fire safety regularly, due to feeling unsafe in their home or building, the following reasons were typically mentioned:

- concerns around building design, such as a lack of compartmentation⁵ and the use of flammable building materials, or how a communal fire alarm system is intended to be used
- living on a higher floor in the building and concerned about their escape route in the event of a fire
- concerns around the behaviours of other residents in the building, such as smoking or regularly activating their smoke alarms
- previous experience of a fire.

'It's not funny when you don't know exactly where the alarm has been set off [in the building] as you can't pinpoint it, as there's only 5 zones but there's 10 flats.'
(('Unengaged', private renter, aged 35-44 years)

'I'm at the very top and if there's a fire below me and I don't know about it, I'm in trouble'. ('Safe and at ease', social tenant, category 2, aged 45-54)

⁵ In the survey, compartmentation was defined as follows: "This means that a fire can be contained to where it started so that it can be extinguished before it spreads. In particular, not making changes to walls, floors, windows or doors that could increase the risk of fire spreading; and making sure that fire doors remain closed."

Aspects of fire safety considered

5.13 The qualitative interviews explored in more detail what residents thought about when considering fire safety. Most commonly, residents reported thinking about:

- items that could cause a fire
- being able to get out safely in the event of a fire.

5.14 Residents considered gas cooking equipment in particular, as well as candles and electrical items plugged into sockets, as being a fire risk. In interviews, residents regularly spoke about the preventative measures they took to minimise the risk of fire from appliances or utilities, such as unplugging electrical items when leaving the home. Residents also mentioned safe use of candles, such as not leaving them unattended and being mindful of other objects around them.

'I make sure I turn off everything every time I leave the house, I unplug everything.'
(‘Content and trusting’, social tenant, category 2, 45-54 years)

5.15 Residents that thought about being able to get out safely in the event of a fire tended to live on higher floors. Residents were also concerned about household members or neighbours with limited mobility, and how they would evacuate the building safely.

'If there was to be a fire, obviously you couldn't use the lift, we would have to use the stairs, so it's a case of where is the fire...if it's at the top going down, we're okay but if it's at the bottom we're not...we don't have any access to windows where we are...'
(‘Concerned yet distrusting’, social tenant, category 1, aged 45-54)

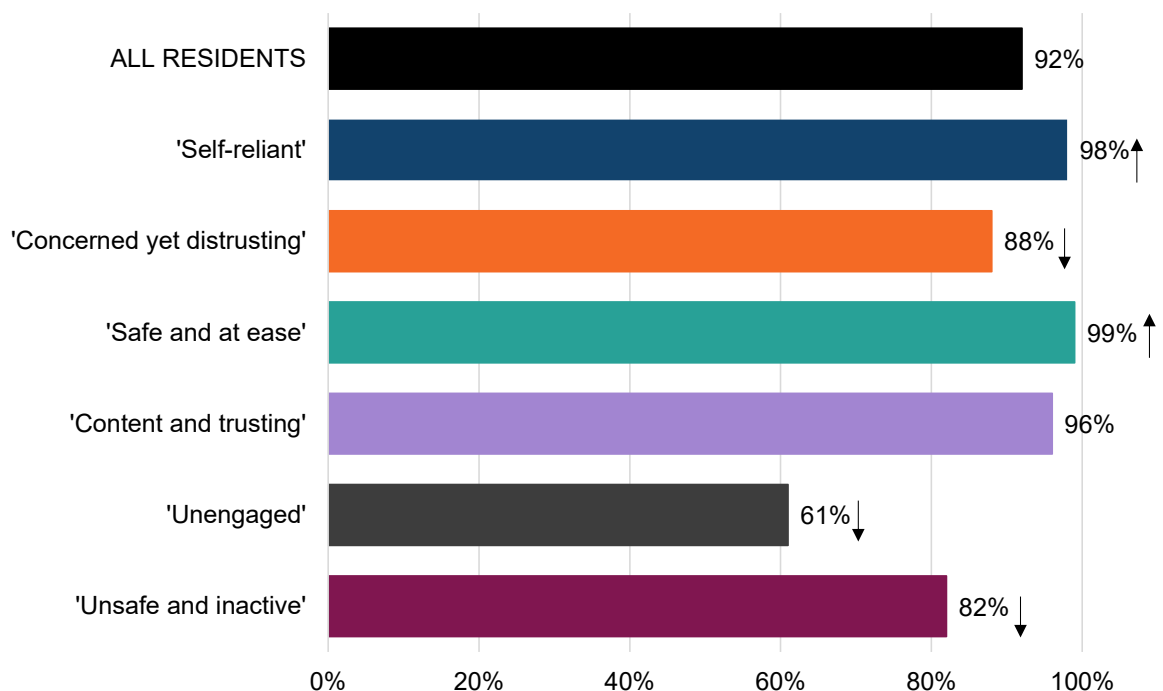
Responsibility for fire safety

5.16 92% of all residents surveyed agreed they had a responsibility to take steps to reduce the risk of fire in their home.

5.17 Residents varied in the extent to which they agreed they had a responsibility for fire safety, based on their engagement with more general information about their home or building. 94% who said they read letters or notices about their building agreed they had a responsibility for fire safety, however this dropped significantly to just 77% among residents who said they did not read letters or notices. More broadly, residents who were less civically engaged (in activities such as contacting an MP, volunteering or attending a public rally) were also less likely to believe they had a responsibility for fire safety in their building (89%).

5.18 In terms of the segments, the 'Safe and at ease' (99%), 'Self-reliant' (98%), and 'Content and trusting' (96%) segments were the most likely to acknowledge their responsibility for fire safety. The 'Concerned yet distrusting' segment were slightly below all residents surveyed at 88%. Of most concern were the 'Unsafe and inactive' and 'Unengaged' segments with 82% and 61% respectively of the segments acknowledging their responsibility for fire safety in the survey. Residents in the 'Unsafe and inactive' segment need persuading of this fundamental point before any further steps can be taken to raise their knowledge and understanding of what they can do. For 'Unengaged' residents, tailored ways of accessing this group need to be identified, to raise awareness of one's own responsibility for fire safe safety in the home.

Figure 6.4 Perceived responsibility to take steps to reduce risk of fire in home, by segment



D2-1: To what extent do you agree or disagree with the following statement: I have a responsibility to take steps to reduce the risk of a fire in my home? Base: all respondents (1,562). Arrows show segments which were significantly above or below the score among all residents surveyed, for perceived responsibility.

5.19 In the qualitative interviews, most participants felt that residents should have a responsibility for their actions in minimising fire safety risks to their home and building. The following were included in suggestions:

- having an awareness of how to use fire safety equipment such as a fire extinguisher or fire blanket

- regular checking of smoke detectors and not tampering with them, such as covering or taking out the batteries
- safe use of appliances, such as the cooker and electrics, including not overloading plug sockets
- a duty to not purposefully engage in behaviours that are likely to increase the risk of a fire, especially where there is already a rule in place within the building. This could include smoking or drug taking where there is a rule in place against this
- ensuring that escape routes within the home and building are kept clear, for example minimising the build-up of clutter near doors and windows, corridors and balconies.

5.20 Many residents interviewed felt that there should be consequences for those who deliberately act in ways which could increase the fire risk in their home or building, such as tampering with fire safety equipment or smoking in the building where there is a no-smoking policy. Some also felt that there should be legal consequences for residents who engaged in such deliberate behaviours. Residents suggested that where a legal responsibility is breached, this could result in a fine and where necessary, an investigation carried out. However, some residents felt that in practice there would be challenges to implementing legal responsibilities for residents in maintaining fire safety of home and building. These residents felt that taking a shared responsibilities approach, for example signing a fire safety behaviour contract, would be most effective in encouraging personal responsibility.

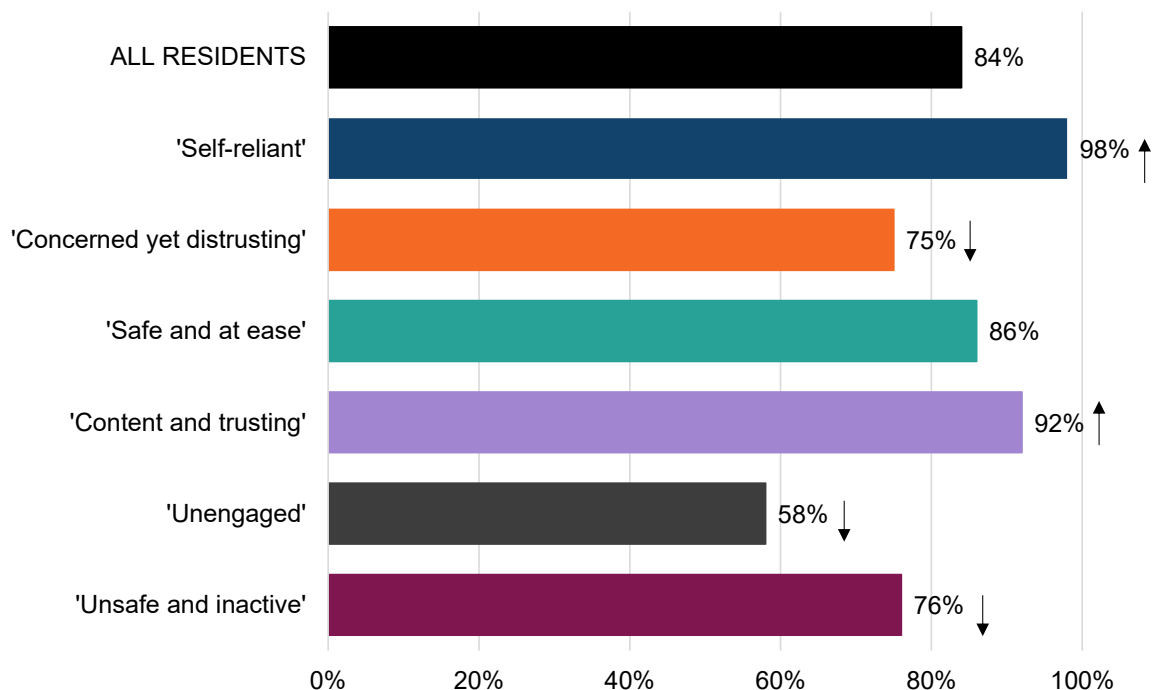
Confidence in being fire safe

5.21 In the survey, residents were asked the extent to which they agreed with the following statement: 'If a fire broke out in my kitchen, I know what steps I will take to try and put it out.' 84% agreed that they would know what steps to take whilst seven% disagreed, feeling they would not know what to do. The remainder were neutral or not sure (eight%).

5.22 Confidence in knowing what to do in the event of a kitchen fire was highly associated with engagement in fire safety information or training, both of which reflect the underlying driver of motivation to engage with the issues. For example, residents who did not read letters or notices about what is going on in their building were also more likely to disagree that they would know what steps to take should a fire break out in their kitchen (14% disagreement).

5.23 Confidence in knowing what steps to take in the event of a kitchen fire varied by segment revealing concerning low levels of knowledge among the 'Unengaged' segment (58%). Confidence in knowing what steps to take in the event of a kitchen fire was lower among the 'Unsafe and inactive' segment (76%), who according to the segmentation analysis are also engaging in behaviours that increase the risk to their fire safety. Residents in the 'Concerned yet distrusting' segment were equally lacking confidence in knowing what to do in the event of a kitchen fire (75%) and although not necessarily engaging in risky behaviours, need to build trust in the agencies that can inform them of what they should do in the event of a fire.

Figure 6.5 Confidence in knowing what steps to take in the event of a kitchen fire, by segment



D2-2: To what extent do you agree or disagree with the following statement: If a fire broke out in my kitchen, I know what steps I will take to try and put it out? Base: All respondents (1,562). Arrows show segments which were significantly above or below the score among all residents surveyed.

5.24 In the qualitative interviews, residents mostly felt confident in their ability to minimise the risk of fire within their home. Residents often attributed this confidence to having a good understanding of preventative measures such as unplugging electrical appliances when not in use, not overloading sockets and keeping escape routes open. Residents also linked their confidence in minimising the risk of fire within their home to having fire safety equipment accessible and knowing how to use it, such as fire extinguishers or fire blankets. Where residents felt less confident in minimising the risk of fire

within their home, this was usually mentioned in relation to having limited mobility.

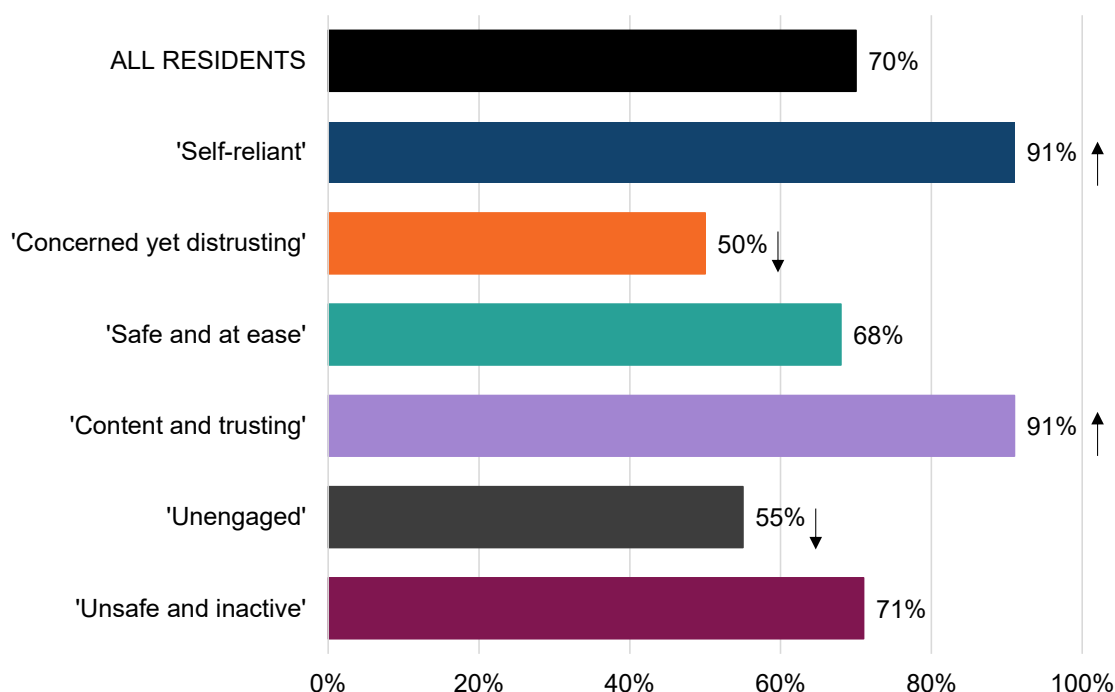
'It's all about reading information, for example how to use the fire blanket. There is a poster on the door about fire safety, about how to use the fire blanket and extinguisher, when to use that.' ('Content and trusting', private renter, category 2, aged 25-34)

Evacuation in the event of a fire

5.25 In the survey, residents were asked the extent to which they felt confident that they could get all members of their household and themselves out of their building safely in the event of a fire. The majority agreed (70%), but 15% disagreed, feeling that they could not do so.

5.26 Across the segments, this lack of confidence with fire evacuation was a defining characteristic of the 'Concerned yet distrusting' (30%) and 'Unengaged' (24%) segments. Figure 7.6 shows the variations in the level of agreement by segment.

