



HOLIDAY HAZARDS

SURVEY EXAMINES COMMONLY OVERLOOKED FIRE RISKS IN THE HOUSEHOLD DURING THE HOLIDAY SEASON

According to a November 2022 survey commissioned by Selective Insurance and conducted online by The Harris Poll, **85% of U.S. residents decorate for the holidays inside their homes.**



Nearly all of those holiday decorators (97%) use at least one fire hazard -- artificial Christmas trees, real Christmas trees, string lights, battery-/electric-operated candles, real flame-burning candles, 2 or more extension cords connected together, and tinsel -- when decorating inside their homes.

76% OF HOLIDAY DECORATORS USE MULTIPLE FIRE HAZARDS WHILE DECORATING THEIR HOMES.



USE CANDLES

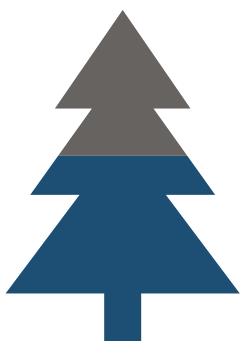


USE 2 OR MORE EXTENSION CORDS CONNECTED TOGETHER



USE TINSEL

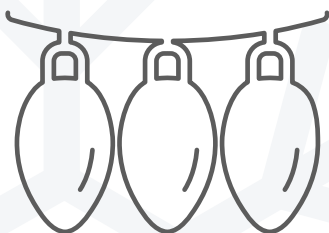
NEARLY THREE QUARTERS (72%) OF U.S. RESIDENTS DECORATE THEIR HOMES WITH CHRISTMAS TREES (REAL OR ARTIFICIAL) DURING THE HOLIDAY SEASON.



54% of US residents have a real Christmas tree

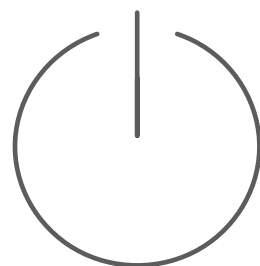


Less than 1 in 5 of them (17%) water their real Christmas tree at least daily



AN OVERWHELMING MAJORITY OF U.S. RESIDENTS (90%) HAVE USED INDOOR HOLIDAY LIGHTS TO DECORATE THEIR HOME.

66% OF INDOOR HOLIDAY LIGHT USERS SAY THEY KEPT HOLIDAY LIGHTS ON WHILE NO ONE WAS HOME, RAISING FIRE RISKS.



ROUGHLY 1 IN 4 U.S. RESIDENTS (23%) DO NOT KNOW HOW MANY SETS OF INDOOR STRING LIGHTS CAN BE SAFELY CONNECTED FOR USE.

Survey Method: This survey was conducted online within the United States by The Harris Poll on behalf of Selective Insurance from November 9-11, 2022 among 2,069 U.S. adults ages 18 and older. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Katelyn.Leondi@Selective.com

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