



Residential Sprinkler Systems

Residential Townhouse Survey Results



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Sponsored by the Canadian Automatic Sprinkler Association June 2006

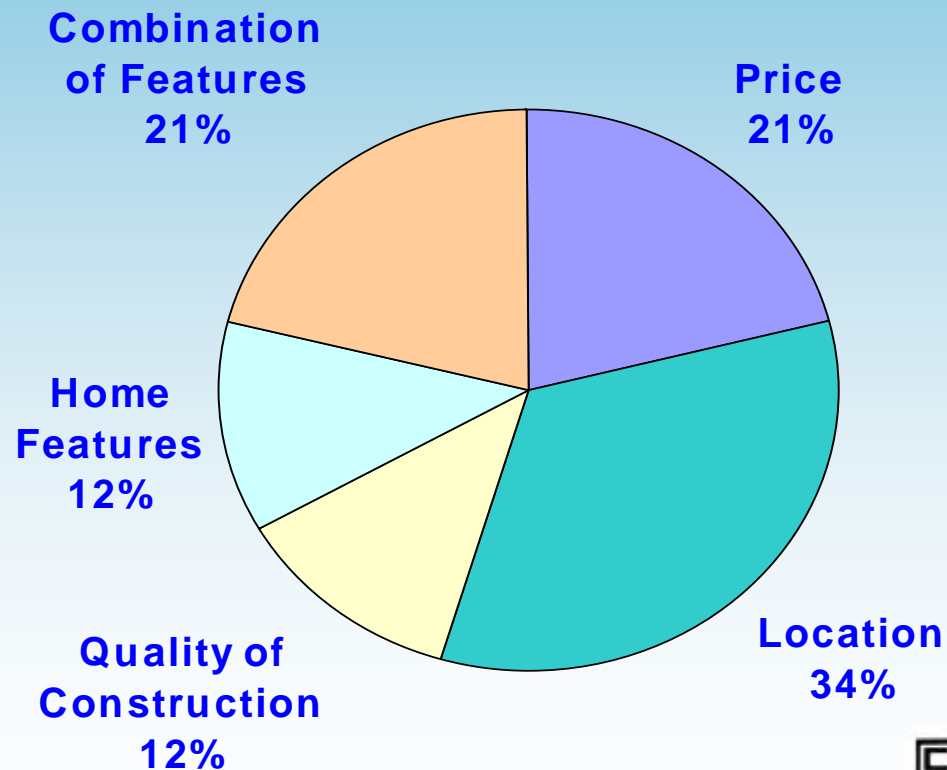
Background

- Mail survey of 208 owner/occupants in a newly constructed townhouse in the Township of Langley, B.C.



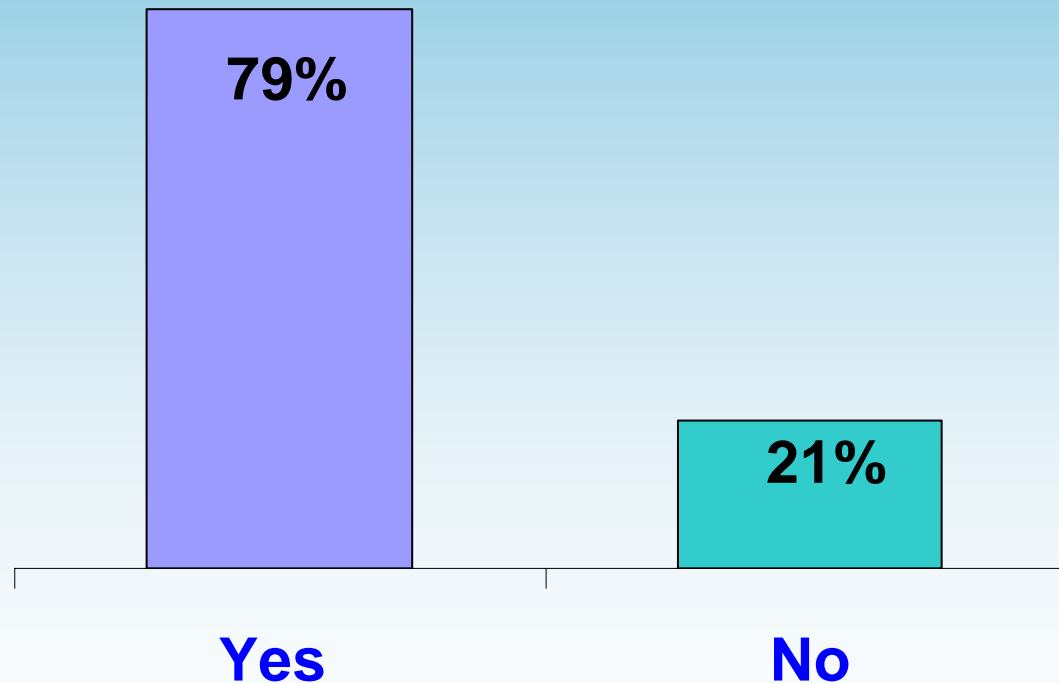
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The main selling features that influenced buyers decision to purchase their home.



