



Public Awareness of the Dangers of Home Fires

Omnibus telephone survey of 1,000 US adults 18 years and older on January 19-21, 2006, conducted by ORC International. Margin of error is +/-3.1% at the 95% confidence level

Report Date: January 23, 2006



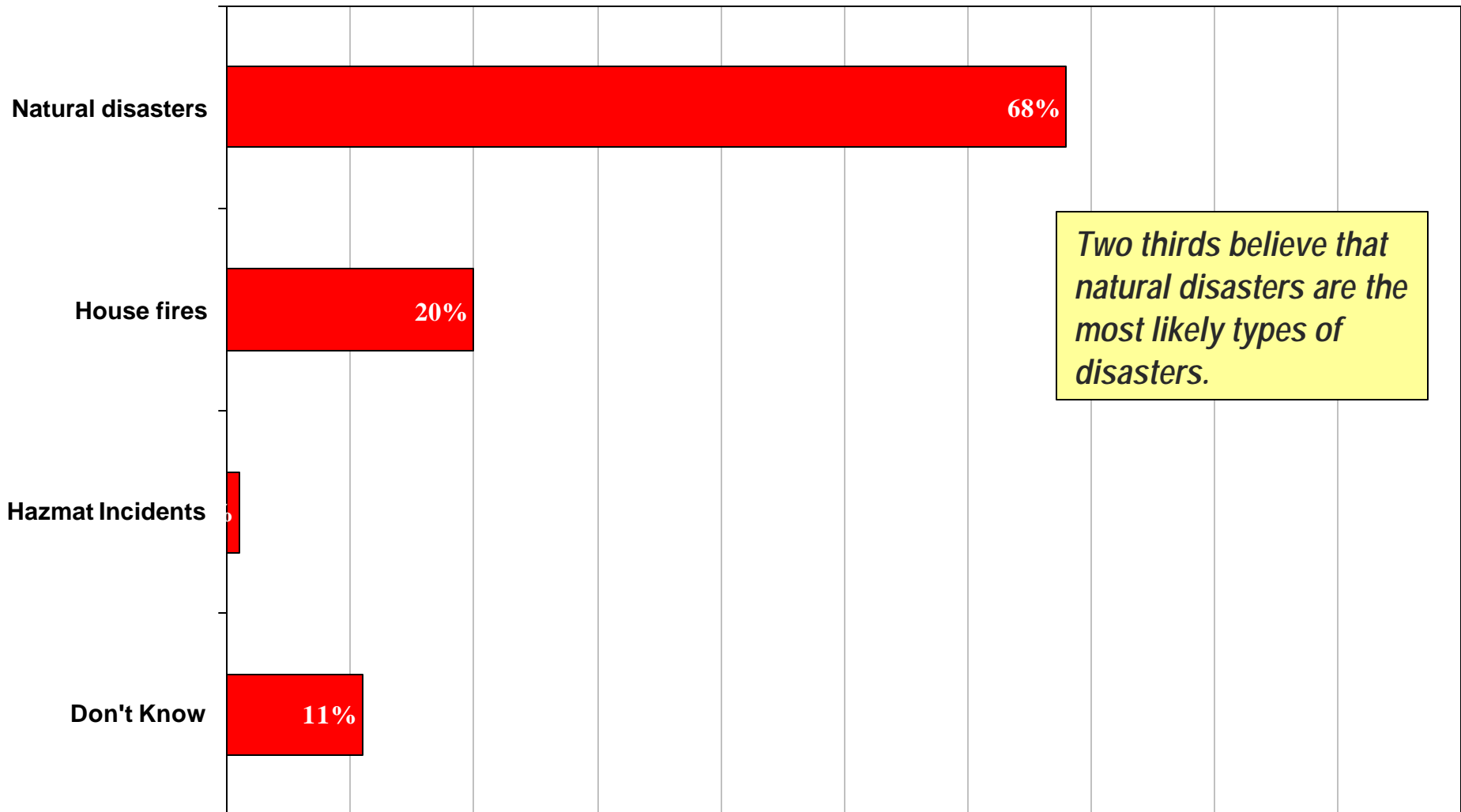
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Key Findings

- ◆ Most people don't recognize home fires as the most common disasters
 - 80 percent of the American public doesn't realize that home fires are the most common disaster across the nation
- ◆ Most mistakenly believe that the Red Cross responds more often to natural disasters than to home fires.
- ◆ Despite the dangers, four out of ten are using an alternative heating source (space heater, fireplace or wood or coal-burning stove) to help heat their homes.
- ◆ Among families with children under the age of 18, half are using an alternative heating source to heat their homes.



