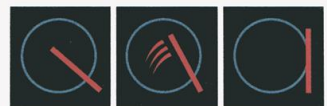




NAHB
NATIONAL ASSOCIATION
OF HOME BUILDERS

National Survey

Key findings from a national survey
of 800 likely voters,
conducted August 14-16, 2006



PUBLIC OPINION
STRATEGIES

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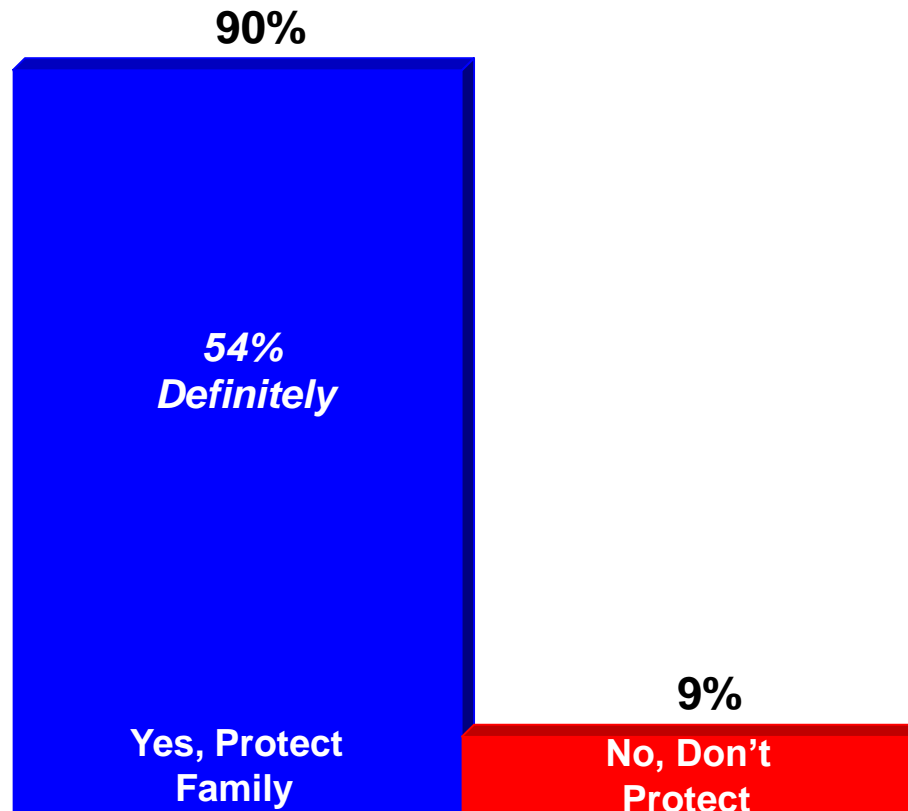
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KEY FINDINGS