Figure 6.6 Confidence that all the people in their household and themselves could get out of their building safely in the event of a fire, by segment



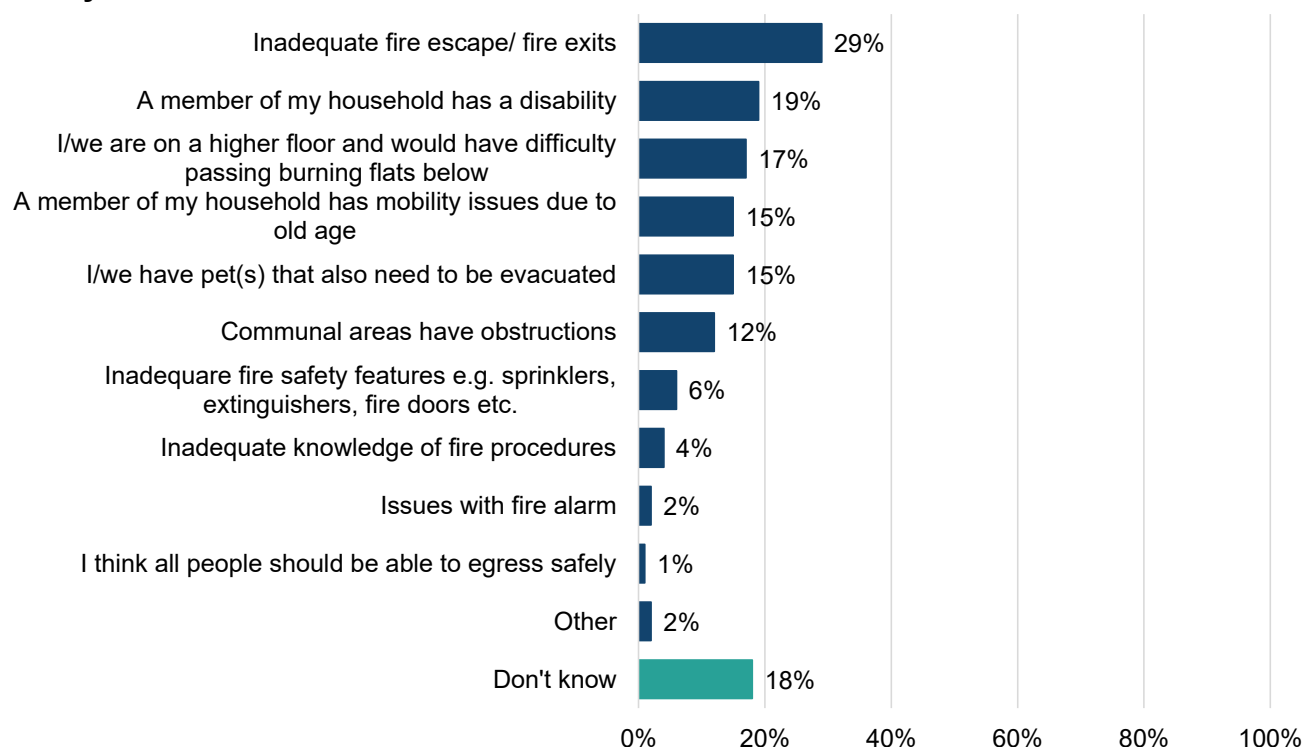
D2-3: To what extent do you agree or disagree with the following statement: I feel confident that all the people in my household and myself could get out of my building safely (1,562). Arrows show segments which were significantly above or below the score among all residents surveyed.

5.27 Residents who reported having flammable cladding on their building were more likely to lack confidence that they could evacuate safely (22%) than

those living in buildings without cladding (12%). The proportion of residents lacking confidence they could evacuate safely increased the higher the floor they lived on: 9% of those living on the ground floor disagreed they could evacuate safely, rising steadily to 24% of those living on the 5th – 6th floor .

5.28 The 15% of residents who stated they were not confident they could evacuate safely were asked what factors contributed to their lack of confidence summarised in Figure 6.7 below, with 29% citing inadequate fire escapes or exits.

Figure 6.7 Reasons residents are not confident in evacuating their building safely in the event of a fire



D3: Why are you not confident that you and all members of your household could get out of the building safely in the event of a fire? Base: All who were not confident that they and their household could get out safety in the event of a fire (233). Residents were able to select more than one response option at this question, as a result the percentages do not sum to 100%.

5.29 Inadequate fire escapes/fire escapes were more likely to be cited by residents:

- living in private rented homes (37%)
- living in Category 2 buildings (32%)
- living in a converted house (48%).

- 5.30 Residents in social rented homes were more likely to state that their lack of confidence was due to a member of their household having a disability (29%) or having mobility issues due to age (27%).
- 5.31 Among disabled residents, 59% said they are not confident to evacuate safely because a member of their household has a disability (37%) or a household member has mobility issues due to old age (22%).
- 5.32 In the qualitative interviews, residents again referred to the availability and accessibility of fire escapes and confidence in the effectiveness of fire alarms as the main factors that led to confidence in safe evacuations. Residents that were not confident often felt that their building was not equipped with fire safety systems that matched modern standards, which contributed to their anxiety surrounding evacuation.

'I could have been fast asleep and there could potentially have been something going on downstairs which I didn't know about until things started getting hot and smoky.' ('Unsafe and inactive', private renter, category 2, aged 55-64)

- 5.33 This is reinforced by the fact that residents that were confident in their ability to evacuate their household spoke of their awareness of the fire alarms, fire exits and evacuation procedures in their building.

'Everybody has fire alarm, and we all have fire exit and there is an alarm in the stairwell for everyone.' ('Unsafe and inactive', social tenant, category 2, aged 35-44)

- 5.34 In the qualitative interviews many residents interviewed reported that they felt confident in getting themselves and their household out of the building in the event of a fire. This was frequently noted as being due to the availability of accessible escape routes or confidence in the effectiveness of the fire alarms in alerting the household to a fire.

'I'm pretty confident. I checked all the fire escapes out and I'm on the ball in the flat, so I don't start any fires.' ('Unengaged and inactive', social tenant, category 1, aged 65-74)

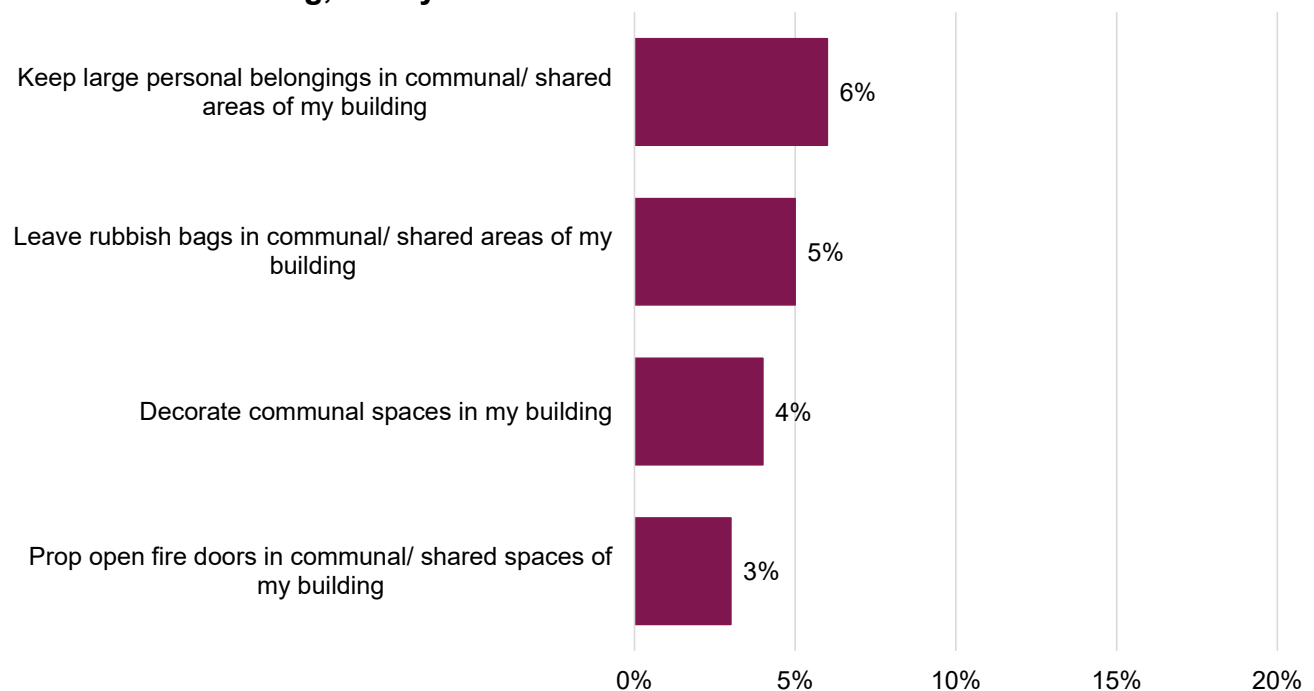
6. Fire safety behaviours

- 6.1 This chapter explores the different types of fire safety behaviours residents engaged in, what decision-making goes into their behaviours, and potential solutions to limit risky fire safety behaviours.
- 6.2 Participants in the online survey were asked to identify the types of fire safety behaviours they engaged in from a pre-defined list, and the frequency in which they engaged in each behaviour.⁶ It is important to state at the outset that a substantial proportion of residents did not engage, or infrequently engaged, in any risky fire safety behaviours in communal areas of their building (79%) or in the home (38%). We focus here on understanding the minority who engaged in such behaviours 'always' or 'often' in order to inform strategies to tackle those behaviours.

Fire Safety in communal building spaces

- 6.3 In communal building spaces, such as stairways and hallways, around 15% of all residents surveyed engaged in some sort of risky fire safety behaviour.

Figure 7.1 Incidence of engaging in risky fire safety behaviours in communal areas of the building, 'always' or 'often'



E2-X: How regularly do you do the following? Percentage who always or often do this. Base: All respondents (1,562)

⁶ Residents were asked to state the frequency in which they engaged in pre-defined behaviours across two separate questions, using the following scales: 1) Always do this, Often do this, Sometimes do this, Rarely do this, Never do this/Not applicable, Don't know; 2) At least once per week, 2 or 3 times a month, Once a month, Once every 3 months, Once or twice a year, Less than once a year, Never/not applicable, Don't know.

- 6.4 Most commonly this was keeping large personal belongings in these areas such as bikes, prams or mobility scooters (with six% always or often doing this).
- 6.5 Almost as many residents (five%) reported always or often leaving rubbish bags outside their flat before taking them to communal bins.
- 6.6 These types of behaviours were strong contributors to the model determining the type of segment that a resident was allocated to and reflects their underlying level of concern and engagement with fire safety. For example, 29% of residents in the 'Unsafe and inactive' segment always or often left both large personal belongings and rubbish in hallways exemplifying their low level of concern for fire safety and disinterest in messages from authorities. By contrast residents in the 'Self-reliant' and 'Safe and at ease' segments, although holding different attitudes to those responsible for the building and fire safety, were less likely to exhibit these behaviours compared with all residents surveyed:
- four% of 'Self-reliant' and two% of 'Safe and at ease' residents said they always or often kept large personal belongings in communal/shared areas of the building
 - one% of 'Self-reliant' and 0% of 'Safe and at ease' residents said they always or often left rubbish bags in the area outside their flat before taking it down to the waste disposal area.
- 6.7 A small proportion (four%) of all residents surveyed stated they always or often added decorations to the communal spaces in their building, such as rugs, lighting or decorative items. This behaviour was more common among the 'Unsafe and inactive' segment, of whom 29% said they always or often added decorations to the communal spaces in their building.
- 6.8 Finally, three% of all residents surveyed stated they always or often prop open fire doors in the communal/shared spaces of their building.
- 6.9 In terms of the segments, always or often propping open fire doors in the communal/shared spaces of their building, was again most common among the 'Unsafe and inactive' segment (23%) compared to extremely rare among the 'Self-reliant', 'Concerned yet distrusting' and 'Safe and at ease' segments (all one%).
- 6.10 In the qualitative resident interviews, those that engaged in risky fire safety behaviours were influenced by their environment and the behaviours of other residents. Most frequently, these residents felt that their building was not

suitable for their needs, which led to them engaging in risky fire safety behaviours. One resident shared their experiences of living in an accommodation that was unsuited to their needs, stating that the fire door had to be propped open, as it was too heavy for the residents with mobility issues to open and close. In addition, this resident shared that they felt forced to store mobility scooters in the hallway of the building, due to a lack of dedicated storage and support from their building manager to put this in place.

'We asked them [building management] if they could put in a shed for the bikes and some charging points for the mobility scooters as well. And they [building management] told us that this is a block for over 55s and if you are disabled enough to have to use a mobility scooter, you shouldn't be living here.' ('Unsafe and inactive', social tenant, category 2, aged 55-64)

- 6.11 Similarly, another stated that the building lacked suitable ventilation, and thus they had to prop open the fire doors during the summer months.
- 6.12 Unspoken agreements between residents often led to a concentration of risky fire safety behaviours on a particular floor or part of a building. For example, one resident spoke about how all the residents on their floor left their rubbish bags on a shelf in the hallway, and then took them down in a batch, rather than take them down each time as they lived on the seventh floor. In situations like this, residents acknowledged potential fire safety risks to their building, but that they felt that the benefits of convenience outweighed the perceived risks their behaviour caused.

'I can understand the reasoning that rubbish bags etc could be a trip hazard in an emergency, but it is a case of the benefit out weighs the risk. There is a shelf area where we tend to leave rubbish bags so they are not on the floor, and then we take them down in batches rather than every time as we live on the seventh floor.' ('Concerned yet distrusting', homeowner, category 1, aged 55-64)

- 6.13 There were also instances where a behaviour was acknowledged as hazardous by a resident but they couldn't see a strong connection between it being a hazard and it being a fire risk. For example, acknowledging rubbish bags in the communal spaces as a tripping hazard but not acknowledging it as a fire safety risk as they felt it would not directly start a fire.

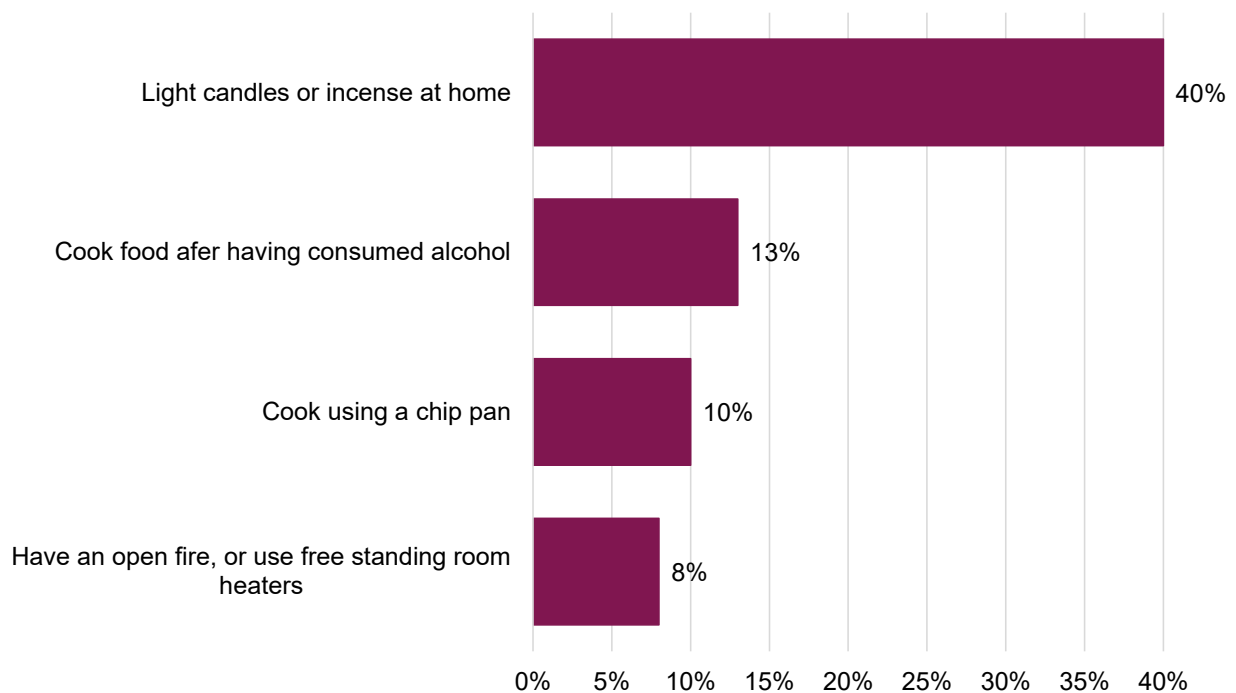
Fire safety in the home

6.14 54% of all residents surveyed said they engaged in at least one of the following risky fire safety behaviours at least once a month:

- cook using a chip pan
- cook food after having consumed alcohol
- light candles or incense in the home
- have an open fire, or use free standing room heaters.