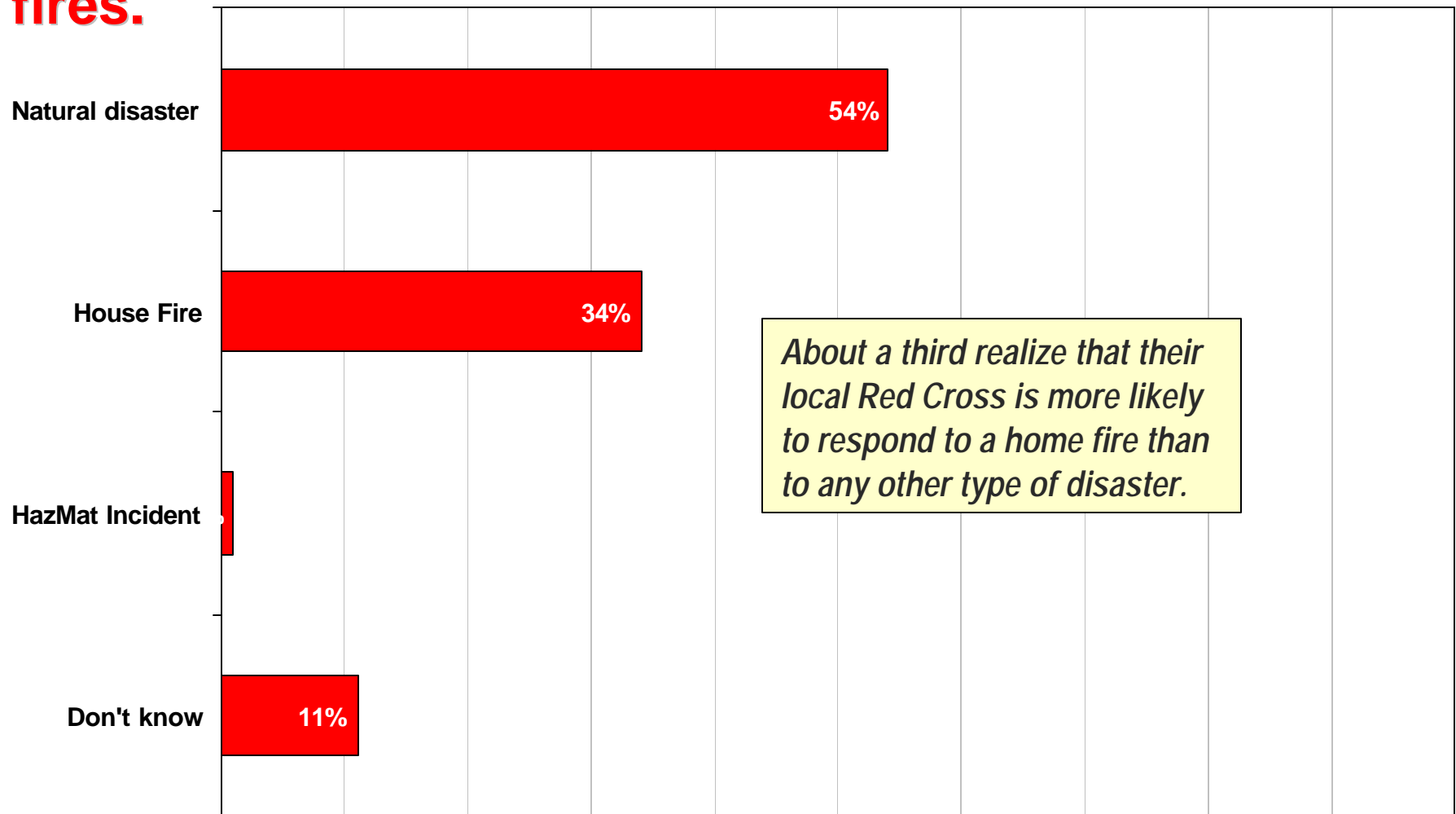
80% don't realize that home fires are the most common disaster in local communities and across the nation



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Q: I'm going to ready you a list of nine types of disasters. Please tell me which of these disasters happens MOST OFTEN in your community. Would it be...

Most mistakenly believe that their local Red Cross responds more often to natural disasters than to home fires.