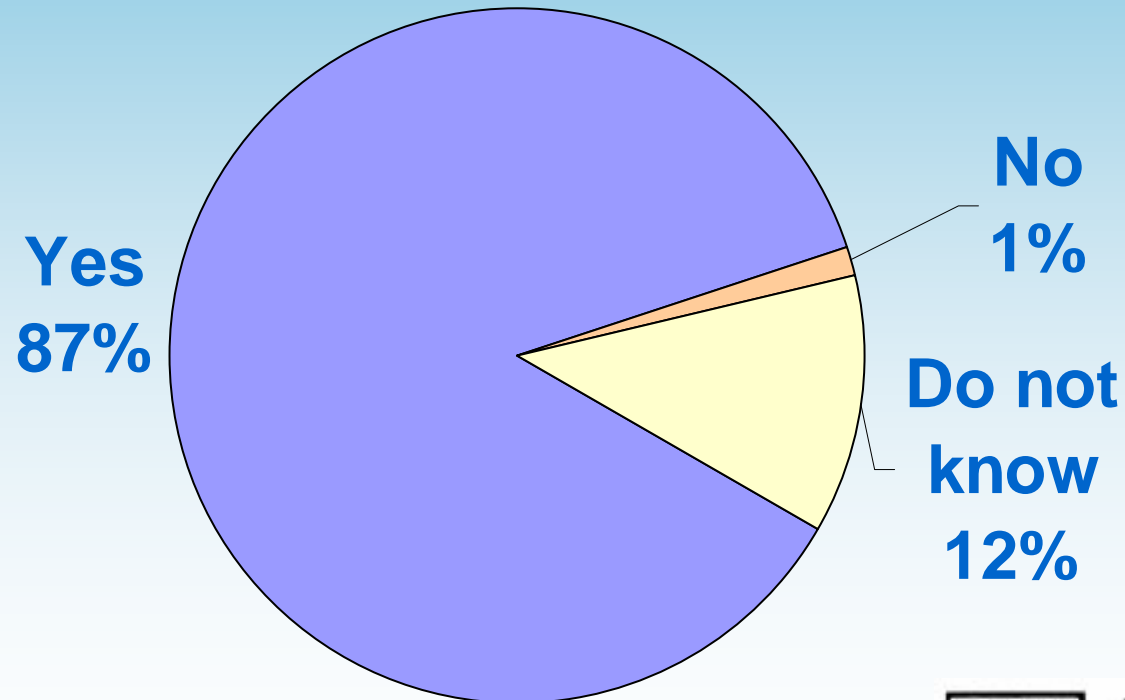
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79% of residents knew there was a sprinkler system installed in the home prior to their purchase.



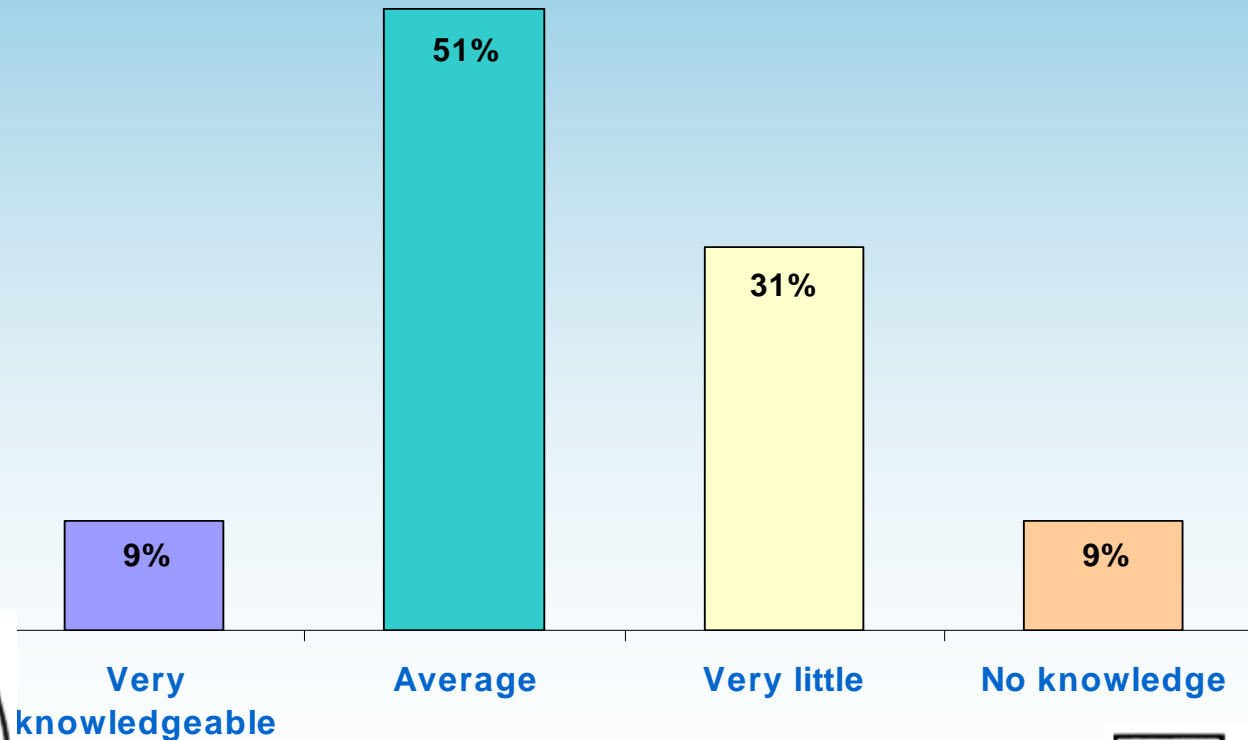
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87% of residents feel that a fire sprinkler system is a reliable product to protect them and their families from fire.



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51% of residents feel they have an average knowledge of sprinkler systems.