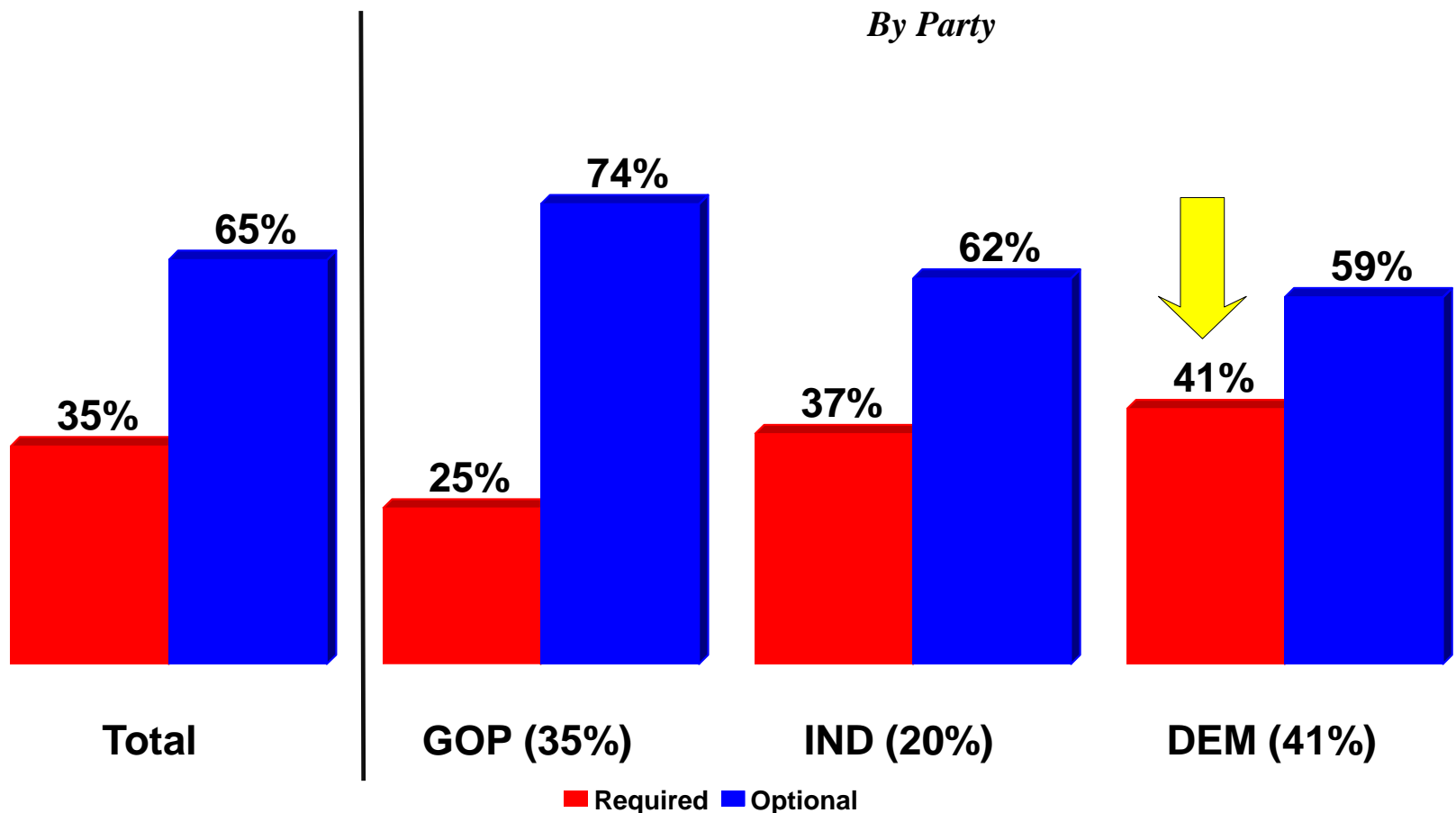
Smoke detectors are nearly universally regarded as doing an adequate job of protection.

Do you believe that smoke detectors do an adequate job of protecting your family in a house fire?



Just over one-third of those surveyed think fire sprinkler systems should be required for new homes. Support for the requirement is highest among Democrats.

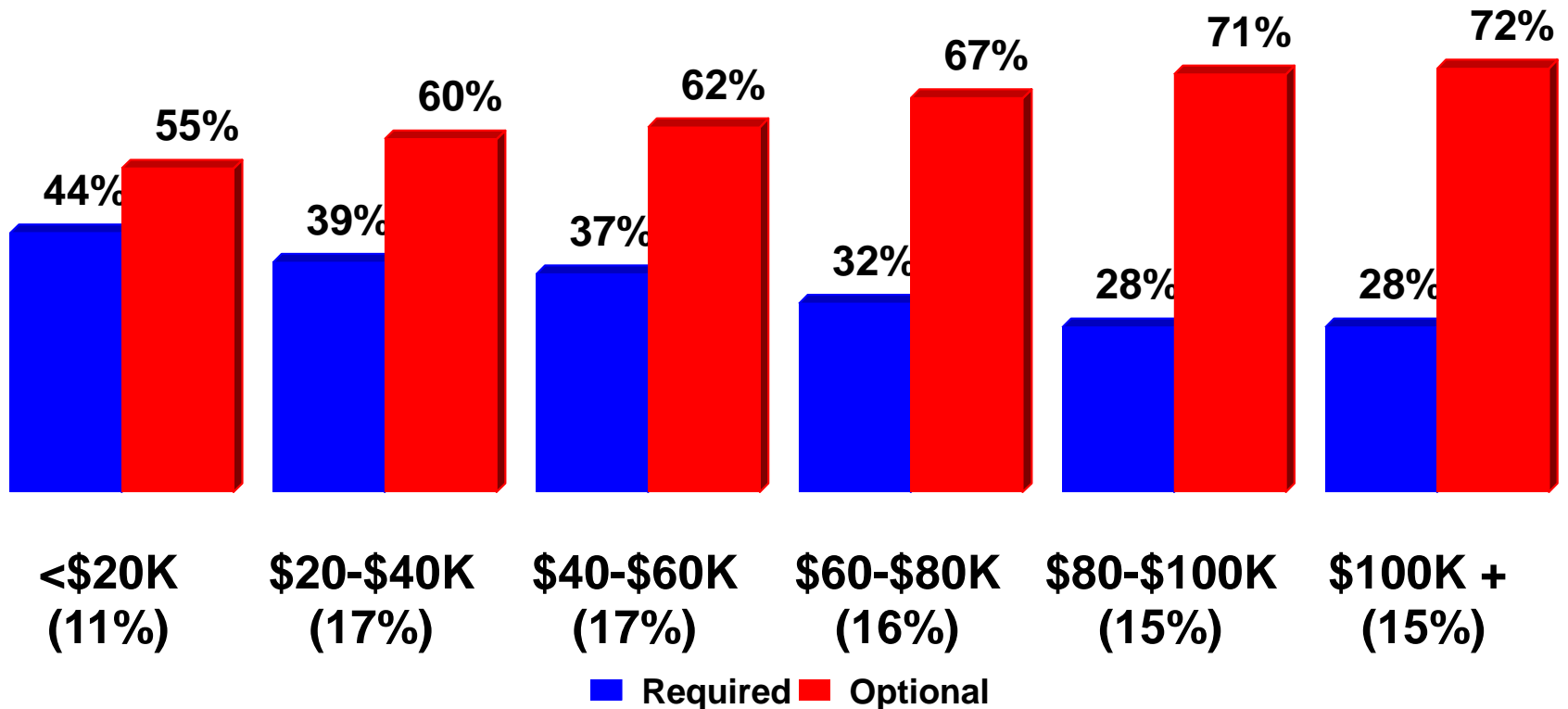
Do you believe that fire sprinkler systems should be required in all newly constructed homes or should they be optional for home buyers who want them?