6.15 The proportions of residents who said they engaged in each of these behaviours at least once a month is shown in Figure 7.2.

Figure 7.2 Incidence of engaging in risky fire safety behaviours in the home, at least once a month



E3-X: How regularly do you do the following? Percentage who do this at least once a month.
Base: All respondents (1,562).

6.16 Residents in the 'Unsafe and inactive' segment (35%) were most likely to report cooking after consuming alcohol, at least once a month. Conversely it was far less likely among the 'Unengaged' (six%) or Content and trusting' (three%) segments.

- 6.17 Cooking food using a chip pan at least once a month was a more defining characteristic of the 'Unengaged' segment (31%), as well as the 'Unsafe and inactive' (23%) and to a lesser degree the 'Content and trusting' (17%). The extent to which this is of concern would vary according to their awareness of the risks and other fire safety behaviours.
- 6.18 Eight% of all residents surveyed had an open fire or used free standing room heaters in their homes at least once a month. In terms of the segments, again the 'Unsafe and inactive' segment were most likely to use these types of heating (20%), but also those in the 'Concerned yet distrusting' segment (13%) despite their concerns about fire safety.
- 6.19 When asked how often they smoke inside their home, eight% of all residents surveyed stated they 'always' or 'often' do this. Smoking in the home was a more common characteristic of the 'Unsafe and inactive' (14%), 'Unengaged' (13%) and the 'Concerned yet distrusting' (11%) segments.
- 6.20 Eight% of all residents surveyed always or often used more than one extension lead in the same plug socket (allowing multiple appliances to be run off a single socket), rising to 42% among the 'Unsafe and inactive' segment.
- 6.21 In the resident in-depth interviews, a considerable number of people who engaged in these risky fire safety behaviours in their own home felt that they were doing so in a safe and responsible manner, and thus argued that there was no risk or that the risk was acceptable. These residents suggested that they were unlikely to change their actions of their own volition.
- 6.22 One resident was comfortable that the steps they had put in place for when they smoked indoors (ensuring the window was open and having a fan on), was sufficient to reduce the risk of a fire or to accidentally trigger the fire alarm. For this resident, smoking outside of their home felt more unsafe, as they were concerned about anti-social behaviour from a nearby pub if they were to smoke outside.

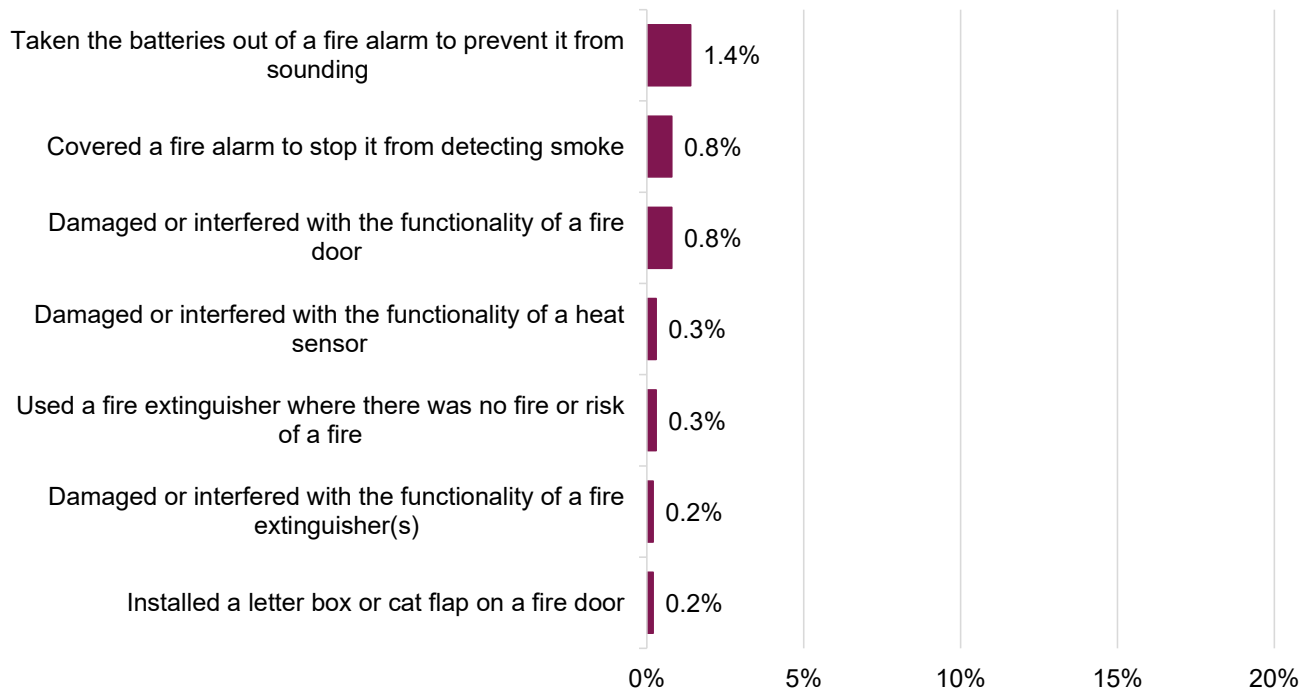
'I'm a very cautious indoor smoker. I can't smoke in the alleyway outside as it is too rough at night [near a pub]. I'm aware of that [the risk] but I'm not really concerned about it.' ('Unengaged', private renter, category 2, aged 35-44)

Higher-risk fire safety behaviours

- 6.23 Residents were asked about a series of fire safety behaviours that have been identified as being higher-risk behaviours. Only a very small minority of residents said they engaged in any of the behaviours within the last 12 months, as shown in Figure 7.3 below. Among the 52 residents who engaged

in higher risk fire safety behaviours, residents typically engaged in one behaviour only (87%), while 15% had engaged in between two and three higher risk fire safety behaviours

Figure 7.3 Residents reporting Higher Risk Fire Safety Behaviours in the last 12 months



E4: What of the following have you done in the last 12 months? Base: All respondents (1,562)

6.24 Whether a resident engaged in one or more of these higher risk behaviours was a key determinant of them being allocated to the 'Unsafe and inactive' segment – 27% of them had done at least one of these behaviours reflecting the level of behaviour change required among this group to reduce their fire safety risk. For example, 11% of this segment had taken the batteries out of a fire alarm to prevent it from sounding, seven% had covered a fire alarm to stop if from detecting smoke and six% had damaged or interfered with the functionality of a fire door. Between two to three% of this segment had undertaken each of: damaging fire extinguishers, using fire extinguishers inappropriately, installing a letter box or cat flap on a fire door, tampering with a heat sensor. These behaviours were rare but they were concentrated among a small minority of residents who were particularly unreceptive to fire safety information.

Fire detection and compartmentation

- 6.25 92% of residents surveyed had a smoke detector/alarm in their home but 34% of residents reported testing it less than once a year or never. This comprised 23% who said they never tested their smoke detector/alarm or that it was not applicable, potentially because a landlord undertook this task, and 11% who said they tested it less than once a year.
- 6.26 By segment, the 'Concerned yet distrusting' (41%) and 'Safe and at ease' (39%) segments were most likely to say they tested their smoke detector less than once a year or never. 40% of the 'Unsafe and inactive' segment tested their smoke alarm less than once a year or never, although this result was not a statistically significant difference when compared to the score among all residents surveyed (due to the smaller sample size in this segment). The other segments tended to check more often and feel more confident in their safety as a result. The 'Content and trusting' (22%) and 'Self-reliant' (25%) segments were least likely to report testing their smoke detector less than once a year or never; and this was significantly lower compared with the responses from all residents surveyed (34%). There was no statistically significant difference when comparing the proportion of residents in the 'Unengaged' segment who tested their smoke alarm once a year or never (30%) when compared to the score among all residents surveyed (34%).
- 6.27 Among the 23% of residents with a smoke detector in their home who never tested it themselves, 64% of them had somebody else test the smoke alarm on their behalf, and the remainder said it was either not tested at all (17%) or they were unsure (20%). Among all residents with a smoke detector in their home (92%), these proportions show that 15% of residents with a smoke detector rely on someone else to test it on their behalf and 8% said that it was not tested at all or they were unsure.
- 6.28 In the survey, compartmentation was defined as follows: 'This means that a fire can be contained to where it started so that it can be extinguished before it spreads. In particular not making changes to walls, floors, windows or doors that could increase the risk of fire spreading; and making sure that fire doors remain closed.' Around 41% were confident about maintaining compartmentation in their building. 65% of residents were confident that they can keep their building's escape routes clear.
- 6.29 The attitudes and behaviours discussed above were used to inform the development of the resident segments. The segments reflect residents' motivation and capability to engage in these preventative behaviours, ranging from the most engaged 'Self-reliant' segment to the 'Concerned yet

distrusting' segment who were concerned about fire safety but tend to be distrusting and inactive.

Understanding avoidance of risky fire safety behaviours

6.30 In the qualitative interviews, residents that didn't engage in any risky fire safety behaviours often felt that they did so intuitively. They cited their pre-existing fire safety knowledge or what they described as common sense to explain their actions. Fear or anxiety of being in a fire was another reason that was cited.

'It's just common sense. If there's a fire exit and it is the only route to get out of the building, its common sense, you need to keep it clear. And there's signs all over the walls telling you that.' ('Safe and at ease', social tenant, category 2, aged 45-54)

'I grew up in the 80s when we used to have public service broadcasts about safety, so it's ingrained in me.' ('Concerned yet distrusting', homeowner, category 2, aged 45-54)

Fire safety materials and building features

6.31 Residents were asked in the online survey about the different fire safety features they were aware of in their homes and buildings, from a list provided. The vast majority of residents (92%) reported having a smoke detector/fire alarm in their home, with 65% reporting one in their building. 56% of residents were aware they had a fire door in their home and a similar proportion (53%) reported having one in their building. 51% reported having exit signs and 44% emergency lighting in the communal spaces of their building (Table 8.1).

6.32 Just over half of residents (52%) identified three to five pieces of fire safety equipment in their home from a list provided in the survey; whilst just under half (46%) identified three to five pieces in the communal or shared spaces of their building.

Table 7.1 Percentage of residents with fire safety equipment present in the home and in communal or shared spaces in the building

Equipment	Present in Home	Present in Building
Smoke detector/fire alarm	92%	65%
Fire doors	56%	53%
Fire extinguisher	28%	34%
Fire blanket	25%	9%
Sprinkler system	13%	14%
Escape hammers	3%	4%
Fire escape ladder	2%	2%
Evacuation chairs	1%	1%
Exit signs	n/a	51%
Emergency lighting	n/a	44%

E1a. Do you have any of the following inside your home? All respondents (1,562)

E1b. Do you have any of the following in communal or shared spaces in your building?

Base: All respondents (1,562)

6.33 Variation in the presence of fire safety measures tended to reflect the tenure and building type of the resident, such as those in a Category 1 building tending to report fire doors or social tenants being more likely to have a smoke alarm/detector. Although there was variation by segment type, with the ‘Self-reliant’ group tending to report more measures, this could otherwise reflect their tenure and building circumstances.

6.34 In the resident in-depth interviews, it was clear the presence of fire safety equipment in the home/building was a key contributing factor towards making residents feel confident and safe. Furthermore, some residents stated that regular assurances that these features are working (such as regular fire alarm testing) ensured that fire safety matters were front of mind. On the other hand, there were some residents that stated that having all these pieces of fire safety equipment encouraged them not to think about fire safety, as their presence put their minds at ease and meant they did not have to think and worry about fire safety.

‘I’m confident because we have a very modern system here...we have smoke alarms, fire extinguishers and emergency lighting in the house.’ (‘Unsafe and unconcerned’, private renter, category 2, aged 55-64).

7. Raising complaints, and relationships between residents and building management

Relationships between residents and landlords/building managers

- 7.1 73% of all residents surveyed reported that they rent their home from a social landlord (28%) or a private landlord (45%). The majority of residents who rented their home from a social or private landlord agreed that they had a good relationship with them (65%), while 9% disagreed and 21% neither agreed nor disagreed. Residents with private landlords were more satisfied (69%) than those with a social landlord (58%).
- 7.2 The relationship with the landlord (where relevant) was a key driver of the segment that a resident was allocated to. Only 48% of those in the 'Concerned yet distrusting' segment reported a good relationship with their landlord, compared to 88% of those in the 'Content and trusting' segment and 76% in the 'Self-reliant' segment, showing the potential importance of this relationship in driving positive fire safety attitudes and behaviours.
- 7.3 Residents who rented their home from a private landlord, leaseholders, and those who were living in their home 'rent free'⁷ were asked the extent to which they had a good relationship with their building management organisation. Relationships with building management organisations were less likely to be viewed positively: 46% agreed that they had a good relationship, while 11% disagreed and 16% said they neither agreed nor disagreed. It should also be noted that 22% said a relationship with the building management organisation was not applicable to them. Again, a positive relationship is associated with more positive attitudes to building and fire safety, with 67% of those in the 'Content and trusting' segment reporting a good relationship with building management compared to 37% of the 'Concerned yet distrusting' segment.
- 7.4 The qualitative interviews revealed some of the variety in landlords and building management, from large social landlords and formal building management arrangements in bigger buildings, through to less formal relationships with individual landlords:

'I don't really like him because of his actions with the building. He has no real involvement in the building except collecting the rent

⁷ This includes residents living in a property owned by a friend or relative.

money and dealing with people who don't pay rent.'
(*'Unengaged', private renter, category 2, aged 35-44 years*)

'They are very professional and easy to go and speak to if need be...they are very friendly. They're open all hours and it's accessible to text them or speak to them face to face.' (*'Self-reliant', private renter, category 1, aged 18-24 years*)

- 7.5 Some of those interviewed had a clear understanding of building management arrangements and who had responsibility for fire safety, while others were less clear. Some private renters said they would raise any concerns via their landlord rather than directly with building management.
- 7.6 The extent to which landlords and building managers were trusted varied according to residents' experiences and the extent to which the landlord or building manager was visible and accessible. This visibility and accessibility could encompass a range of factors and didn't always mean a physical presence in the building. Whilst some residents knew an individual (for example, a housing officer or landlord who visited the building), for others accessibility meant knowing there was a phone number or email address they could rely on to get in contact where necessary and that information had been clearly communicated with them (for example via posters or leaflets).
- 7.7 Trust also related to the landlord or building managers' prior actions, for example whether they had been responsive to any issues raised or made repairs in a timely manner – this was irrespective of whether issues related to fire safety or not.
- 7.8 When it came to fire safety specifically, features of positive actions by landlords and building managers included:
- provision of fire safety equipment within the building and being able to see action taken to improve safety (for example sprinklers being fitted or issues with cladding being remedied)
 - residents being aware that tests and checks were carried out regularly (for example, testing of fire alarms) and that the results of any checks were reported back to residents
 - clear communication, including by notices in the building, leaflets and briefings to people when they move into the building, and communication of the outcome of any issues when they occurred
 - clear signage within the building (for example fire escape routes).