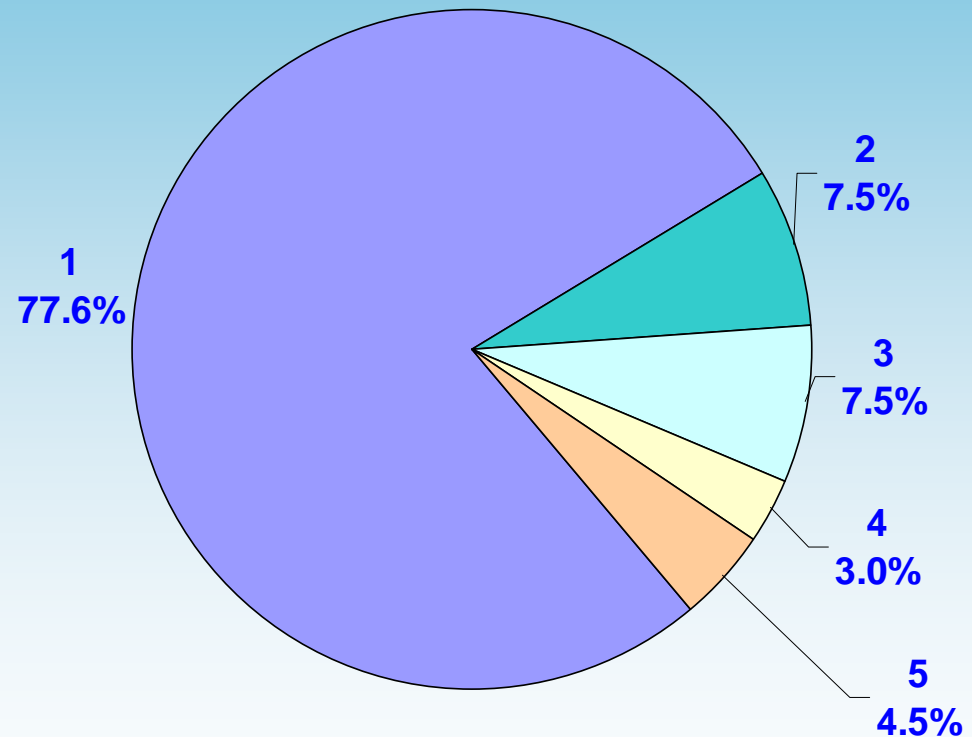
Question: Rate your knowledge on fire sprinkler systems.



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77.6% of residents feel having a sprinkler system is very important.

- 1 - Very Important
- 2 - Important
- 3 - No Opinion
- 4 - Somewhat
- 5 - Important
- 6 - Not Important

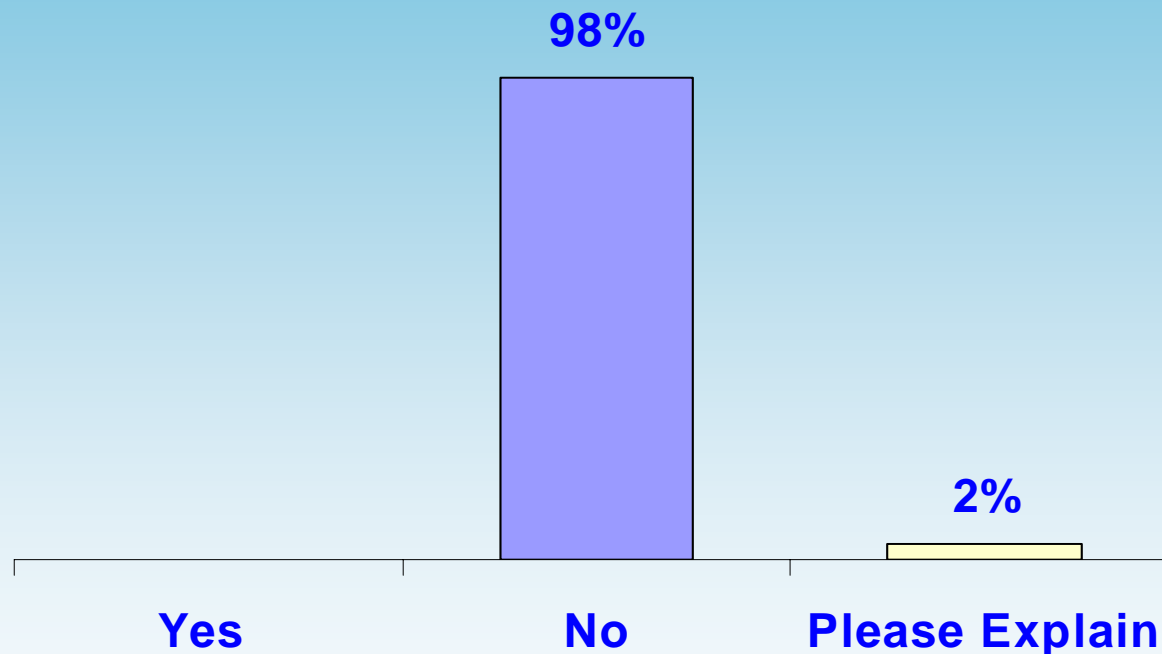


Question: How would you rate the importance of having a fire sprinkler system?



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Have you experienced any problems with the fire sprinkler system in your home?