Those with higher incomes overwhelmingly believe that sprinklers should be optional.

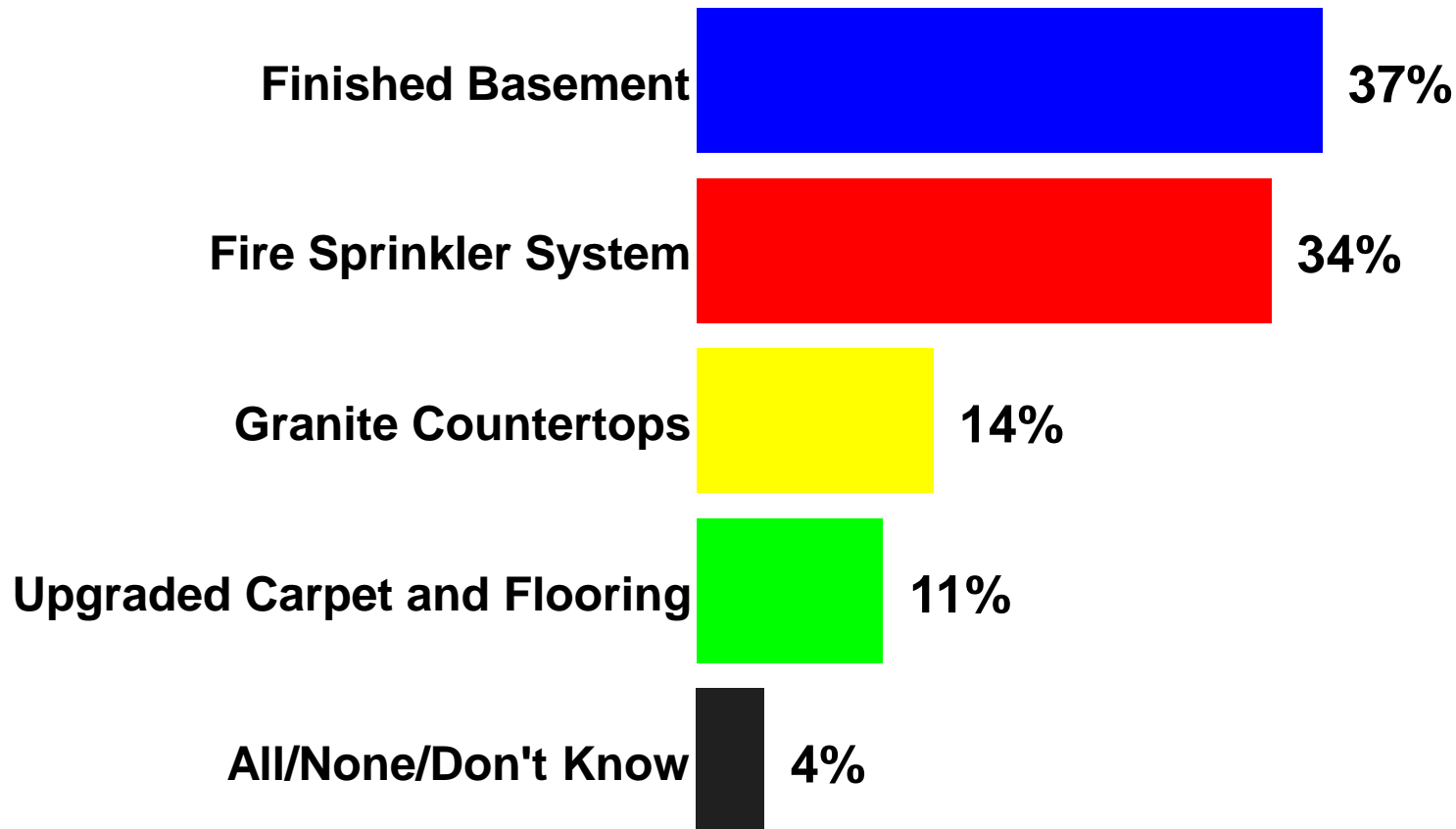
Free Sprinkler System- Optional or Required?

