

THE HARTFORD JUNIOR FIRE MARSHAL® PROGRAM: HOME FIRE RISK



ACCORDING TO A SURVEY¹ CONDUCTED BY THE HARTFORD



1 in 8
Americans have
experienced a home fire



TOP 100 U.S. CITIES WITH THE HIGHEST RISK OF HOME FIRES, RANKED BY THE HARTFORD HOME FIRE INDEX.²

CITY	RANK	CITY	RANK	CITY	RANK	CITY	RANK	CITY	RANK
Akron, OH.....	54	Columbus, OH.....	29	Huntsville, AL.....	94	Montgomery, AL.....	25	Shreveport, LA.....	2
Amarillo, TX.....	31	Corpus Christi, TX.....	97	Indianapolis, IN.....	70	New Orleans, LA.....	36	Spring Valley, NV.....	98
Anchorage, AK.....	86	Dallas, TX.....	50	Irving, TX.....	85	New York, NY.....	14	Spring, TX.....	84
Arlington, TX.....	83	Denver, CO.....	91	Jersey City, NJ.....	18	Newark, NJ.....	24	Springfield, MO.....	59
Arlington, VA.....	76	Des Moines, IA.....	35	Kansas City, MO.....	37	Norfolk, VA.....	68	St. Louis, MO.....	7
Atlanta, GA.....	60	Detroit, MI.....	1	Knoxville, TN.....	81	Oakland, CA.....	77	St. Paul, MN.....	21
Augusta, GA.....	10	El Paso, TX.....	58	Lakeland, FL.....	27	Ocala, FL.....	79	St. Petersburg, FL.....	69
Baltimore, MD.....	28	Eugene, OR.....	52	Las Vegas, NV.....	47	Oklahoma City, OK.....	55	Syracuse, NY.....	16
Baton Rouge, LA.....	40	Evansville, IN.....	38	Lawrenceville, GA.....	73	Omaha, NE.....	33	Tacoma, WA.....	43
Birmingham, AL.....	75	Fayetteville, NC.....	22	Lexington, KY.....	39	Paradise, NV.....	26	Tallahassee, FL.....	8
Boca Raton, FL.....	82	Flint, MI.....	4	Little Rock, AR.....	80	Philadelphia, PA.....	13	Tampa, FL.....	87
Boston, MA.....	3	Fort Lauderdale, FL.....	46	Los Angeles, CA.....	92	Pittsburgh, PA.....	78	Toledo, OH.....	17
Chattanooga, TN.....	88	Fort Worth, TX.....	56	Louisville, KY.....	89	Providence, RI.....	71	Trenton, NJ.....	6
Chesapeake, VA.....	57	Fresno, CA.....	72	Lubbock, TX.....	65	Richmond, VA.....	5	Tulsa, OK.....	44
Chicago, IL.....	32	Glendale, AZ.....	100	Marietta, GA.....	96	Rochester, NY.....	15	Urban Honolulu, HI.....	99
Cincinnati, OH.....	48	Grand Rapids, MI.....	51	Memphis, TN.....	9	Rockford, IL.....	61	West Palm Beach, FL.....	93
Clearwater, FL.....	64	Greensboro, NC.....	66	Miami, FL.....	30	San Francisco, CA.....	95	Wichita, KS.....	34
Cleveland, OH.....	23	Hialeah, FL.....	19	Minneapolis, MN.....	63	Santa Ana, CA.....	90	Wilmington, DE.....	12
Columbia, SC.....	41	Hollywood, FL.....	53	Mobile, AL.....	42	Santa Rosa, CA.....	74	Winston-Salem, NC.....	67
Columbus, GA.....	49	Houston, TX.....	45	Modesto, CA.....	62	Savannah, GA.....	20	Yonkers, NY.....	11

NATIONAL SURVEY FINDINGS: HOME FIRE RISK



The top causes of fires according to The Hartford survey are
electrical (26%), cooking/their stove (25%) or a candle (12%)¹

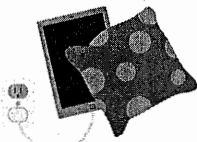


Charging a phone overnight is considered moderate risk; yet charging
a phone overnight on your bed, leaving your kitchen with the stove on,
or leaving a room with a candle burning are considered high risk.



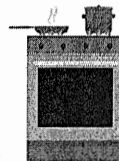
86%

of Americans in the past year
have charged a device overnight;
34% have charged a device in
their bed overnight¹



58%

of Americans in the past
year have left their kitchen
with something cooking on
the stove¹



37%

of Americans in the past
year have left a room with
a candle lit¹



continued


CAM # 18-0078

Exhibit 1

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ACCORDING TO THE HARTFORD'S CLAIMS DATA³

MOST COMMON OCCURRENCES OF HOME FIRES

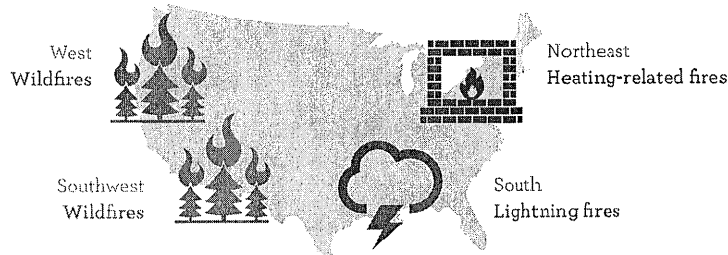

July 5
 Most fire claims reported the day after Independence Day


Summer
 Lightning fires


Christmas Eve
 Cooking fires


In the two weeks after Christmas
 Electrical fires

COMMON CAUSES OF HOME FIRES - BY REGION



OUR ANNIVERSARY AND MULTI-YEAR COMMITMENT



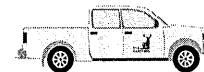
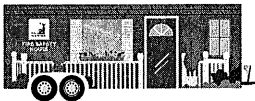
2017 - Marks the 70th anniversary of The Hartford's Junior Fire Marshal® (JFM) program

110 million+ children - Have learned about fire prevention and safety, been deputized as Junior Fire Marshals, and saved countless lives, since 1947

\$2 million - Will be donated by The Hartford to local public school districts and fire departments in the top 100 cities with the highest home fire risk, from 2017 to the end of 2019

1.5 million kids (K-3) - Will receive our JFM educational materials in the top 100 U.S. cities, become Junior Fire Marshals, and go from everyday kids to everyday heroes

Students in select cities - Will experience The Hartford Fire Safety House, a mobile exhibit using state-of-the-art technology to immerse students in fire safety demonstrations



NAME THE FAMOUS FACES



Many famous people have been avid supporters and fans of our Junior Fire Marshal program. See how many you can identify by taking this [fun quiz](#).



Learn more at thehartford.com/jfm



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 Home

¹ The Hartford conducted a national online survey among a representative sample of 1,153 U.S. adults, age 18 and over, between February 24 and February 27, 2017. Margin of error is +/-2.9 percent at the 95% confidence level.

² The Hartford Home Fire Index is based on a study of the largest U.S. cities with a minimum of 80,000 housing units as reported by the 2010 U.S. Census. The Hartford calculated a rate of residential fires using number of residential structure fires from the 2014 National Fire with Reporting System (NFIRS) data, dividing by 2010 U.S. Census housing units. The Hartford also conducted a survey on fire safety and prevention behaviors among the general population in late 2016 and in early 2017. Survey respondents (approximately 100 per city) were given a score based on adoption of fire safety best practices. Standardized fire rates and survey scores were averaged to produce a composite score for each city.

³ Based on The Hartford's claims data from 2010-2016 at the time the claim was reported.

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