Where residents were less positive about their landlord or building manager's actions, issues included:

- insufficient provision of information. For example, some wanted to see clear maps of the layout of the building on each floor and escape routes and clearer signage. Others wanted better provision of information when they moved into a building
- poor explanation of the reasons for fire safety rules for several respondents: for example, a small number of residents stated they had been told that they could not have doormats in the corridor outside front doors, but the reasoning for this had not been explained to them
- lack of responsiveness to fire safety issues raised, including carrying out repairs or improvements that the residents deemed necessary.

Complaints awareness

- 7.9 90% of residents knew who to contact to raise a concern or complaint about their home or building. However, ten% did not know who to contact.
- 7.10 Consistent with their circumstances and attitudes to fire safety, those in the 'Unsafe and inactive' segment were most likely to not know who to contact to raise a concern or complaint about their home or building (22%). Residents in the 'Concerned yet distrusting' segment (14%) were also more likely to not know who to contact to raise a concern or complaint, compared to all residents surveyed.

Complaints made

- 7.11 In the past 12 months, 39% of all residents surveyed stated that they had raised a concern or complaint about their home or building. This proportion was higher among the 'Concerned yet distrusting' segment (60%); this suggests there is a variation within this segment in terms of both lower awareness of who to raise a concern or complaint to, and a higher likelihood of having made a complaint about their home or building. Residents in the 'Safe and at ease' segment (47%) were also more likely to state that they had raised a concern or complaint about their home or building in the last 12 months.

- 7.12 Residents who had raised a complaint in the last 12 months were asked to specify the issues they had complained about⁸. 19% raised a concern or complaint about fire safety, amounting to around eight% of all residents surveyed. In total fire safety was the fourth most common topic about which residents complained. The five main topics of complaints were, in rank order: repairs and maintenance in the home (65%), repairs and maintenance in the building (37%), the behaviour of other residents (28%), fire safety (19%), and noise (16%).
- 7.13 Residents belonging to the ‘Concerned yet distrusting’ segment deserve particular attention when it comes to raising concerns and complaints. They were the most likely segment of residents to raise a concern or complaint in general (60%) and the most likely to have raised a concern or complaint about fire safety specifically (26%).
- 7.14 Residents living on the 3rd – 4th floors (29%) were also more likely to have raised a concern or complaint about fire safety.
- 7.15 Those who complained about fire safety or external cladding were most likely to raise their complaint to the building manager (45%), followed by their housing association (29%) or landlord (24%), according to their tenure. Residents who had complained about clutter in communal spaces of their building reported a similar pattern; 32% complained to their building manager, 24% complained to their landlord, and 22% complained to their housing association.
- 7.16 When it came to complaints about repairs and maintenance in the communal spaces of the building, the building manager was also the primary person the residents complained to (42%). However, for issues about repairs and maintenance in their own home, residents were most likely to contact their landlord (51%). This suggests that residents perceive fire safety as a building issue rather than a home issue.

Raising concerns about fire safety in future

- 7.17 All residents were also asked how likely they would be to raise future concerns about fire safety in their home with their landlord, housing association or building manager. While the majority (80%) would be likely to raise a concern, seven% would be unlikely to raise their concern.

⁸ In the survey residents were able to specify more than one issue that they had complained about. Some residents reported they had complained about more than one issue in the last 12 months. This means that the sum of the issues complained about does not sum to 100 per cent.

7.18 It was a characteristic of the 'Unsafe and inactive' segment to be less likely to raise a future concern or complaint about fire safety (53%). Residents in the 'Concerned yet distrusting' segment (71%) were also less likely to say they would raise a future concern or complaint, compared with all residents. Residents were asked in follow-up interviews about why they wouldn't want to raise a concern about fire safety with their building manager, landlord or housing association. The reasons included:

- not wanting to 'bother' anyone
- to avoid confrontation with neighbours
- would only raise a concern if it was a 'repeat' issue
- they didn't think anything would be done about it (due to negative perceptions of authorities)
- they didn't think anything would be done about it (due to previous experience)
- they independently satisfied the concerns they had.

7.19 These views confirmed evidence gathered at the scoping stage from stakeholders who suggested residents' lack of engagement in the complaints process was driven by:

- residents being less likely to raise concerns if previously raised issues have not been dealt with
- lack of transparency around the complaints process.

Improving the complaints process

7.20 When it came to improving the complaints process, residents in the qualitative interviews had several suggestions that the building manager, landlord, or housing association could take. These included:

- making contact details for relevant parties easier to find – for example, placing them on a noticeboard in a communal area
- having a physical presence in the building - for example, a concierge or a housing officer

- introducing a formal recognition of communications that have taken place, and providing notifications on issues and whether they are being dealt with to reassure residents
- offer a 24-hour communication channel for concerns and complaints
- implementing an anonymous complaints process, so that residents may feel more comfortable raising concerns when having issues with neighbours
- hosting or running regular residents' meetings.

7.21 Stakeholders again echoed similar perspectives, suggesting that building managers, landlords and housing associations could:

- offer clear communication as to what the issue is, what is being done to resolve it, and why they can/can't resolve it
- provide a more 'personal touch' to understand problems residents are facing and genuinely engage with them to try and solve their problems
- use fire service staff when it comes to dealing with complaints around fire safety measures and relaying the importance of certain measures/actions.

Inspections

7.22 49% of residents stated their landlord or building manager had requested access for a fire safety inspection within the past 12 months. Inspection requests were also more common among those who were renting from a private landlord (53%) or in social housing (54%), and less common amongst owner occupiers (37%). It was equally common amongst residents in Category 1 (49%) and Category 2 (50%) buildings. The vast majority of residents allowed access to their landlord or building manager when requested (98%).

7.23 Whilst refusal to grant access for inspection was rarely reported amongst respondents to this research, it was clear from stakeholder interviews that a small minority of residents were very reluctant to provide access, and this could be challenging for landlords and building managers. Suggestions for how access for inspections could be improved included:

- providing advance communication and a good notice period
- providing communication in different languages

- being flexible about appointments for inspections
- ensuring that communication in advance is clear, and outlines the reason for the inspection and what it will entail
- being clear what is in and out of scope of the inspection, to allay any concerns (e.g. about judgement about a resident's living conditions)
- where possible, the inspection being carried out by someone who is known to the resident, or at least has clear identification and means for the resident to check the authenticity of the person seeking to access the home
- where possible being able to provide inspectors of different genders, or communicating the gender in advance, and having awareness of relevant cultural considerations.

8. Communicating fire safety messages

Engagement in fire safety communications

- 8.1 Overall, 82% of residents agreed they read letters or notices they receive about what's going on in their building.
- 8.2 Segment membership again reflected these characteristics and engagement with communications, ranging from 91% engagement with letters and notices among the 'Safe and at ease' and 'Content and trusting' segments, compared to 73 % among the 'Concerned yet distrusting' segment and 67% among the 'Unengaged' (67%)segment.
- 8.3 Residents who rented their home from a social or private landlord were asked whether their landlord or housing provider keeps them informed about things that matter to them: 63% agreed, while 17% disagreed.
- 8.4 Among residents who rented their home, those in the 'Concerned yet distrusting' segment were more likely to disagree that their landlord or housing provider keeps them informed about things that matter to them (30%), compared with all residents. By contrast renters in the 'Content and trusting' and 'Self-reliant' segments were least likely to disagree that their landlord or housing provider keeps them informed (one% and seven% respectively).

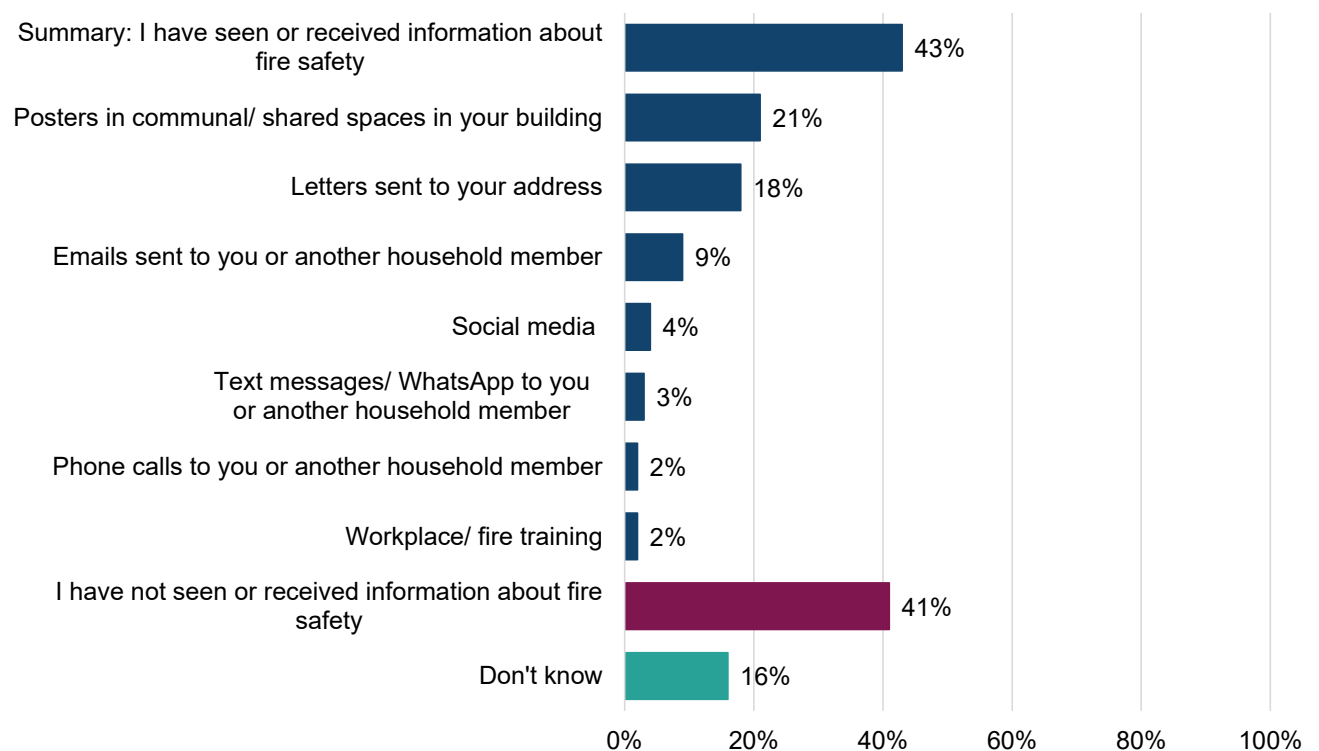
Recall of fire safety communications

- 8.5 Looking at information about fire safety specifically, 43% of all residents recalled seeing or receiving at least one piece of communication about fire safety (from a prompted list of sources) in the previous 12 months, while 41% of all residents said they had not seen or received any such information about fire safety, and 16% of all residents said they did not know.
- 8.6 Those most likely to say they had received fire safety information in the last 12 months were the 'Safe and at ease' segment (49%) and the 'Self-reliant' segment (48%). Conversely the 'Concerned yet distrusting' and 'Unengaged' were less likely to say they received any fire safety information (34% and 32%).
- 8.7 The 'Concerned yet distrusting' segment were more likely than other segments to say definitively that they had not received any fire safety information in the past 12 months (49%). Whether this reflects a lack of communication or a lack of engagement with the communication, there is a group of residents who are not being assured by their landlord or building manager and are anxious about fire safety.

Effectiveness of communication channels

8.8 As shown in Figure 9.1, people tended to recall seeing or receiving fire safety information in the last 12 months through the following traditional media: posters in communal/shared spaces in the building (21%), letters (18%) or emails to a member of the household (nine%). A small minority of residents recalled fire safety information via social media (four%), or through text or WhatsApp messages (three%).

Figure 9.1 Media channels through which have seen or received fire safety information in the last 12 months



H1: In what medium have you seen or received fire safety information in the last 12 months? Base: All respondents (1,562). Sources cited by 1% or fewer are not shown on the chart.

8.9 Residents who recalled the format in which they had received fire safety information, were asked to state the source of the information, and their level of engagement with up to three formats/channels. Residents who had selected more than three information sources, were asked the questions about three of the information sources only, on a randomised basis. This means that a small proportion of residents who identified fire safety information sources, were not asked follow-up questions around particular sources.

Posters

8.10 Although the most commonly recalled mode of communication, the content was not so well remembered. Of the 21% of residents who recalled seeing posters, 58% of them recalled most or all of the content. Posters seen were most commonly identified as coming from the landlord or building manager (62%), while five% identified the poster to be from the Fire and Rescue Service.

Letter

8.11 Although the second most frequently recalled mode of communication, the content of letters was better remembered. Of the 18% of residents who recalled a letter, 72% recalled most or all of the content. Letters were most commonly identified as coming from the landlord or building manager (65%) or the local authority (14%).

Email

8.12 Although residents were less likely to recall receiving an email (nine%), the amount of information that was retained was comparable to letters with 71% of recipients saying they recalled most or all of the content. Those who had received an email about fire safety typically said this was from their landlord or building manager (85%).

Social media

8.13 Fire safety messages on social media were only recalled by four% of residents and recollection of the content was relatively low with just under half (48%) of them remembering most or all of the content.

8.14 Residents who had seen fire safety information in social media posts, cited varied sources including: The Fire and Rescue Service (24%), the landlord or building manager (14%), and the local authority (14%). Around 29% of residents who had seen fire safety information on social media could not remember its source.

Text or WhatsApp message

8.15 Texts and WhatsApp messages seem to be used very infrequently with only three% of residents recalling receiving them. However, for this three%, the impact was high, with 76% who had seen this form of communication in the past 12 months, reporting that they recalled most or all of its contents. Among residents who received a text or WhatsApp message about fire safety, this was typically from the landlord or building manager (87%).