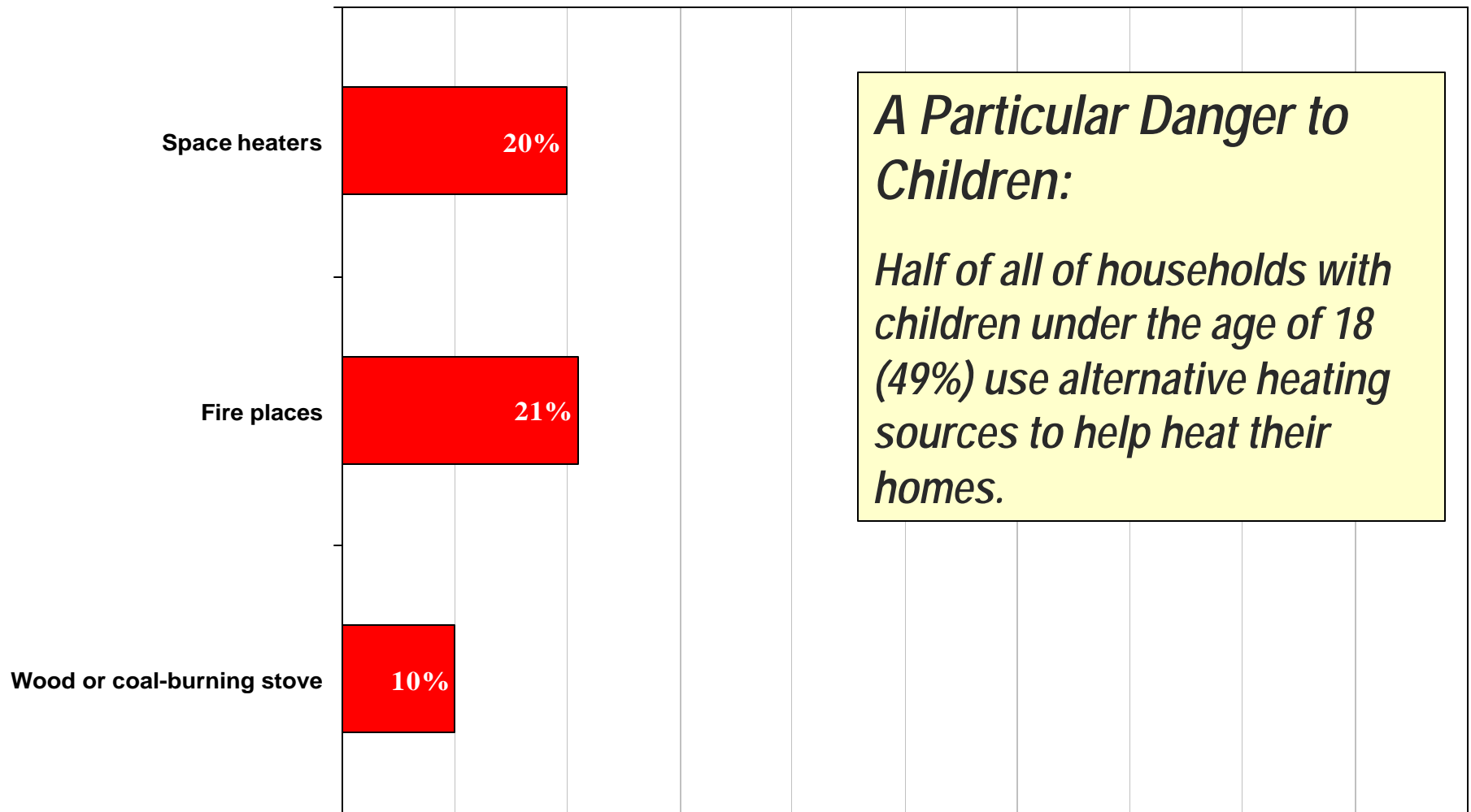


Q: And, in your community, what type of disaster do you think your local Red Cross responds to MOST OFTEN? Would it be...



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Four in ten American households (42%) use at least one alternative heating source to help heat their homes.



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Q: Which of the following, if any, do you use to help heat your home?

Regional Poll Values

| | Northeast | North Central | South | West |
|---|-----------|---------------|-------|------|
| Don't realize that home fires are most common disaster in local communities | 82% | 70% | 84% | 82% |
| Don't know that home fires are the disaster that the local Red Cross responds to most often | 51% | 61% | 71% | 75% |
| Use an alternate heating source to help heat their homes (fireplace, space heater or stove) | 33% | 41% | 41% | 53% |



American Red Cross

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States Included in Each Region

- ◆ **North East:** Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania
- ◆ **North Central:** Ohio, Indiana, Illinois, Michigan, Wisconsin, Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas
- ◆ **South:** Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas
- ◆ **West:** Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, California



Contact Information

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