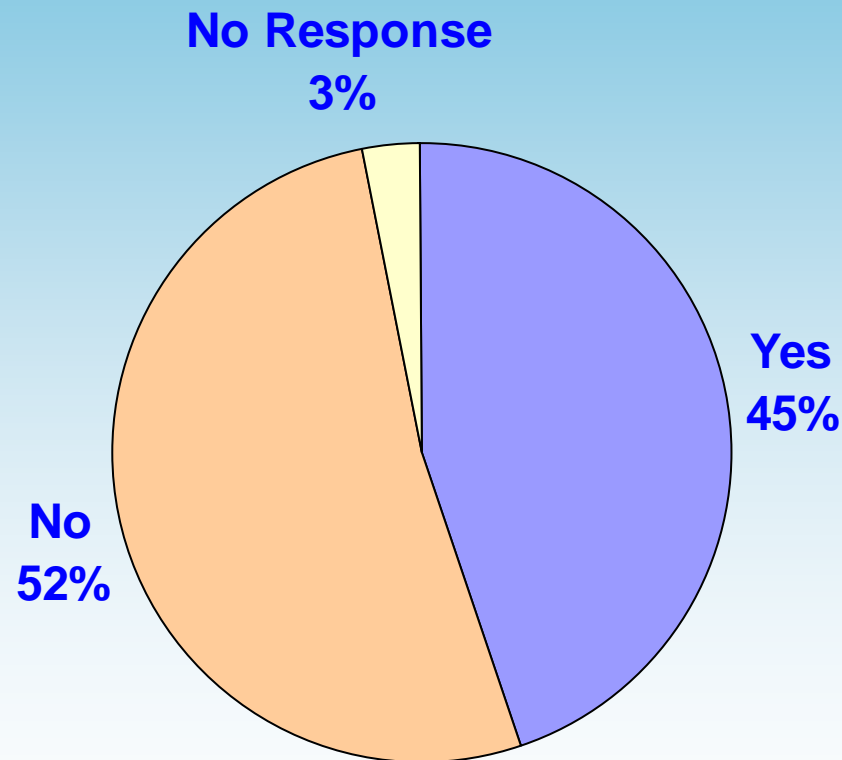


"Please Explain" Comments:
1 - Not knowing if they even work!,
2 - Serviced once a year.



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Less than half of the residents had the operation and maintenance of their sprinkler system reviewed when they purchased their home.

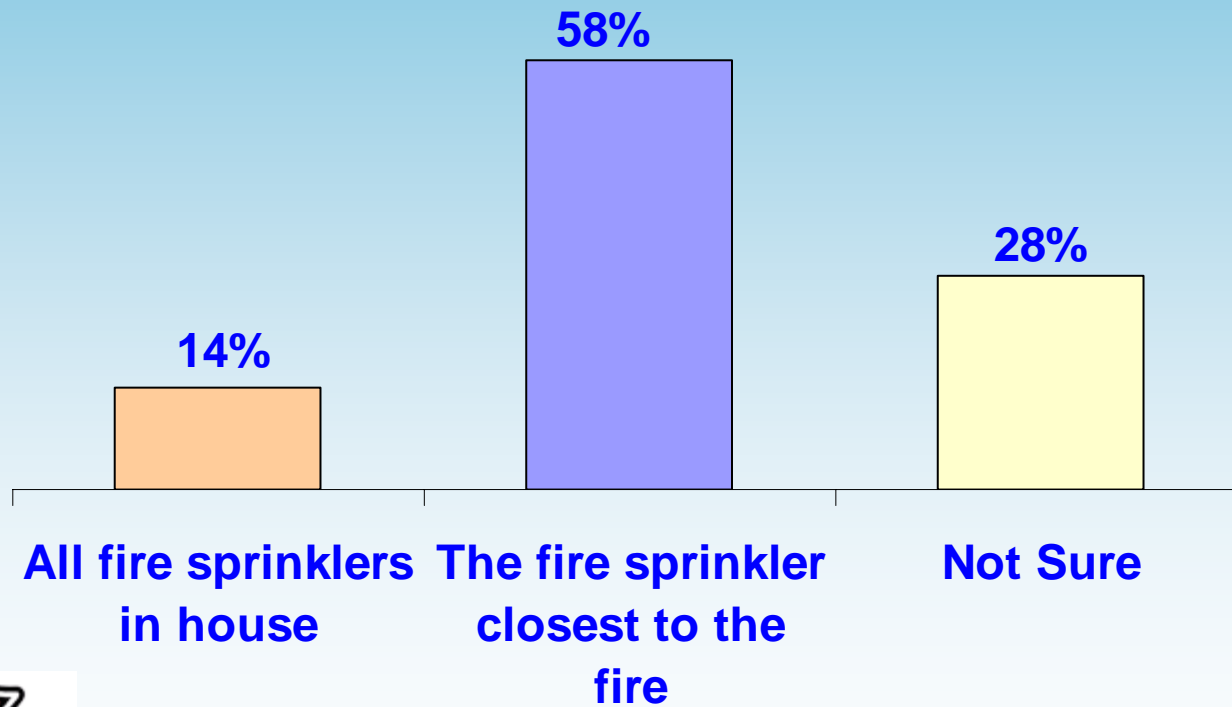


Question: Did the realtor or anyone go over the operation and maintenance of your sprinkler system when you purchased your home?