Preferred communication channels

- 8.16 Residents who had not recalled any fire safety information were asked to state which format they would find most helpful in remembering fire safety information. Letters sent to the home (35%) were felt to be most helpful by residents in all segments, followed by posters in communal or shared spaces of the building (21%), and emails (15%). Fewer than one in ten would find each of the following formats most helpful: text/WhatsApp messages (seven%), social media (six%), phone calls (one%).
- 8.17 The following groups of residents who had not recalled any fire safety information were more likely to say that they would find letters most helpful in remembering fire safety information: those aged 55 plus (46%), the retired (50%), those with a physical disability or mobility impairment (49%), those living in social rented accommodation (44%), and those who live alone (38%).
- 8.18 Fire safety information in a poster format was reported as being most helpful for the following groups of residents who had not seen or received any fire safety information sources: residents living in a converted building (32%) or in a building shared with commercial units (31%) were more likely to find a poster most helpful in remembering fire safety information, compared with residents overall. For residents living in a converted building, posters were their most preferred format, while for residents living in a non-residential building⁹, it was, equal to their preference for letters.
- 8.19 Fire safety information delivered in an email was reported as being most helpful for the following groups of residents who had not seen or received any fire safety information sources: residents working full-time (18%), as well as those aged 25-34 (19%) and those aged 75 plus (26%), were more likely to find emails most helpful, compared with residents overall.
- 8.20 Fire safety information through social media was reported as being most helpful for the following groups of residents who had not seen or received any fire safety information: full-time students (15%), those aged 18-34 years old (ten%), and residents renting from a private landlord (nine%) were more likely to find social media posts most helpful, compared with residents overall.
- 8.21 Fire safety information delivered through text or WhatsApp messages was reported as being most helpful by residents aged 35-44 (14%) who had not seen or received any fire safety information, compared with residents overall.

⁹ In the survey, a non-residential building was defined as a commercial building such as in an office building or in a hotel.

8.22 The qualitative interviews elaborated on the reasons why residents preferred different information formats, and some distinctions could be made between broad fire safety awareness raising and information applicable to all, and fire safety information specific to their building such as location of escape routes. Some residents interviewed thought posters could be a good format to display fire safety information, due to the simple and visual presentation, and as a result might be more likely to stay in mind. However this was contradicted by the survey findings, which found that posters were not the best recalled medium among residents who had received information in this format (58% of residents said they had recalled most or all of the contents of the poster). Signs and other displays were also liked because they could be context-specific, for example providing directions to fire exits and assembly points. Emails and text messages could be good ways to communicate time-sensitive information, for example reminders about fire alarm tests. In terms of timings, receiving information (for example, a leaflet) when moving into a property was felt to be useful, and more likely to be retained.

8.23 The idea of some form of induction on moving in was also suggested, and refreshed periodically (for example every six months or annually) to help residents retain knowledge and awareness of fire safety issues, rather than seeing a single communication on move-in as being sufficient.

‘You tend to forget about things so if you have something regular you will remember.’ (‘Unengaged’, social tenant, category 1, aged 65-74)

8.24 Some residents also pointed to a need for more detailed or specific information such as training sessions:

‘It’s all well and good having a fire extinguisher but you need to know how to use it confidently.’ (‘Unsafe and inactive’, social tenant, category 2, aged 55-64)

8.25 Thinking about more general information about fire safety, some suggested that community events run by the fire service could be an engaging and less formal way to raise awareness, and education in schools was also suggested. Information on television could be highly impactful, with some recalling information films seen many years ago.

Trusted sources of information

- 8.26 Residents in the survey said they were most likely to act upon information delivered by the Fire and Rescue Service (52%), while 28% felt they would be most likely to act on information from their landlord or building manager. Fewer than one in ten would be most likely to act upon information from each of the following sources: the local authority (seven %), the Welsh Government (three%), residents in the building (two%) or someone else (one%).
- 8.27 The Fire and Rescue Service was the most trusted source of information across all age groups and categories of home ownership. All segments tended to be more likely to respond to messages from the Fire and Rescue Service compared with other sources, with the exception of the 'Content and trusting' segment, who were most likely to act on information from their landlord or building manager. Attitudes to communication from the landlord or building management varied by segment and reflect their overall satisfaction with the service they provided.
- 8.28 The qualitative interviews reinforced the view that the Fire and Rescue Service was a trusted and impactful route to deliver fire safety messages. The impact of messages from the residents' building management or landlord could be affected by trust issues – some residents did not trust their housing provider for reasons unconnected to fire safety (e.g. poor response to complaints) which impacted the extent to which they would be listened to if delivering a fire safety message.

9. Conclusions

Knowledge and understanding of fire safety

- 9.1 In order to effectively raise knowledge and understanding of fire safety issues, a sizeable minority of residents need to first be persuaded to engage or reengage with their own personal responsibility for fire safety. Of the six segments identified in this research, three (representing 41% of all residents) could be prioritised for communication or intervention to encourage positive attitude and behaviour change.
- 9.2 First, 27% of residents were classified as 'Concerned yet distrusting'. They were dissatisfied with their building and very distrusting of the authorities responsible. But at the same time often showed a relatively low degree of personal responsibility for, and confidence about, fire safety in their home. This group were not receptive to fire safety information because they did not have a good relationship with their landlord or building manager. This group were more likely to have raised a complaint about fire safety in the past yet were less likely to raise a complaint in the future. This suggests that their negative experiences with the complaint process, as well as their poor relationship with their landlord or building manager, has led to pessimistic attitudes towards fire safety in their building. These residents tended to be slightly younger than all residents surveyed, female and more often live in the private rented sector. Their engagement with their landlord and building managers may also be more difficult as they were more likely to be disabled, and have a long term physical or mental health condition.
- 9.3 Secondly, although a small segment (eight%), 'Unengaged' residents may be persuadable but harder to reach given they tended not to be engaging with fire safety information or other civic activities and lacked confidence in their ability to reduce fire risks. This segment were slightly more likely to be social tenants who tended to trust their landlord for fire safety information.
- 9.4 Finally, the seven% of residents deemed 'Unsafe and inactive' were both the least likely to feel they had a responsibility for fire safety in their home and were less likely to feel confident to maintain compartmentation in their home and keep escape routes clear. This segment tended to be the younger residents, who did not hold strong positive or negative feelings towards the authorities responsible for their building and fire safety. This segment may benefit from receiving messages that educate them about why fire safety is their responsibility as a resident.

Fire safety behaviours

- 9.5 Risky fire safety behaviours, like leaving rubbish on a communal landing, are a visible indicator of a low underlying motivation to engage in fire safety and sometimes low capability to comply.
- 9.6 Changing these behaviours must first tackle the resident's rationalisation of their action, pointing to fire doors being too heavy, a lack of storage for large items, poor ventilation and inconvenient location of waste bins. In some buildings, the solution could lie in improving the opportunities to comply, for example by making it easier for residents to store items or remove rubbish. But in buildings where this is less the case, residents may need to understand the tangible risk that their action poses to fire safety and that it is not somehow safer than when others engage in it.
- 9.7 Although most residents have a smoke alarm/detector in their home, the survey found that about 8% of those who did have one were not testing it nor having someone else test it at least annually.
- 9.8 While the majority of residents were confident that they could evacuate their building in the event of a fire, those living in Category 1 buildings or a social rented home were more likely than residents overall to lack confidence in their abilities, whether because of the floor they lived on, disability or mobility issues or perceived inadequate fire evacuation provision. Although maintaining up to date lists of vulnerable residents can be challenging, particularly if properties are privately rented, there is support for making efforts to identify residents who need special assistance with fire safety.
- 9.9 Confidence was boosted by the visibility of fire safety equipment, evacuation routes and clear communication from landlords and building managers. To improve trust in the authorities responsible for their building and engagement in fire safety, building managers could prioritise fire exit signs and information visibility to help reach disengaged residents. Similarly, some residents may need the rationale for fire safety requirements and actions communicated more clearly to encourage compliance.

Raising complaints and relationships between residents and building management

- 9.10 Again, a good relationship with the landlord and/or building manager encourages and reinforces positive fire safety behaviours. The small minority of residents who would not raise a fire safety concern or complaint tended to have a poor relationship with their landlords or building managers, were less

trusting in authorities and were not showing any engagement in fire safety issues. Again, there are different motivations underlying this behaviour requiring different messages. Some residents are nervous of bothering anyone or wish to avoid conflict with their neighbours. They need encouragement to communicate and assurances of confidentiality and anonymity if necessary. Others may be cynical that anything will be done and have previously had a bad experience trying to communicate with their landlord or building manager. Residents need to know that they will have a positive experience if they get in touch and something will be done, with clear options to escalate their issue if they do not feel it is addressed properly. Maintaining high visibility, whether physical or through communication channels and sharing the issues that have been raised with the building manager or landlord, and the action taken, can build this confidence that residents are being listened to.

- 9.11 In terms of the most effective channels of communication, residents appreciated posters in buildings and social media campaigns for general messages and to remind them to consider fire safety. However they do not commonly recall the specifics of the content, only 58% recalled information from posters and 48% recalled information from social media. Messages in written personal communication, via text/WhatsApp message (76%), letter (72%), or email (71%) were more effectively recalled. It is notable that only three% of residents reported receiving text/WhatsApp messages from their landlord or building manager about fire safety, however this format was particularly effective in terms of recall, with 76% of this group recalling most of the contents of the message. Greater use of short text messages and/or emails to communicate on a topic or refer residents to information they need to look at could be a more cost-effective way to sustain fire safety awareness over time. This could particularly help younger residents, who are often in their first independent home, or who are not necessarily absorbing information given to them at the start of their tenancy. Most communication needs to come from the building manager or landlord but if it can be supported by the Fire and Rescue Service, as it tends to have more impact on residents given high levels of trust.

Annex A: research questions

The full set of research questions proposed for the research are listed below:

- 1) What does fire safety mean to residents?
 - a. Specifically, what are knowledge levels on evacuation routes and personal emergency evacuation plans?
- 2) What are the knowledge gaps on fire safety? For example, but not limited to, knowledge on: Evacuation plans, location or requirement for firefighting equipment, safe use of BBQ's, obstacles in escape routes, breaching compartmentation, effective use of fire safety technologies, smoking and fire doors.
- 3) What behaviours are undertaken by households to manage fire safety risks?
 - a. How effective are these?
- 4) How do levels of awareness of fire safety rules and regulations vary according to the sampling considerations set out later in this specification?
 - a. What drives the variation in differing levels of awareness of fire safety rules and regulations across resident groups?
- 5) Do residents know if their building has a fire safety plan?
 - a. Why, why not?
- 6) Do residents routinely receive fire safety information?
 - a. How is information on fire safety shared with residents?
 - b. Is this done in a structured way?
- 7) What proportion of residents have ever made a fire or building safety complaint?
 - a. What proportion of residents have ever made a fire or building safety complaint?
 - b. How does complaint making differ by resident group?
- 8) What is the process for making a fire or building safety complaint?
 - a. Are residents provided with information that clearly sets out the complaints process?
 - b. Do residents feel that this is satisfactory/clear?
 - c. Do residents know how/to whom to escalate a complaint not resolved to their satisfaction?
 - d. How does this differ according resident group
 - e. How are complaints usually resolved? What are some of the drivers of this?
 - f. When and why do complaints get escalated?
- 9) What barriers exist to raising a fire or building safety issue?
 - a. How might these differ by resident group?

- 10) What might an effective fire or building safety complaint making process look like?
- 11) Do residents identify fire or building safety risks in their building without making complaints?
 - a. Why might this be?
- 12) How often do landlords, managing agents and housing providers access residents' homes?
 - a. How do landlords, managing agents and housing providers request access?
 - b. What are the reasons that landlords, managing agents and housing providers require access?
 - c. What are residents' experiences of allowing access to their home?
- 13) What are residents' levels of understanding of rights and regulations around rights of access?
- 14) How do residents feel about fire safety inspections and assessments?
- 15) Has a resident ever asked to see their Fire Risk Assessment and, if so, was their request granted?
- 16) What are resident's experiences of fire safety checks or inspections?
 - a. How frequently are fire safety checks or inspections undertaken?
- 17) What is considered effective in facilitating safe, ethical and efficient access to residents' homes?
- 18) Who should be delivering fire safety information to ensure that it is received effectively?
- 19) Are residents aware of current building safety regulators and their role?
- 20) Where do people go for information on fire safety?
 - a. What or who is a trusted source of information on fire safety?
- 21) What barriers do residents face in engaging on fire safety?
- 22) What communication methods are most effective in delivering fire safety information?
- 23) How do landlords, managing agents and housing providers engage with residents?
 - a. What technologies are used to engage and communicate with residents?
 - b. Is any particular method more/less successful?
- 24) Are residents engaged in decision making regarding the safety of their building?
 - a. If so, how?

- b. How does this differ by tenure, ethnicity and household type?
- c. What barriers are there to engagement with decision making on building safety?

Annex B: methodology

Rapid Evidence Review (Phase 1 - Scoping)

As part of the scoping process, IFF conducted a Rapid Evidence Review of pre-existing literature on the topic of residential fire safety. The Welsh Government provided IFF Research with two pre-publication draft reports to include in the Rapid Evidence Review. These were: a literature review on “Influences on Residents’ Fire Safety Behaviours” conducted by The Welsh Government’s Knowledge and Analytical Services, which was based on 20 academic papers from the UK and 19 international academic papers; and a report of exploratory qualitative research they commissioned with ethnic minority and disabled leaseholders conducted by Beaufort Research. The review included the recently published Home Office report: “Evacuation from fire in high-rise residential buildings: A rapid evidence review” (2022), which was based on a review of 60 relevant academic papers.

As well as these sources, IFF Research reviewed the following documents to understand the policy context in which this research sits:

- Independent Review of Building Regulations and Fire Safety: Hackitt review (Interim report 2017)
- Independent Review of Building Regulations and Fire Safety: Hackitt review (Final report 2018)
- Safer Buildings for Wales White paper and consultation response documents (2021)
- Home Office: Fire Safety in purpose-built blocks of flats (2021)
- Scottish Government: Fire Safety - existing high rise domestic buildings: practical guidance (2022)
- Home Office: Fire Safety Guidance (2013, last updated 2022)
- Home Office: Fire Safety (England) regulations 2022
- Scottish Government: Fire and smoke alarms: changes to the laws (2022).

The full Rapid Evidence Review can be found in Annex C.

Stakeholder interviews (Phase 1 - Scoping)

To gather the insights of a selection of stakeholders with knowledge of fire safety issues in different types of building and for different tenure groups IFF Research interviewed representatives of the following organisations:

- Tenant Participation Advisory Service (TPAS) Cymru
- Newport City Homes
- Federation of Private Residents Associations
- The Property Institute
- Trivallis Housing Association
- Cardiff Community Housing
- HSE Insights Team
- Internal Welsh Government stakeholders.

The interviews covered the following topics: participants' background in relation to fire safety, the knowledge and understanding of responsibility for fire safety, on the part of residents; communication of fire safety information; experiences of accessing residents' homes for the purpose of fire and building safety checks; and the process by which residents raise concerns and complaints relating to fire safety.

The insights from these interviews contributed to the design of both research outputs for phase 2 and phase 3 of the research, the questionnaire, and the qualitative topic guide.

Advisory group

To support the project, IFF worked with a resident advisory group on building safety. The participants of this advisory group were recruited and organised by Welsh Government via stakeholders such as TPAS Cymru, the Federation of Private Residents Associations and Cardiff University and their networks.

IFF ran two workshop sessions for the advisory group.

- At the end of the questionnaire design process, to get their input on the questionnaire design.
- In the report drafting process, specifically, getting their input on the policy recommendations IFF suggested.

Use of the COM-B model

One of the goals of this research was the delivery of impactful behavioural interventions that would improve fire safety in multi-occupied buildings. A COM-B model was therefore used as a framework for developing this research.¹⁰

A COM-B model provides a practical framework for understanding how proposed communications and policy interventions might affect behaviour change. It is comprised of three overarching drivers, each with two subcategories:

1. Capability
 - a. Knowledge-based/psychological
 - b. Physical barriers
2. Opportunities:
 - a. External physical factors
 - b. Social / environmental / contextual factors
3. Motivation:
 - a. Automatic
 - b. Reflective.

