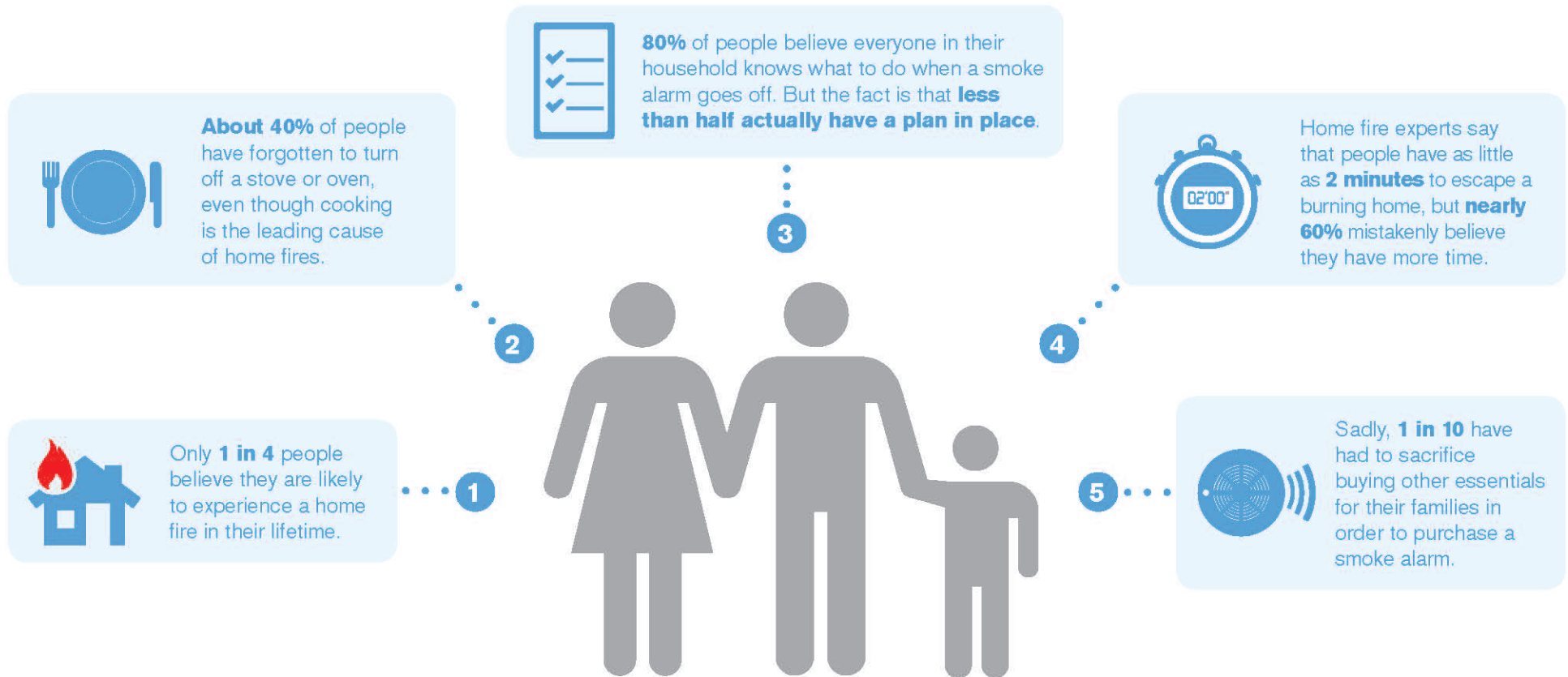


Americans are Overconfident and Underprepared about Home Fire Safety

Every day, seven people die in home fires, most in homes that lack working smoke alarms. But new research from the American Red Cross shows that Americans underestimate the chance that a home fire could happen to them and are unaware of simple steps that can help keep them safe.



The national public opinion survey was conducted for the Red Cross in August 2017 using the research firm Issues & Answers. The study was conducted among a national sample of 604 American adults. The total sample is balanced to be representative of the US adult population in terms of age, sex, geographic region, race and education. The margin of error for the total sample is +/- 4 percent.



Together, we can Sound the Alarm about fire safety and help save lives.
Learn more at [SoundTheAlarm.org](https://www.SoundTheAlarm.org).

#EndHomeFires