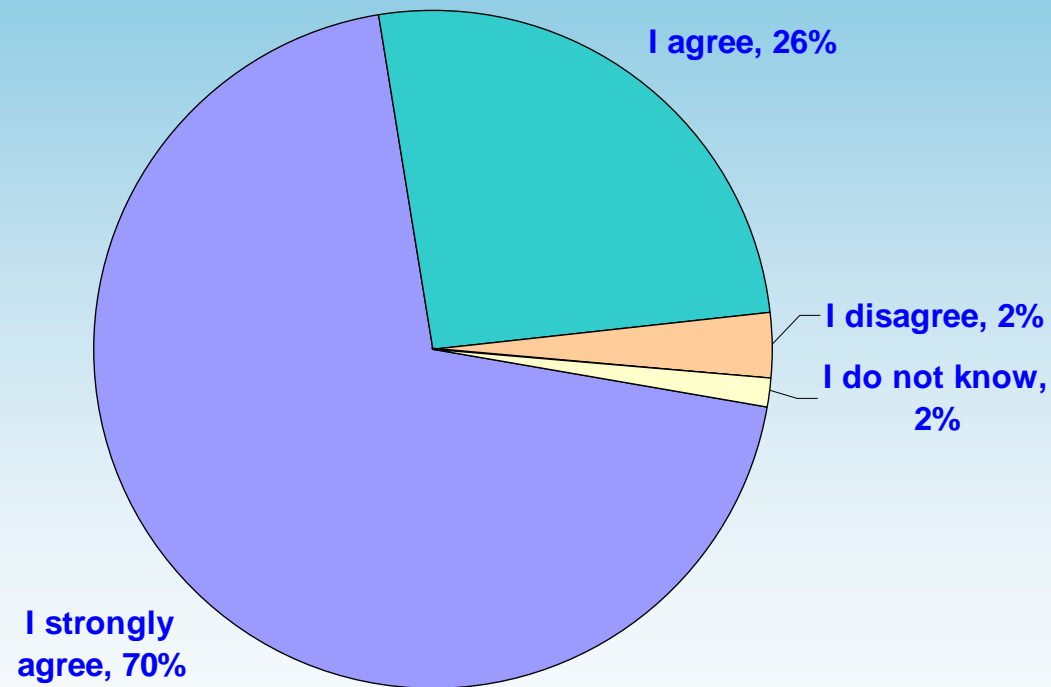
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How many fire sprinklers would you think operate at the same time if you have a fire in your home?



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96% of residents agree fire sprinklers save lives and property.

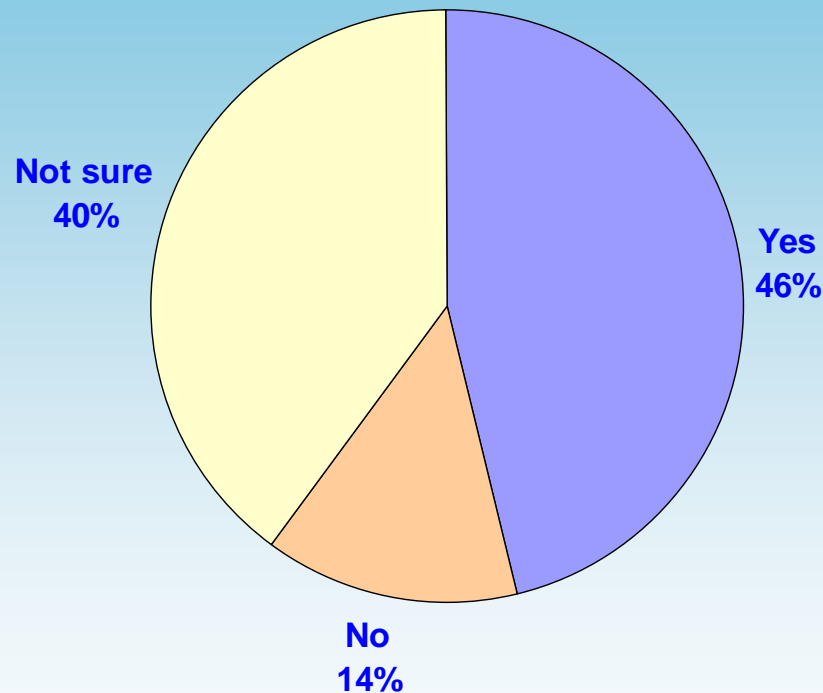


Question: Fire sprinklers save lives and property.



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46% of residents receive a discount on home insurance because they have a sprinkler system.