Identifying these drivers can, in turn, point to the most effective type of intervention or communication that could impact on fire safety behaviour for the different types of resident identified in the research.

COM-B Workshop session

At the beginning of the research project, IFF conducted a workshop with Welsh Government policy and research officials concerned with Building Safety to discuss the COM-B model and how it would be best used to develop the research materials throughout the project.

The workshop consisted of three main exercises, described below.

- Exercise 1: Producing a list of risky fire safety behaviours.

¹⁰ For a detailed explanation see: Michie S et al (2014) *The Behaviour Change Wheel: A Guide to Designing Interventions*. Silverback Publishing.

- Exercise 2: Analyse the list made in exercise 1 and allocate priorities to them.
- Exercise 3: Map the behaviours against the COM-B Model.

The exercises were planned from the principle of firstly establishing a broad range of behaviours and actions related to fire safety, then prioritising and building upon the previous exercises to develop hypotheses about realistic interventions. To do this it was important to maintain a high degree of specificity when discussing behaviours, otherwise any hypotheses relating to possible interventions would likely be too vague and therefore unrealistic to implement. Because of this, a rule was set to avoid passive and general terms during the discussion. For example, using language such as “encourage engagement” was to be avoided as the term is so broad that it cannot realistically be tackled via a single intervention.

The COM-B workshop provided IFF with a starting point to identify and develop potential behavioural interventions and helped in the drafting of the questionnaire and the topic guide.

Sampling (Phase 2 - quantitative research and segmentation)

For the sampling approach for the online survey, IFF used the PAF (Postcode Address File) to build a sample frame of addresses in multi-occupied buildings.

The PAF is a database owned by Royal Mail that contains all postcodes and Delivery Points in the United Kingdom. For this research, IFF Research used two different PAF files - the full PAF, which contains all addresses in the United Kingdom, and the Multiple Residency (MRES) file, which contained all addresses that shared a delivery point.

IFF used a series of identifying words to flag multi-occupied buildings, which were used to build the sample frame. In addition, Welsh Government provided an additional file of category 1 properties accessed via ‘DataMapWales’,¹¹ which were added to the final sample file.

Once these records were combined with the addresses identified in the PAF sample, IFF had a total sample of 100,581 addresses identified as being within multi-occupied buildings from which to draw from on for the quantitative survey.

Initially we hypothesised that a building would be in scope if there were multiple addresses that shared the same building name. However, upon inspection of the PAF files, this approach could not accurately identify multi-occupied buildings and there were no identifiable patterns that could inform any adaptations to this

¹¹ [Home | DataMapWales \(gov.wales\)](#)

approach. Therefore, this proposed approach was abandoned. Instead, a series of identifying words were used to include and exclude addresses from the research, as described below.

Firstly, we removed all non-Welsh addresses from the files. Following this, the next stage in the process was to identify the addresses which we could confidently assert as being within multi-occupied buildings, and at the same time to identify the addresses which we could confidently assert were not within multi-occupied buildings or were out of scope for other reasons (for example if the address was for a business rather than a residence). The method for doing this was to apply 'filter' words to the data set which would flag addresses which should be considered for inclusion or exclusion. This required a 'trial and error' approach as each time that a set of filters was run, IFF ran checks on the addresses that were being flagged to ensure that the filter was producing the desired results.

Full PAF (FLL)

To identify Multi-Occupied Buildings that would be in-scope from the Full PAF, inclusion and exclusion filters were applied to the following fields.

- Organisation Name: Used to identify whether there was a business at the address.
- Building Name: A selection of keywords were used to identify buildings that were in-scope as well as properties that were out of scope.
- Sub_Building Name: The same filter process for Building Name was applied here as well.
- We have used the following filter combinations to derive our sample file from FLL. The number of records each combination have been highlighted next to it below.

As it was possible for a single address to trigger multiple filter flags, both for inclusion and exclusion, it was necessary to create a logic model **Error! Reference source not found.** that set out different combinations which would mean that an address was to be included in the final sample.

Table B.1: PAF Sample Flag Filters

Building name (Exclude)	Building name (Include)	Sub building name (Include)	Sub building name (Exclude)	Total Number of Records flagged for
Yes = filter flagged, No = filter not flagged				
Yes	No	Yes	Any	647
No	Yes	Yes	Yes	12,405
No	Yes	No	No	7,819
No	Yes	Yes	No	1,302
No	No	Yes	No	5,737
No	No	Yes	Yes	33,224

In addition to the above a filter was placed on the “organisationname” field. When we checked addresses that had data in this field, it was clear that these records referred to a business and were out of scope. We therefore decided that if there was any data in this field, the address would be excluded.

MRES PAF

As the MRES file only contained multi-occupied buildings, the purpose of the MRES filters was to identify which buildings were out of scope. To achieve this, filters were applied to the following fields.

- Organisation Name (MR) and Organisation Name (DP): Used to identify whether there was a business at the address.
- Building Name (MR) and Building Name (DP): A selection of keywords were used to identify buildings that were out of scope.
- Sub_Building Name (MR) and Sub_Building Name (DP): The same filter process for Building Name was applied here as well.

Filter words

The following words were used as inclusion criteria in the ‘BuildingName’ and ‘Subbuildingname’ fields.

Table B.2: PAF Sample Key Words Inclusions

Inclusion
Flat_ (with a space)
Apartment
Condo
Suite
Court
Block
Tower
University (MRES Only)
Student (MRES Organisation name only)
Specific properties identified as multi-occupied through data checking (Full PAF only)

Table B.3: PAF Sample Key Words Exclusions

Excluded words
Hotel
Bed & Breakfast
B&B
Care Home
MOD
NHS
Prison
Bar
Office
Offices
Business
Clinic
Storage
Warehouse
Ltd
Caravan
Hospital
Shop
Shopping
Hostel

Barn
Cottage
Villa
Farm
Unit
Flat (without a space) premises (Full PAF only)
Lodge
Nursing

The decision-making process behind some of the words that were selected as filters are set out below.

- **Flat:** Upon analysis of the FLL file, it became apparent that if the word ‘flat’ was alone in the subbuildingname column, the address was out of scope as it was often a flat above a shop or business. Therefore, the word ‘flat’ was added to the exclusion list. Flats in a multi-occupied building were identified in the FLL file as ‘Flat A/1/1a’. To include these properties but exclude the flats above a business, the word ‘flat’ was added to the exclusion list and ‘flat ‘ (with a space after flat) was included.
- **Student:** There was a building in the MRES file that was triggering exclusion filters but upon inspection, was in scope for the research. Student was added to the inclusion list to bring this building into the sample file.
- **Specific properties:** Throughout the sample building process, we sense checked certain addresses on google maps to help identify if the filters were working as intended. In instances where multi-occupied buildings were identified, they were taken a note of and included within the sample file.

The following words were initially considered but removed.

- **Park:** This was originally used as an exclusion filter. However, it became apparent in the early stages of sample building that several buildings that were in scope were being excluded as they had “Park” in their building name.

Creating the final data set

The final stage in the process was to combine the data sets of in-scope addresses derived from the Full PAF and the MRES PAF files. The combined file was then deduplicated to ensure that every address was only included in the sample once.

A breakdown of the number of addresses derived from the full PAF is set out below in table B.4 **Error! Reference source not found.** As is shown, there were over one million address that had no data in any of the fields which would allow for any inclusion or exclusion filters to be flagged. The only identifiable data that these addresses had were postcode and street address which does not allow for the identification of addresses which are in or out of scope when using our approach. This means that these addresses were out of reach for this research, and it is unknown how many of these addresses would have been in scope.

The MRES file contained 36,319 addresses in Wales. The same filter words were used as for the Full PAF, but as the MRES file only contained multi-occupied buildings, the focus of the logic model developed was on excluding out of scope addresses rather than identifying in-scope addresses. Through this approach 33,598 address addresses were identified as in scope.

Table B.4: PAF Number of Addresses

Description	Number of addresses	PAF File
Welsh addresses in Full PAF	1,531,108	FLL
Addresses which did not have data in fields which could flag a filter	1,154,044	FLL
Addresses which did have data in fields which could flag a filter	377,064	FLL
Addresses identified for inclusion	61,134	FLL
Welsh addresses in MRES PAF	36,319	MRES
Addresses which were flagged for exclusion	2,721	MRES
Addresses identified for inclusion	33,598	MRES
Combined number of addresses for inclusion	94,732	Both

Additional records

IFF Research received a file from Welsh Government that contained 174 Category 1 buildings, which were added to our sample file. This file provided 5,849 additional records that had not been identified by the filtering system mentioned above.

Once these records were combined with the addresses identified in the PAF sample, IFF had a total sample of 100,581.

Conducting the survey

For the pilot, 500 addresses were selected randomly from the sample file and sent a letter inviting them to complete the survey online. After the pilot stage was completed, a further 15,158 addresses were randomly selected and sent an invitation letter.

Questionnaire design (Phase 2 - quantitative research and segmentation)

The questionnaire was developed by IFF and reviewed by Welsh Government to address the research questions that are listed in Annex A.

The questionnaire was also tested through 12 cognitive interviews with residents of multi-occupied buildings, conducted via video call. Respondents were found by specialist recruiters Mojo Recruitment via on street and list based approaches. In addition to living in a multi-occupied building, respondents were selected on the basis of which floor they lived on and whether they lived with other family members, to ensure a mix of characteristics were included in the sample. The interviews adopted a 'think out loud' approach which involved showing respondents the survey questions and asking them to answer them, while also encouraging them to talk interviewers through their thought process. Interviewers would probe specific questions and sections further based on their own judgement.

The interviews were carried out between 17-28th April 2023. They were carried out in two sets of six interviews. The first set of six interviews took place in the first week – 17th – 21st April: and the second set took place in the second week – 24th – 28th April.

In addition, On Monday 24th April, a 90-minute session was held with the Advisory Group (convened by the Welsh Government to provide feedback on the research instruments over the course of the whole research project) to gather feedback and to scrutinise the questionnaire. After the Advisory Group session, the IFF Research project team met to discuss the feedback received up to that point and made changes to the questionnaire which were tested during the second set of cognitive interviews.

The segmentation analysis was also considered during the questionnaire design process. Firstly, consistent scales were used throughout the questionnaire where applicable, to make the segmentation analysis easier to conduct and more statistically sound. Questions that helped us develop a greater understanding of the

resident were also included to create more robust and well-defined segments. A full overview of the segmentation can be found in chapter 3 of this report.

Whilst invitation letters were sent via post, the main method of survey completion was online. The survey had a median survey length of 17 minutes. In the event that a resident was unable to complete the survey online, they were offered an opportunity to complete the survey over the telephone with a member of the IFF Research team.

In order to encourage residents to participate in the survey, residents were offered a £10 shopping voucher as a thanks for completing the survey.

The questionnaire covered the following topics.

- **Screener:** The purpose of the screener was to confirm that the resident lived in a multi-occupied building and that they were the named owner or renter of their home. Anyone under the age of 16 years old were also screened out.
- **Tenure and cladding:** This section asked the resident questions about their current place of residence, such as how long they had been living there, whether it was their first time as an independent adult and the ownership status of the home. Residents were also asked about flammable cladding on the building.
- **Personal outlook:** This section looked to understand the resident's general engagement with their environment and the world around them, from their interaction with their building, other residents and their landlord/building management to broader societal activities.
- **Experience of safety issues:** This section asked residents about their experiences of feeling safe in their home and in their building.
- **Fire safety knowledge:** This section looked to understand the residents' knowledge surrounding fire safety protocols generally and in their building as well as their confidence in acting correctly in the event of a fire.
- **Fire safety behaviours:** This section asked a series of questions about different kinds of behaviours that are related to fire safety in some way, including both positive and risky behaviours. Residents were asked if they engaged in these behaviours and in some instances, how frequently they did so. These questions were carefully worded to ensure that residents did not feel that they were being judged for their actions, and they were reminded that their answers would remain anonymous and could not be linked back to them in any way.

- **Raising concerns and complaints:** This section looks at residents' experiences of raising building safety concerns or complaints and their knowledge behind the processes of raising a complaint in their building.
- **Fire Safety inspections:** This section asks residents about their experience, if any, of having fire safety inspections in their home, as well as how comfortable they felt letting their landlord/building manager into their home.
- **Communications:** This section covered the types of fire safety information residents had received, reviewing the medium they received it in and how effective these mediums were for information retention.
- **Building information:** This section asked residents information about their building, including what category the building belonged to and what floor the resident lived on.
- **Demographics:** This asked about residents' demographic information.
- **Future Research:** This asked residents if they were interested in participating in the qualitative residents' interviews.

Resident Interviews (Phase 3 - Qualitative research)

The purpose of these interviews was to talk to residents in-depth about the topic of fire safety in multi-occupied buildings and to build upon and provide greater depth to the insights gained through the main quantitative survey. Each interview took around 60 minutes to complete.

For the resident interviews, a purposive sampling approach was agreed by IFF Research and Welsh Government to draw from a wide breadth of views and experiences. Participants were selected for the research based on their demographic and residential characteristics, and the behavioural segment they were in. While it was important to talk to residents from all behavioural segments, the majority of those we interviewed were those that belonged to segments more likely to exhibit risky fire safety behaviours.

Analysis

Approach to quantitative analysis

IFF created data tables to provide an easy reference source of aggregated data for analysis. Statistical significance testing at the 95% confidence level was applied to subgroup differences using z-tests on percentages, and t-tests on means.

The segmentation profiles were created through a latent class analysis, where residents were grouped based on their answers to 31 behavioural and attitudinal variables from the survey. During the analysis, the Latent Class Analysis calculates the probability of each residents membership to a specific segment, and once these probabilities have been determined, respondents are assigned to the segment profile with the highest probability of membership. This approach allows for uncertainty in segment assignment and provides a more nuanced understanding of the underlying structure of the population.

Approach to qualitative analysis

Following the resident interviews, IFF conducted an internal analysis session that reviewed the contents of all 24 resident interviews. This analysis session helped identify the key findings from the interviews and defined our reporting approach.

The interviews were transcribed and analysed using the established principles of Framework analysis organising the text according to the research questions and examining the data for emerging themes.¹²

¹² Ritchie, J. and Spencer, L. (1994) Qualitative Data Analysis for Applied Policy Research. In: Bryman, A. and Burgess, B., Eds., *Analyzing Qualitative Data*, Routledge, London

Annex C: Rapid Evidence Review

Welsh Government has previously published a review of evidence on fire safety behaviours: [Influences on Resident's Fire Safety Behaviours: An Evidence Review \(gov.wales\)](#) which is summarised below alongside findings from a comparable review commissioned by the Home Office: [Evacuation from fire in high-rise residential buildings: a rapid evidence review](#) and other relevant literature.

Behaviours and characteristics placing residents at risk

The following behaviours were identified as potentially placing residents at more risk of starting or not escaping a fire safely.

