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.

About 40% of people have forgotten to turn off a stove or oven, even though cooking is the leading cause of home fires.

Only 1 in 4 people believe they are likely to experience a home fire in their lifetime.

80% of people believe everyone in their household knows what to do when a smoke alarm goes off. But the fact is that less than half actually have a plan in place.

Home fire experts say that people have as little as 2 minutes to escape a burning home, but nearly 60% mistakenly believe they have more time.

Sadly, 1 in 10 have had to sacrifice buying other essentials for their families in order to purchase a smoke alarm.

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 804 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. #EndHomeFires