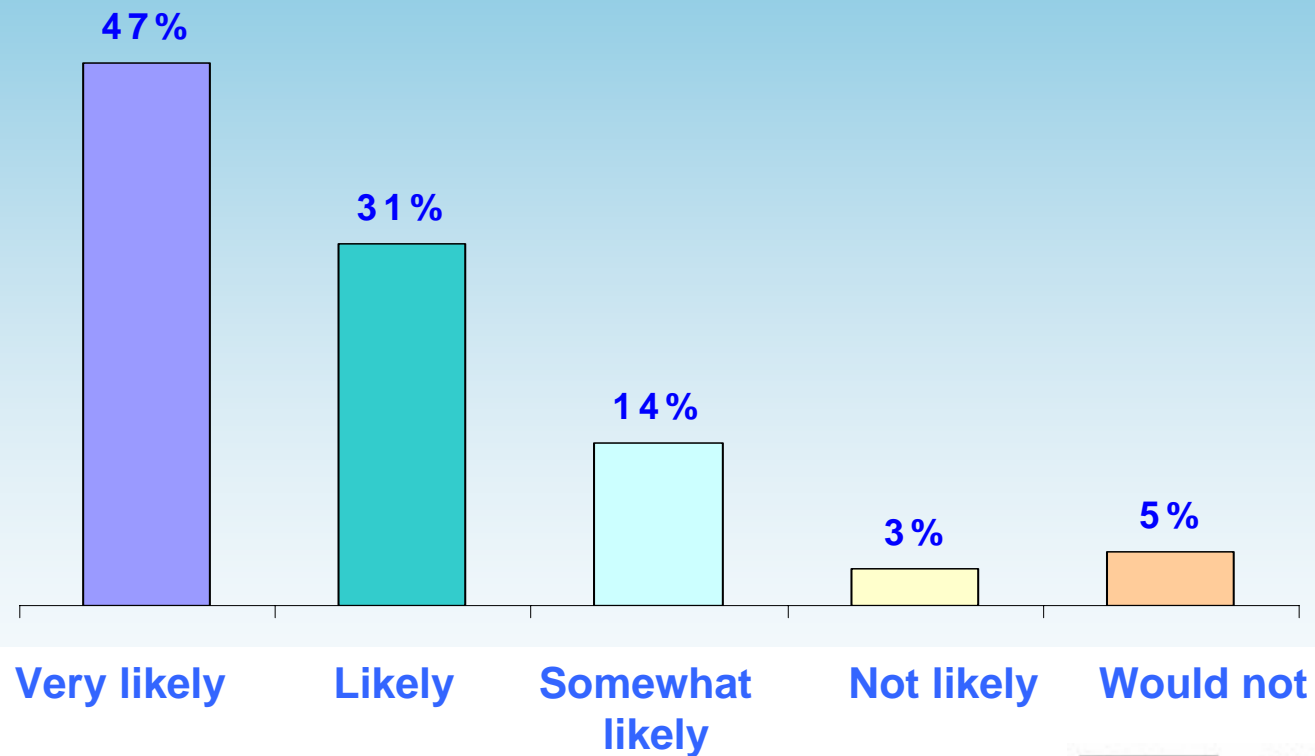


Question: Does your home insurance company offer any discounts for having a sprinkler system in your home?



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How likely would you be to purchase a sprinkler system option in your next home at \$1.30 to \$1.40 per square foot?



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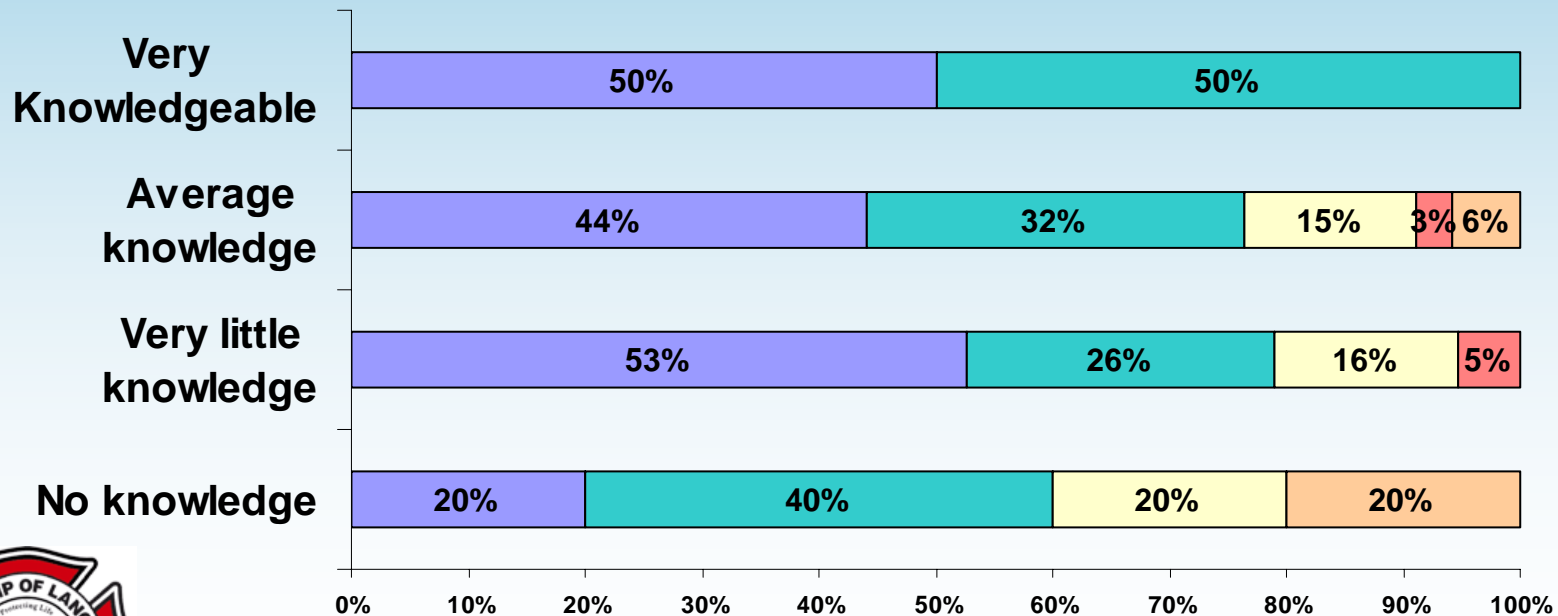
How knowledge affects other perceptions about fire sprinkler systems