- **Smoking** and discarded cigarettes are key risk factors for unintentionally starting fires.
- **Drug abuse** and being under the influence of **alcohol** negatively impact the reactions of occupants in fire situations.
- **Wearing certain clothing** – e.g. high heeled shoes, long garments including cultural or religious clothing, or putting on coats/jackets, warmer footwear can all delay evacuation.
- Those with **bonds to people, pets and possessions** may delay their evacuation, and attempt to tackle the fire themselves to protect others and possessions, thereby heightening their own risk. They may also be more likely to return to the building. The [Home Office's rapid evidence review](#) concluded similarly, that occupants do not immediately evacuate upon recognising fire cues, but rather first checked to validate risk, gather belongings, check on pets, and communicate with other residents.
- If fires start whilst occupants are **sleeping**, people with certain characteristics are more at risk of injury because they are less likely to wake up – as well as children under 5, older people aged over 64, those with mental or physical impairments, the hearing impaired, those more at risk include those on sleeping pills, intoxicated with drugs or alcohol, and even compulsive hoarders. The [Home Office's rapid evidence review](#) drew similar conclusions.

Misperception of the level of risk was also an important factor in relation to how residents behave in the event of a fire. Examples are listed below.

- Residents living on **lower floors** of multi-occupancy buildings perceive a lower risk of fire and are therefore less inclined to prepare for evacuation or evacuate promptly when alerted.

- Those who follow **group norms** - this includes waiting to follow what many others do; or waiting for the actions of a perceived leader before taking any action themselves. The [Home Office's rapid evidence review](#) referred to these as 'bandwagon biases' and 'authority biases' respectively.
- **Overexposure to fire alarm testing** can desensitise people to a genuine alarm and delay evacuation whilst they wait to see what other people do. The [Home Office's rapid evidence review](#) drew a similar conclusion, and also noted that occupants may tamper with fire alarms (e.g. covering them up) if they have had a lot of false alarms in the past.

Protective behaviours and characteristics

The following behaviours, characteristics, and knowledge, were identified as beneficial in reducing the risk of fire and in the event of a fire.

- Those with **knowledge or prior experience of fire** are more likely to have fire plans in place and a functioning smoke detector, thereby reducing their risk. This finding was also noted in the [Home Office's rapid evidence review](#) where a Hong Kong study found those who have had experience of a fire before are more likely to make an immediate evacuation response.
- Living in a household where at least one member had received some **fire safety training**, often through their work or volunteering at a school or other community organisation.
- Those who are more involved in '**building community/leadership**' (e.g. attending meetings and interacting with building managers) reduce their risks by having greater fire knowledge and preparedness in terms of training and safety equipment.

Fire safety behaviours of building managers and landlords

[Welsh Government's review](#) also highlighted various 'general risk factors' which focused on the building structures, information and technology that can influence human behaviours. Some of these will be the responsibility of the landlord or building manager to put in place and communicate effectively to residents.

- **Evacuation plans** – clear plans and instructions are needed which fit the requirements of all occupants regardless of personal/demographic factors. The [Home Office's rapid evidence review](#) similarly concluded that no single strategy is universally appropriate; each high-rise residential building needs a **tailored fire safety plan**, available to residents, and developed with full consideration of the building design, the composition of the occupants, and

crucially the presence (or absence) of effective compartmentation. The authors concluded that the evidence *tentatively* suggested **phased and partial evacuation strategies** (such as 'defend-in-place' or 'delayed evacuation') are safer than simultaneous evacuation; so long as effective compartmentation was in place, coupled with good communication systems to provide sufficient and ongoing, real-time information and reassurance are in place, to encourage residents to remain where they are and await rescue.

- **Evacuation routes** - these can be complex or confusing in multi-occupancy buildings, adding unnecessary stress. In emergency situations residents will choose the most familiar or nearest exit choice; the [Home Office's rapid evidence review](#) refers to these as 'default biases' i.e. the tendency to follow a default option, such as the route a person entered the building – this is even more pertinent for guests, or short-term occupants who have not familiarised themselves with emergency exits. The Home Office review also found that occupants are reluctant to use lifts during fire evacuation.
- **Fire equipment – smoke alarms/ detectors** are the highest priority to consider. Warning signals should be comprehensive to cover the needs of all building occupants regardless of personal/demographic factors. The literature suggested lower income and ethnic minority households may be less likely to have a working smoke alarm. The provision of fire extinguishers is usually low, limiting the ability of residents to attempt to tackle the fire themselves. The [Home Office's rapid evidence review](#) found international studies which suggested that **fire-safe lifts** can reduce overall evacuation times, depending on the number of floors, and the number and composition of occupants; but evidence on this point for UK buildings was lacking.
- **Communication equipment** - Voice communication systems have recently become an important technology to provide emergency information. Although it has been suggested that providing live messages may be more helpful than pre-recorded voiceover messages to certain residents, especially those with impairments.

Barriers to (and opportunities for) positive fire safety behaviours

Some of the factors highlighted in the [Welsh Government's review](#) and other relevant literature are not so much the individual's own behaviour but more the general context at the time of the fire, which may act as barriers or opportunities to carrying out effective fire safety behaviours.

Barriers

- **Overcrowding** and queues at the time of the fire - can lead to slower evacuation speeds, and undesired behaviours (pushing/competing), and high-rise dwellings often have higher than all residents surveyed occupancy levels per dwelling which can exacerbate overcrowding during fire evacuations.
- The **inability to read evacuation instructions**, due to English being second language, or due to cognitive or visual impairments – may slow evacuation. These demographic characteristics are discussed further in the next section.
- **Lack of trust in the system** is a potential barrier to residents not cooperating with dutyholders. [The Hackitt Independent Review of Building Regulations and Fire Safety: interim report](#) identified that public trust in the current system of building regulation and fire safety system has been shaken and needs to be rebuilt by a more transparent system in which residents feel included. Many residents reported feeling frustrated by the intermittent and partial nature of information on safety available, and they wanted greater consultation in decision-making.
- **Poor relationships with building managers** can make leaseholders wary of raising concerns about fire safety.

Opportunities

- Residents who live in multi-occupancy buildings where there is a **greater degree of fire safety leadership** - even if they are not actively engaged in leadership roles themselves, can benefit indirectly, through practices put in place by those in governance/leadership roles such as better fire safety equipment, inspections, communication, and evacuation drills.

Demographic differences in fire safety behaviours

The [Welsh Government's review](#) found that certain demographic characteristics are associated with increased risk from harm due to home fires.

- **Older people** are at highest risk of home fires and injury from home fires. This is due to a combination of factors such as mobility problems, sensory impairments (visual acuity or deafness), reduced cognitive capacity, social isolation, which may lead to slower evacuation times; and behavioural practices such as using sub-standard electrical appliances.
- **Young adults (aged 18-24)** are more likely to participate in unsafe fire behaviours.

- **Children** may be more at risk of injury as they don't understand the danger, may not always be woken by smoke alarms, and may not be able to evacuate unaided. However, there is some evidence that households with children may be more likely to practice an evacuation plan.
- In terms of gender, one study found that **women** are less likely to have an evacuation plan in place than men. However, the [Home Office's rapid evidence review](#) cited Canadian research which found that there are gender differences which delay evacuation because **men** may try to tackle the fire themselves first whilst women tend to alert others.
- **Those affected by socio-economic disadvantage** are more likely to likely to be living in poor quality housing which can increase the incidence of fire or injury from fire (due to poor maintenance of the dwelling itself, communal areas, smoke alarms or escape routes). A study in Sweden cited in the Home Office review showed that fires are more likely to start in the higher income households, whereas lower income households had a reduced ability to hinder fire growth or evacuate.
- **People from minority ethnic groups** in the UK are disproportionately affected by housing overcrowding (which increases the risk of injury should a fire start) and are also more likely to be affected by socio-economic disadvantage. But the UK literature reviewed did not find a clear link between increased fire risk and belonging to an ethnic minority, whereas international evidence found did cite such links. The review concluded that ethnicity is an area with significant evidence gaps, where more research is needed.
- **Those with physical or mental impairments** are at increased risk, particularly of injury or fatality in the event of a fire, because they may face difficulties responding to warning signals, alarms or following evacuation procedures. Visual, hearing or speech impairments may mean they do not recognise fire safety cues e.g. fire alarm, smoke, communication from others, thereby delaying their attempts to take evasive action; (the [Home Office's rapid evidence review](#) drew a similar conclusion). Some vulnerable people need additional measures such as mobility aids, handrails, tactile signs and Braille signs. The literature suggests it is vital to create evacuation plans that address the specific needs of each impairment.
- The [Home Office's rapid evidence review](#) identified some studies exploring the most effective methods of evacuation for **older and mobility-impaired occupants**, which highlighted the importance of firefighters providing direct assistance to those unable to evacuate independently, and that the most efficient means of evacuating them was having two firefighters assisting via a

stair-chair (although occupants may show reluctance to use evacuation equipment). Furthermore, a survey of disabled people in Northern Ireland cited in the Home Office review found little awareness of how to use 'delayed evacuation' refuge areas in the event of a fire, and concerns about being forgotten and overcrowding. The [Home Office rapid evidence review](#) also highlighted a lack of evidence on effective evaluation of different vulnerable groups (other than older people and those with limited mobility and visual impairment).

- The Welsh Government recently commissioned a small piece of exploratory qualitative research (unpublished) through 12 online depth interviews with **ethnic minority and disabled leaseholders**, highlighted some negatives around fire safety that were experienced by these people, although they may not necessarily be limited to this group. The research found that these leaseholders tended not to be regularly receiving memorable, informative or engaging building and fire safety communications; with little to reassure them that landlords or building managers have put sufficient plans in place to protect them. Neither did they feel involved in decision-making around fire safety. It was felt that landlords and building managers should find out whether any leaseholders may need translated communications or have a physical or mental disability that could hinder their ability to evacuate in case of a fire; rather than putting the onus on the disabled person to find out about fire safety themselves.

Key policy documents

The Dame Judith Hackitt Independent Review of Building Regulations and Fire Safety

[The Hackitt Independent Review of Building Regulations and Fire Safety](#): has played a key role in driving Welsh Government and other nations' response to the Grenfell Tower tragedy. The review identified five aspects of the culture of the approach to building safety which underpinned negative outcomes. These were:

- ignorance (of the regulations/guidance)
- indifference (the primary motivations being to do things as quickly and cheaply as possible)
- lack of clarity on roles and responsibilities
- inadequate regulatory oversight and enforcement tools
- lack of clear up-to-date and transparent record keeping

The review made some detailed recommendations to improve a building's occupation phase.

- A clear and identifiable dutyholder with responsibility for building safety of the whole building. The dutyholder during occupation and maintenance should maintain the fire and structural safety of the whole building, and identify and make improvements where reasonable and practicable.
- A requirement on the dutyholder to present a safety case to the Joint Competent Authority (JCA) at regular intervals to check that building safety risks are being managed so far as is reasonably practicable.
- Clearer rights and obligations for residents to maintain the fire safety of individual dwellings, working in partnership with the dutyholder. This will include a combination of transparency of information and an expectation that residents support the dutyholder to manage the risk across the whole building.
- Creation of a regulator for the whole of the building (the JCA) in relation to fire and structural safety in occupation who can take a proactive, holistic view of building safety and hold dutyholders to account with robust sanctions where necessary.

The review further expanded on recommendation (iii) concerning the rights and responsibilities of residents with the aim of reasserting the **voice of residents**. The key principle was that no landlord or building manager should be able to treat the views and concerns of residents with indifference. The recommendations were intended for high-rise residential buildings, with consideration to made for other multi-occupancy residential buildings too.

- **Reassurance** – dutyholders should proactively reassure residents that appropriate and robust layers of protection are in place to keep them safe in their homes (i.e. through provision of information to explain the layers of protection; right of access to fire risk assessments, safety case documentation and maintenance information; and a resident engagement strategy in place that supports the principles of transparency and partnership with residents).
- **Recourse** – when the system doesn't work, there should be a clear and independent route to redress available to residents of all tenures to an independent body with access to appropriate knowledge, resources and enforcement powers.
- **Residents' responsibilities** - residents should understand their own roles and responsibilities, both for their own safety and those of their neighbours. The dutyholder should provide residents with clear information about their

obligations; and communicate the rationale for safety decisions/measure. For example, residents will need to cooperate with the duty holder to ensure that essential safety checks, such as gas or compartmentation, can be carried out (with appropriate notice). They also have an obligation to ensure that any work that they have done to their property does not impact on the building's safety and uses competent tradespeople.

Welsh Government Building Safety Programme

Welsh Government has taken a holistic approach in its response to the public inquiry and the [Hackitt review](#). The Building Safety Programme seeks not only to reform the way buildings are designed and constructed, but also focus on the occupation phase. The [Safer Buildings in Wales White Paper](#), published in January 2021, consulted on proposed changes including a, “*complete overhaul*” of the occupation phase which “requires a significant cultural and behavioural shift from all involved”. The Paper said that during the occupation phase, “maintaining a robust and effective approach to safety remains critical over the course of occupation to safeguard residents. As such, we propose a dutyholder role during occupation: the ‘Accountable Person’, who will have legal responsibility for the safety of the whole building used for residential purposes.” The White Paper proposes that the new safety regime covers all multi-occupied buildings, both Category 1 and Category 2, and that all buildings within the scope of the regime would, as a minimum:

- have to be registered – a process which would clearly identify the Accountable Person
- have an annual fire risk assessment undertaken by a suitably qualified person
- have to record the outcomes of the fire risk assessment.

The **Accountable Person** is assumed by default to be the **Freeholder**. However, the Freeholder can nominate others to carry out their duties on their behalf, for example a **Managing Agent**. The accountable person will need to arrange for someone to conduct tasks within the building safety regime such as:

- information gathering, recording, and reviewing
- planning and monitoring improvement works
- ensuring third party workers and contractors have the required skills and competencies to carry out the work on the building
- maintaining relationships and communicating with other duty holders and the regulator

- engaging with residents.

The [Safer Buildings in Wales White Paper](#) sets out (in Chapters 7 and 8) the roles and responsibilities both for residents and for Accountable Persons. The principles are to give residents a greater voice, empowering them to have more say in the matters that affect their homes and provide clear channels for them to speak up; and it is not enough to simply provide channels for complaints, dutyholders must be able to demonstrate that resident engagement is proactive, meaningful and collaborative. Residents also play a key role in assisting with improving building safety, raising early warnings when risks present and taking steps to support dutyholders in maintaining a safe building.

Accountable Persons will have new responsibilities, which will improve residents' rights during occupation. Accountable Persons will have a key role in promoting building safety to residents, including providing information in an accessible and easily understandable way.

Accountable Persons should ensure that as a minimum the following information is provided to residents:

- fire safety measures – fire doors, sprinklers, fire breaks, escape routes
- advice on what to do in the event of a fire/ if the fire alarm is activated
- fire safety advice – such as electrical safety, storing dangerous materials, or not using BBQs on balconies
- explanation of the role of the Accountable Person and the expectations on residents (e.g. compartmentation, allowing access for fire safety issues/inspections, not interfering with fire safety equipment)
- allowing residents to request additional information around building safety e.g. fire risk assessments, building safety inspections, maintenance and repair schedules etc. (with different distinctions for category 1 and 2 buildings)
- developing and delivering a resident engagement strategy - this is an additional requirement for category 1 buildings, and should establish effective two-way communication to involve residents in decision making on significant building safety works
- actively managing complaints and concerns for residents – establishing a process for raising concerns about building safety, as well as the performance of the Accountable Person; and a process for escalating complaints to the building safety regulator, failing internal resolution of the complaint.

In relation to residents with mobility, sensory or cognitive impairments who may find it difficult to leave the building unaided, firefighters will need to rescue them in the event of a fire and need to know their location (flat and floor number). The [Safer Buildings in Wales White Paper](#) proposes that those with a disability or medical condition should have the right to supply these details to the Accountable Person, who would be under a duty to collate them immediately to the Fire and Rescue Service in the event that an evacuation of the building was necessary.