By Income



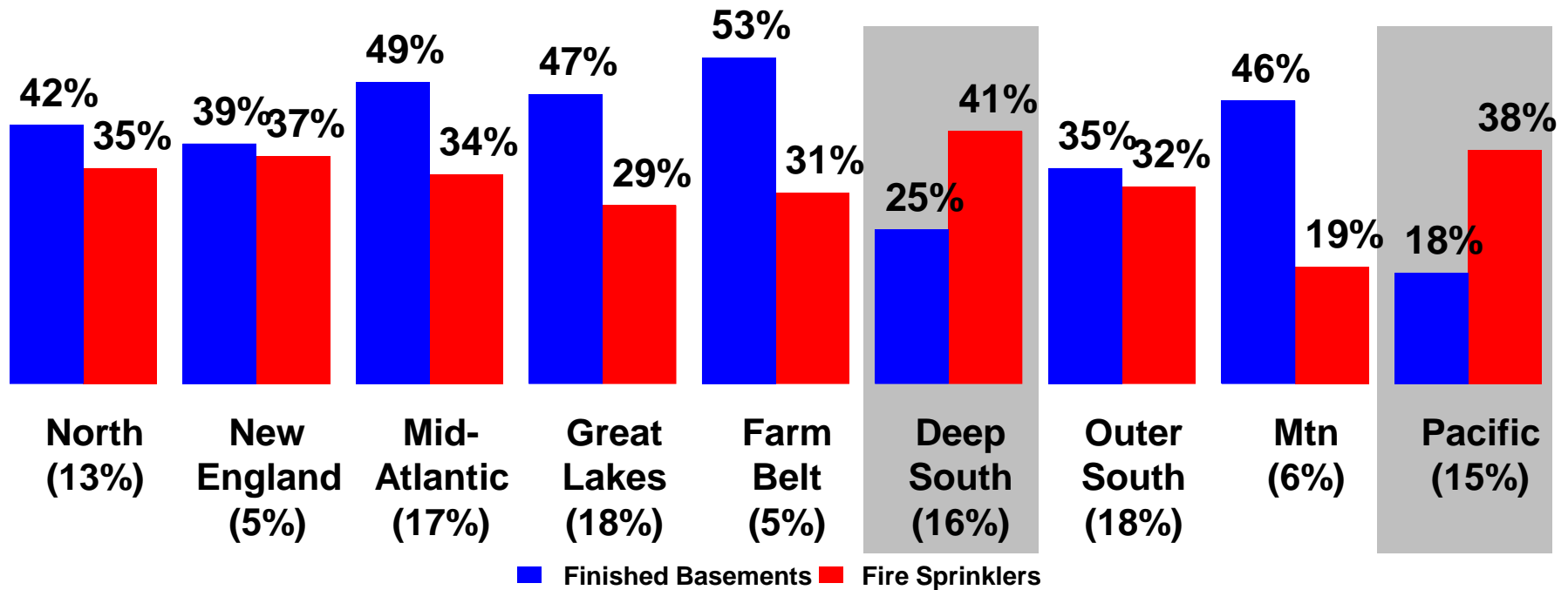
As a free incentive to buy a home, more than 60% prefer options other than fire sprinklers.