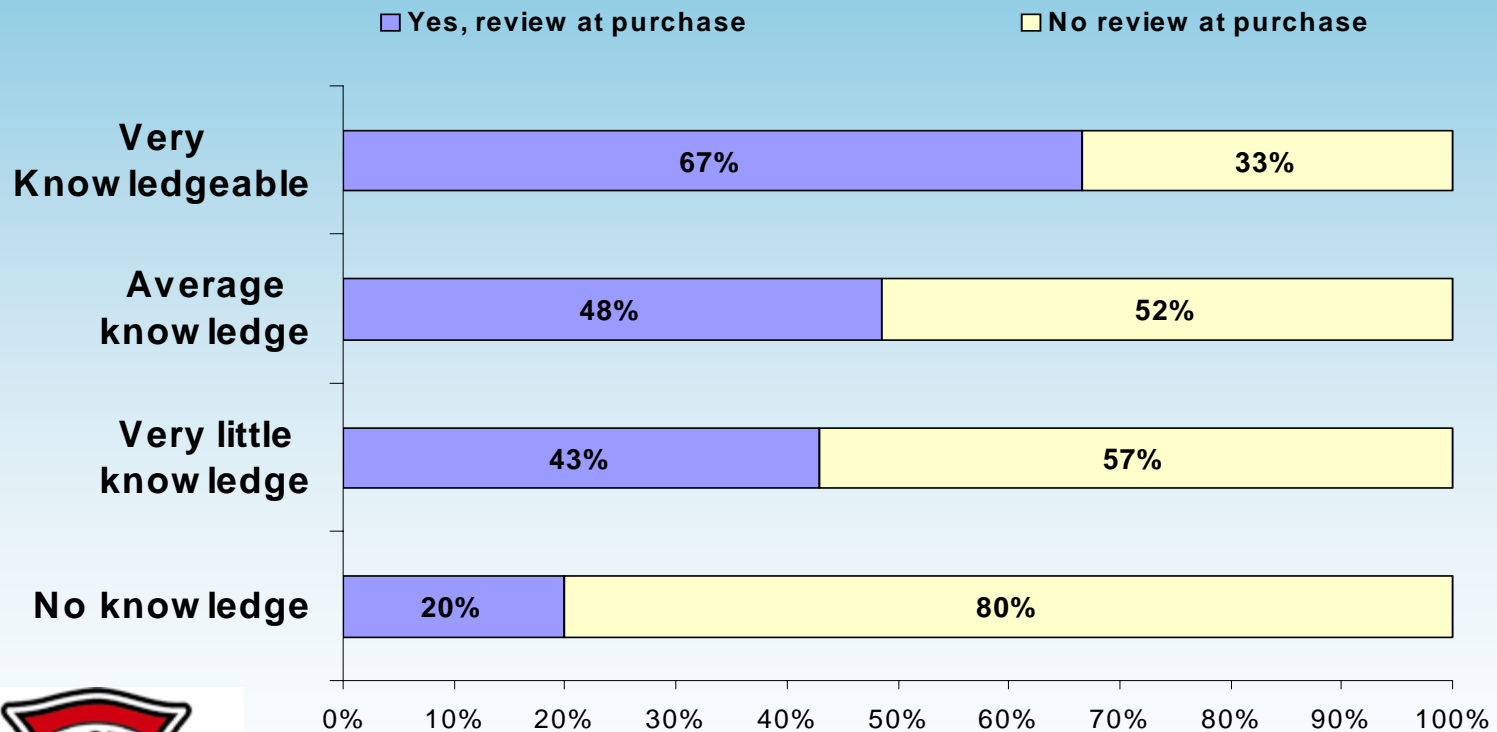
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How likely would you be to purchase a sprinkler system option in your next home at \$1.30 to \$1.40 per square foot?

Very likely Likely Somewhat likely Not likely Would not



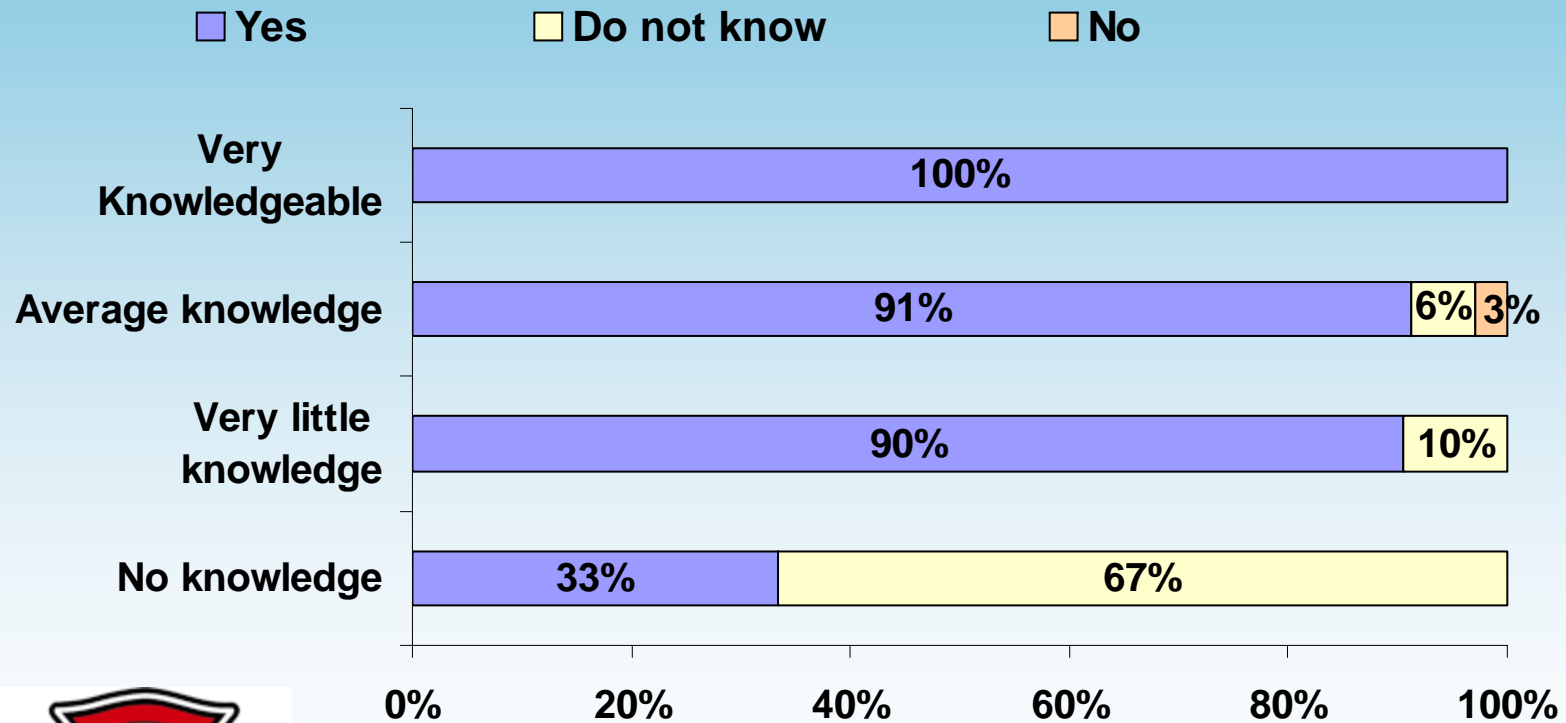
Education at the time of purchase increases the owners knowledge of fire sprinkler systems.