Residents will also have responsibilities designed to mitigate risky behaviours. As the [Safer Buildings in Wales White Paper](#) states, *“In the vast majority of fires, regardless of setting, it is the unsafe behaviour of people that can lead or contribute to fires and their severity, or the efficacy of for example evacuation procedures. Where the cause of a fire is behavioural it is difficult to legislate for change; change can only be delivered in partnership with residents. True engagement with residents will promote a better understanding about the contribution they can make to building safety.”* In addition to their existing responsibilities, for multi-occupied buildings the following **new responsibilities of residents** were proposed:

- co-operating with the Accountable Person (or their appointed Managing Agent or Building Safety Manager) to support them in fulfilling their duties in relation to building safety
- providing access to their property for safety check or work to be carried out
- providing information on works undertaken within their properties
- seeking prior consent for works that were likely to compromise fire safety measures.

In addition, residents will be responsible for not knowingly breaching the compartmentation of their property. In practice this means residents, contractors or intermediary landlords would be prevented from doing any of the following:

- drilling through, or otherwise penetrating an external wall without applying adequate fire-stopping
- drilling through, or otherwise penetrating internal walls or ceilings, without applying adequate fire-stopping
- replacing fire doors with ordinary doors
- tampering with or removing self-closing devices on fire doors
- modifying fire doors for example by installing letterboxes or cat flaps

- installing windows or window vents that do not adequately resist the spread of fire.

Government fire safety guidance

Below is a brief summary of the fire safety guidance published by the UK Government and the Scottish Government.

The [Home Office guidance Fire Safety in purpose-built blocks of flats](#) states that *“the likelihood of fire is strongly influenced by social and lifestyle factors. It is these factors, more than any other, that result in a disproportionate number of fires (and fire deaths) in blocks of flats”*. The most vulnerable people are identified as, *“older or disabled people, socially deprived people and those who engage in drug or alcohol abuse.”* Parts E, F and G of the guidance are most pertinent for this evidence review as they describe how various fire safety measures can be applied to reduce risk.

The Scottish Government has similar guidance, [“Practical Fire safety – existing high rise domestic buildings: guidance”](#), which draws upon the content of the guidance issued for England, (as per the Home Office guidance, described above. The principles and advice in the Scottish Government guidance closely accords to that in the [Home Office guidance](#).

GOV.UK provides a collection of fire safety guidance for different groups of people.

- [Fire Safety in the Home.](#)
- [Fire Safety in Flats.](#)
- [Fire Safety for people with sight, hearing or mobility issues..](#)

New regulations

In England, the [Fire Safety Regulations 2022](#) introduce new duties under the Fire Safety Order for building owners and managers. Various factsheets have been produced to explain the duties under different headings. The [Factsheet: Information to residents \(regulation 9\)](#) makes it a legal requirement from 23rd January 2023 for responsible persons of multi-occupied residential buildings in England, with two or more sets of domestic premises, and which have common parts, to provide residents with fire safety instructions, in a format they can reasonably be expected to understand. These should include instructions on:

- how to report a fire
- a reminder of what the evacuation strategy is for that building

- any other instruction that tells residents what they must do once a fire has occurred, based on the building's evacuation strategy.

Responsible persons should display these instructions clearly in their building's communal areas and share directly with residents when they move into the building. This information will need to be re-provided in both the communal area and to residents when a document is updated. This information must also be re-provided to residents on an annual basis.

In Scotland it was made law in February 2022 that all Scottish homes will need to have interlinked fire alarms, with property owners responsible for meeting the new standard. Every home must have ceiling-mounted, interlinked alarms as follows:

- one smoke alarm in the living room, or the room used most
- one smoke alarm in every hallway and landing
- one heat alarm in the kitchen
- carbon monoxide detector, if they have a carbon-fuelled appliance.

Annex D: Segmentation profile

Understanding the Segments

The following tables present the frequencies for the measures that were used to create the segments, by segment group.

In the tables, cells which are shaded blue are significantly above the score among all residents surveyed, and those shaded pink are significantly below.

Table D.1 Civic engagement: Percentage who had engaged in community activities in the last 12 months

Activity	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Signed a petition	33%	35%	37%	43%	17%	8%	29%
Volunteered for a charity or local service	16%	14%	17%	21%	13%	3%	20%
Contacted a local elected representative (such as a local councillor or MP)	12%	12%	14%	18%	4%	2%	7%
Been involved in a committee concerned with matters in your building, development or estate	7%	10%	4%	11%	3%	1%	6%
Been involved in a group concerned with local services or problems in local area	6%	7%	6%	7%	3%	2%	4%
Attended a public meeting about local services or problems in local area	5%	4%	5%	6%	4%	0%	6%
Attended a public rally	4%	3%	4%	6%	3%	1%	6%
Stood and/or served as a local councillor	0.2%	0.2%	0%	0%	0%	0%	2%
Base = 100%	1562	433	421	368	119	119	102

B1: Which of the following activities have you done in in the last 12 months? (All survey respondents, n=1,562)

Table D.2 Percentage who trust in government and institutions

Activity	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Welsh Government	36%	8%	6%	70%	93%	71%	43%
Local council	30%	7%	3%	59%	90%	61%	26%
Fire service	90%	89%	82%	95%	96%	92%	91%
Religious leaders in community	17%	12%	3%	24%	43%	19%	28%
Base = 100%	1,562	433	421	368	119	119	102

B2: How much do you trust the following (All survey respondents, n=1,562)

Table D.3 Percentage agreeing with statements about their building management

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
I read letters or notices I receive about what's going on in my building	82%	84%	73%	91%	91%	67%	77%
I have a good relationship with my landlord *	65%	76%	48%	66%	88%	63%	67%
I have a good relationship with my building management organisation **	46%	49%	37%	50%	67%	42%	42%
My building is generally well maintained	65%	82%	35%	73%	90%	55%	64%
My landlord / housing provider keeps me informed about things that matter to me *	63%	74%	44%	64%	93%	60%	56%
Base = 100%	1,562	433	421	368	119	119	102

B3: To what extent would you say that you agree or disagree with the following statements? (All survey respondents, n=1,562; * social or private renters, n=1,128; ** private renter or leaseholder, n=727)

Table D.4 Percentage agreeing with statements about fire responsibility

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
I have a responsibility to take steps to reduce the risk of a fire in my home	92%	98%	88%	99%	96%	61%	82%
If a fire broke out in my kitchen, I know what steps I will take to try and put it out	84%	98%	75%	86%	92%	58%	76%
I feel confident that all the people in my household and myself could get out of my building safely if there was a fire	70%	91%	50%	68%	91%	55%	71%
Base = 100%	1,562	433	421	368	119	119	102

D2: To what extent would you say that you agree or disagree with the following? (All survey respondents, n=1,562)

Table D.5 Percentage engaging in fire safety related behaviours

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Use candles and other open flames safely	70%	70%	70%	71%	64%	79%	62%
Keep the building's escape routes clear	65%	82%	48%	64%	81%	66%	50%
Use a barbecue safely	44%	45%	47%	30%	41%	66%	56%
Maintain the building's compartmentation	41%	59%	22%	35%	53%	47%	36%
Base = 100%	1,562	433	421	368	119	119	102

D4: Thinking about your home and building, how confident are you that you can do the following? (All survey respondents, n=1,562)

Table D.6 Percentage engaging in risky fire safety behaviours, ‘always’ or ‘often’

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Use more than one extension lead in the same plug socket	8%	3%	8%	4%	8%	1%	42%
Smoke inside my home	7%	3%	11%	2%	5%	13%	14%
Keep large personal belongings, such as bikes, prams or mobility scooters, in communal/shared spaces inside the building	6%	4%	6%	2%	7%	7%	29%
Leave rubbish bags in the area outside my flat before taking them to waste disposal area	5%	1%	6%	0%	12%	2%	29%
Decorate communal spaces in my building e.g. laying rugs, putting up lighting or decorative items	4%	3%	2%	2%	4%	3%	29%
Prop open fire doors in communal/shared spaces of my building	3%	1%	1%	1%	6%	5%	23%
Base = 100%	1,562	433	421	368	119	119	102

E2: Which of the following, if any, do you do? (All survey respondents, n=1,562)

Table D.7 Percentage engaging in risky fire safety behaviours, ‘at least once a month’

	Total	Self-reliant	Concerned yet distrustful	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Light candles or incense in your home	40%	30%	53%	41%	21%	39%	52%
Cook food after having consumed alcohol	13%	11%	12%	14%	3%	6%	35%
Cook using a chip pan	10%	6%	7%	5%	17%	31%	23%
Have an open fire, or use free standing room heaters	8%	1%	13%	5%	6%	11%	20%
Base = 100%	1,562	433	421	368	119	119	102

E3: And how often, if ever, do you do any of the following? (All survey respondents, n=1,562)

Table D.8 Percentage who have carried out higher risk fire safety behaviours in the last 12 months

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Taken the batteries out of a fire alarm to prevent it from sounding	1.4%	0%	1.2%	1.4%	0.8%	0%	10.8%
Covered a fire alarm to stop it from detecting smoke	0.8%	0%	0%	1.4%	0%	0.8%	6.9%
Damaged or interfered with the functionality of a fire door	0.8%	0.2%	0.5%	0.8%	0%	0%	5.9%
Used a fire extinguisher where there was no fire or risk of a fire	0.2%	0%	0%	0%	0.8%	0%	2.9%
Damaged or interfered with the functionality of a heat sensor	0.2%	0.2%	0%	0%	0%	0%	2.9%
Damaged or interfered with the functionality of a fire extinguisher(s)	0.2%	0.2%	0%	0%	0%	0%	2.0%
Installed a letter box or cat flap on a fire door	0.2%	0%	0%	0%	0%	0%	2.9%
Base = 100%	1,562	433	421	368	119	119	102

E4: In the last 12 months, which, if any of the following have you done in your home or building? (All survey respondents, n=1,562)

Demographics

9.12 In the tables, cells which are shaded blue are significantly above the score among all residents surveyed and those shaded pink are significantly below.

Table D.9 Age group

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
18-24	11%	8%	15%	11%	9%	11%	14%
25-34	25%	19%	27%	28%	19%	24%	37%
35-44	15%	13%	16%	15%	22%	19%	13%
45-54	12%	10%	16%	8%	12%	17%	13%
55-64	14%	20%	12%	11%	18%	13%	9%
65-74	12%	18%	7%	14%	11%	10%	6%
75+	9%	12%	6%	12%	8%	6%	9%
Base = 100%	1,562	433	421	368	119	119	102

S5: How old are you? (All survey respondents, n=1,562)

Table D.10 Gender

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Female	46%	54%	39%	41%	54%	43%	47%
Male	49%	40%	55%	55%	40%	51%	44%
Different from sex registered at birth	1%	1%	1%	2%	2%	1%	1%
Base = 100%	1,562	433	421	368	119	119	102

K3: What is your sex, as registered at birth / K4: Is the gender you identify with the same as your sex registered at birth? (All survey respondents, n=1,562)

Table D.11 Household composition

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Living with partner/spouse	31%	28%	29%	35%	33%	31%	35%
Living with child(ren) younger than 16	9%	5%	10%	8%	15%	9%	10%
Living with child(ren) older than 16	2%	1%	3%	3%	3%	3%	4%
Living with other family member(s)	2%	1%	1%	1%	5%	3%	3%
Living with friend(s) / flatmate(s)	4%	3%	4%	5%	0%	3%	9%
I live on my own	55%	61%	57%	54%	46%	55%	39%
Base = 100%	1,562	433	421	368	119	119	102

K1: Thinking about the members of your household, which of the following apply? (All survey respondents, n=1,562)

Table D.12 Disability status

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Disability, long term illness or condition	33%	32%	38%	30%	30%	40%	25%
No disability	60%	61%	56%	65%	60%	52%	70%
Base = 100%	1,562	433	421	368	119	119	102

K12: Do you have a disability, long-term illness or health condition? (All survey respondents, n=1,562)

Table D.13 Nationality

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
British national	71%	77%	74%	76%	42%	58%	61%
Non-British national	11%	6%	9%	11%	29%	15%	14%
Base = 100%	1,562	433	421	368	119	119	102

K5: How would you describe your nationality? (All survey respondents, n=1,562)

Table D.14 Ethnicity

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
White British, Irish, or any other White background	83%	87%	86%	83%	64%	76%	77%
Asian or Asian British	6%	4%	3%	5%	17%	8%	8%
Mixed or multiple ethnic groups	4%	3%	4%	4%	4%	3%	4%
Black, African, Caribbean or Black British	3%	2%	1%	4%	8%	3%	2%
Another ethnic group	6%	4%	5%	4%	7%	11%	9%
Base = 100%	1,562	433	421	368	119	119	102

K7: How would you describe your ethnicity? (All survey respondents, n=1,562)

Table D.15 Employment status

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Full time paid work (35 hours per week or more)	39%	39%	41%	43%	28%	28%	46%
Part time paid work	10%	9%	11%	9%	14%	13%	11%
Unemployed and seeking employment	4%	3%	4%	4%	8%	8%	4%
Unemployed and not seeking employment	1%	0.2%	2%	1%	1%	3%	1%
Unable to work (due to health or disability)	14%	10%	19%	9%	18%	21%	9%
Fulltime homemaker or carer	2%	2%	3%	1%	2%	1%	4%
Full-time student	5%	4%	5%	6%	8%	5%	6%
Retired	20%	28%	11%	26%	18%	14%	13%
Base = 100%	1,562	433	421	368	119	119	102

K10: At the moment what do you spend the majority of your time doing? (All survey respondents, n=1,562)

Tenure and building characteristics

Table D.16 Tenure

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Own the home (outright or with a mortgage/loan)	24%	31%	17%	31%	14%	12%	25%
Shared ownership	1%	1%	2%	2%	3%	0%	3%
Rent from LA/council or social housing association	28%	24%	33%	20%	43%	41%	21%
Rent from private landlord	45%	43%	48%	47%	40%	44%	45%
Live rent free	0.4%	0.5%	0.5%	0.3%	0%	0%	2%
Base = 100%	1,562	433	421	368	119	119	102

A3: Do you and/or another household member own or rent this home? (All survey respondents, n=1,562)

9.13 Building category is a risk-based classification of buildings, based on building height/number of storeys. For the purposes of this research, if a resident reports their building is 7 storeys or over (18m or above), it is classed as a category 1 building. If it is under 6 storeys or below (below 18m), it is classed as a category 2 building.

Table D.17 Building category

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Category 1	10%	10%	11%	11%	9%	10%	4%
Category 2	88%	90%	87%	88%	86%	88%	95%
Base = 100%	1,562	433	421	368	119	119	102

I3: How many floors are there in the building you live in? (Including the ground floor) (All survey respondents, n=1,562)

Table D.18 Whether building has flammable cladding (resident reported)

	Total	Self-reliant	Concerned yet distrusting	Safe and at ease	Content and trusting	Unengaged	Unsafe and inactive
Yes	7%	7%	6%	8%	3%	5%	8%
No	50%	61%	45%	52%	36%	42%	46%
Don't Know	43%	32%	49%	40%	60%	53%	46%
Base = 100%	1,562	433	421	368	119	119	102

A4: Does your building currently have flammable cladding? (All survey respondents, n=1,562)