Imagine you are buying a new home and the builder is offering you one of the following options as a free incentive. Which one of the following would you choose?



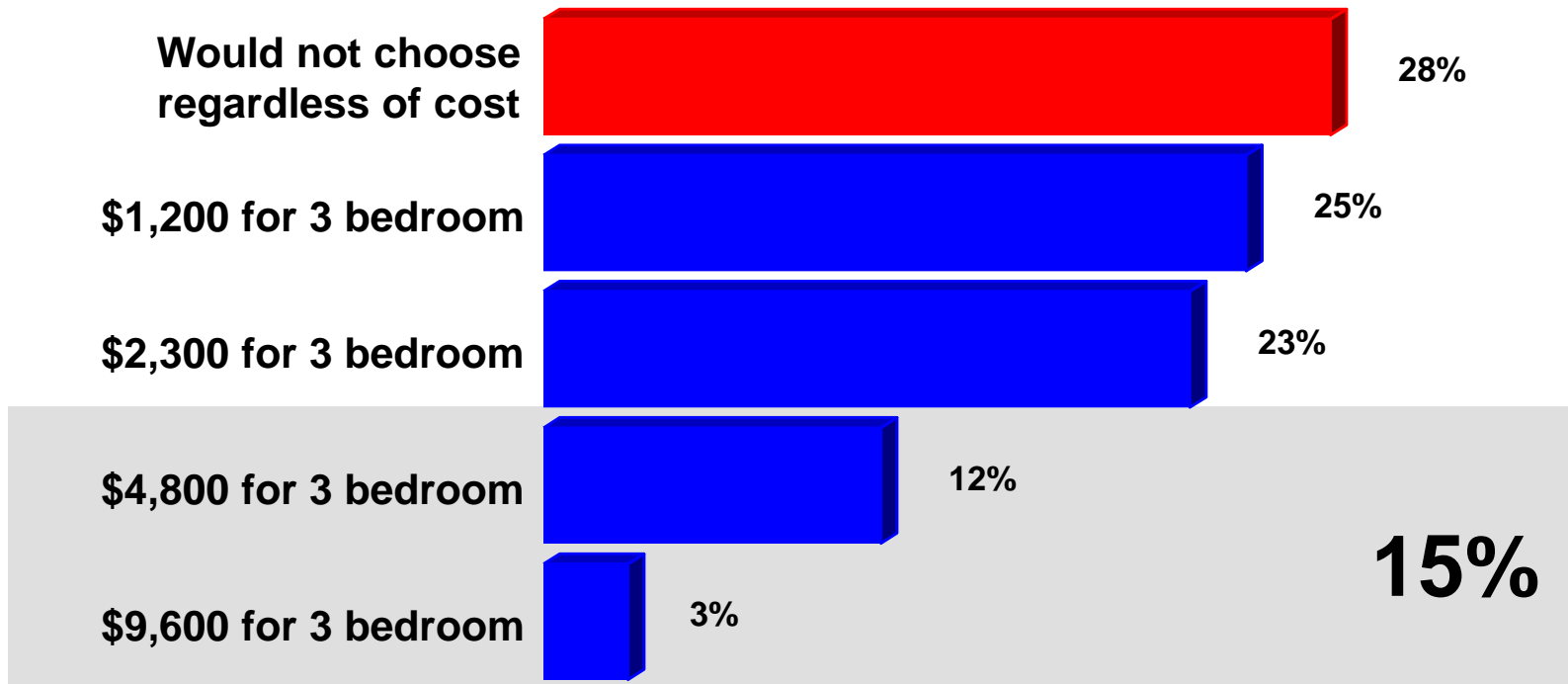
There are some notable differences on this question by region of the country.

Free Incentive Choice By Region



Just 15% of voters say they'd be willing to pay as much as \$4,800 for a sprinkler system.

If a sprinkler system was offered as an option for your new home, what is the most you would be willing to pay?





BOTTOM LINE

- **Fire sprinkler systems are widely believed to do an adequate job of protection in a fire.**
- **And, they have some appeal as a free option in a new home.**
- **But, there's little support for requiring the systems on new homes.**
- **And, just 15% of voters say they'd be willing to pay as much as \$4,800 for a sprinkler system.**

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