Question: Did the realtor or a builder or contractor go over the operation and maintenance of your sprinkler system when you purchased your home?



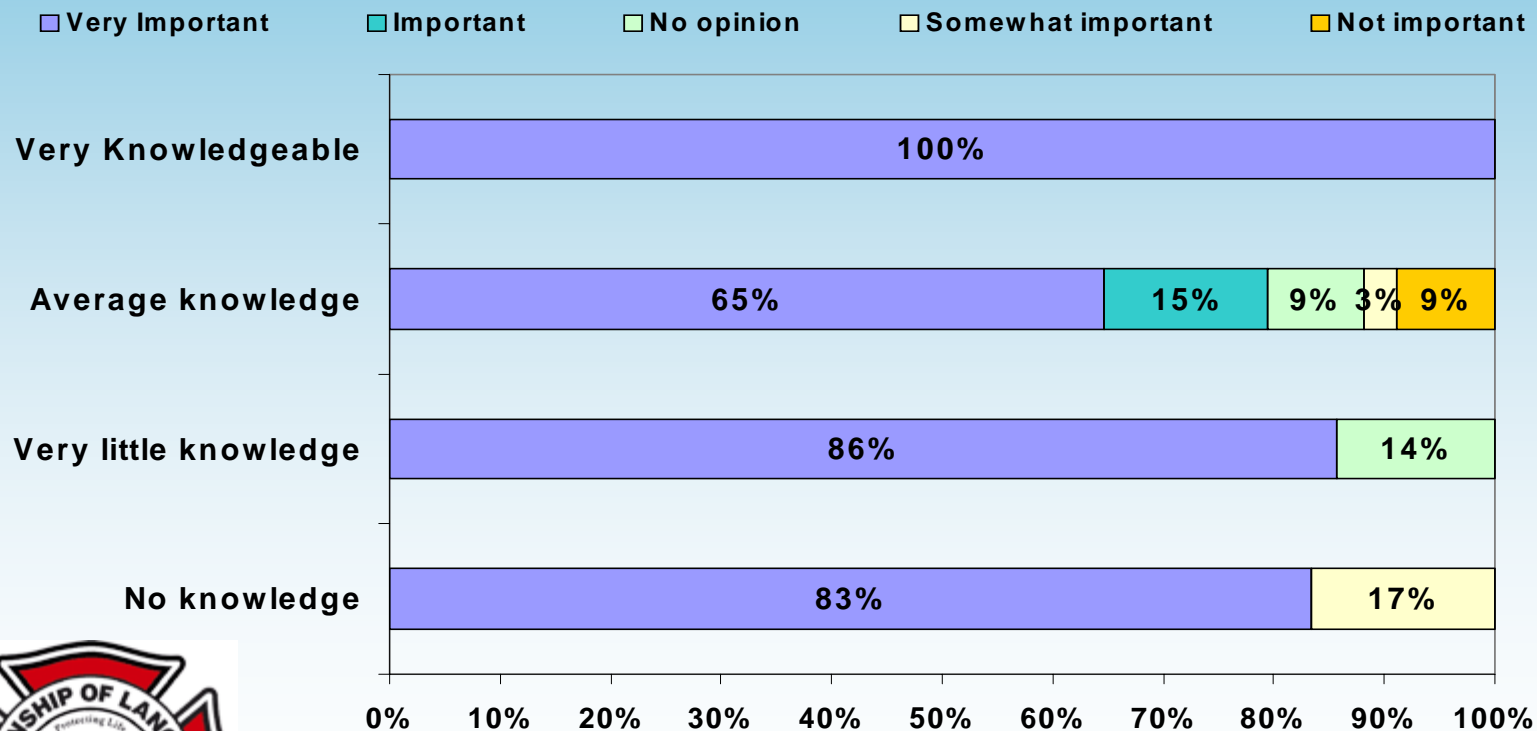
Owners who feel knowledgeable about fire sprinkler systems are more confident about sprinkler protection and reliability.



Question: Do you feel that your fire sprinkler system is a reliable product to protect you and your family from fire?



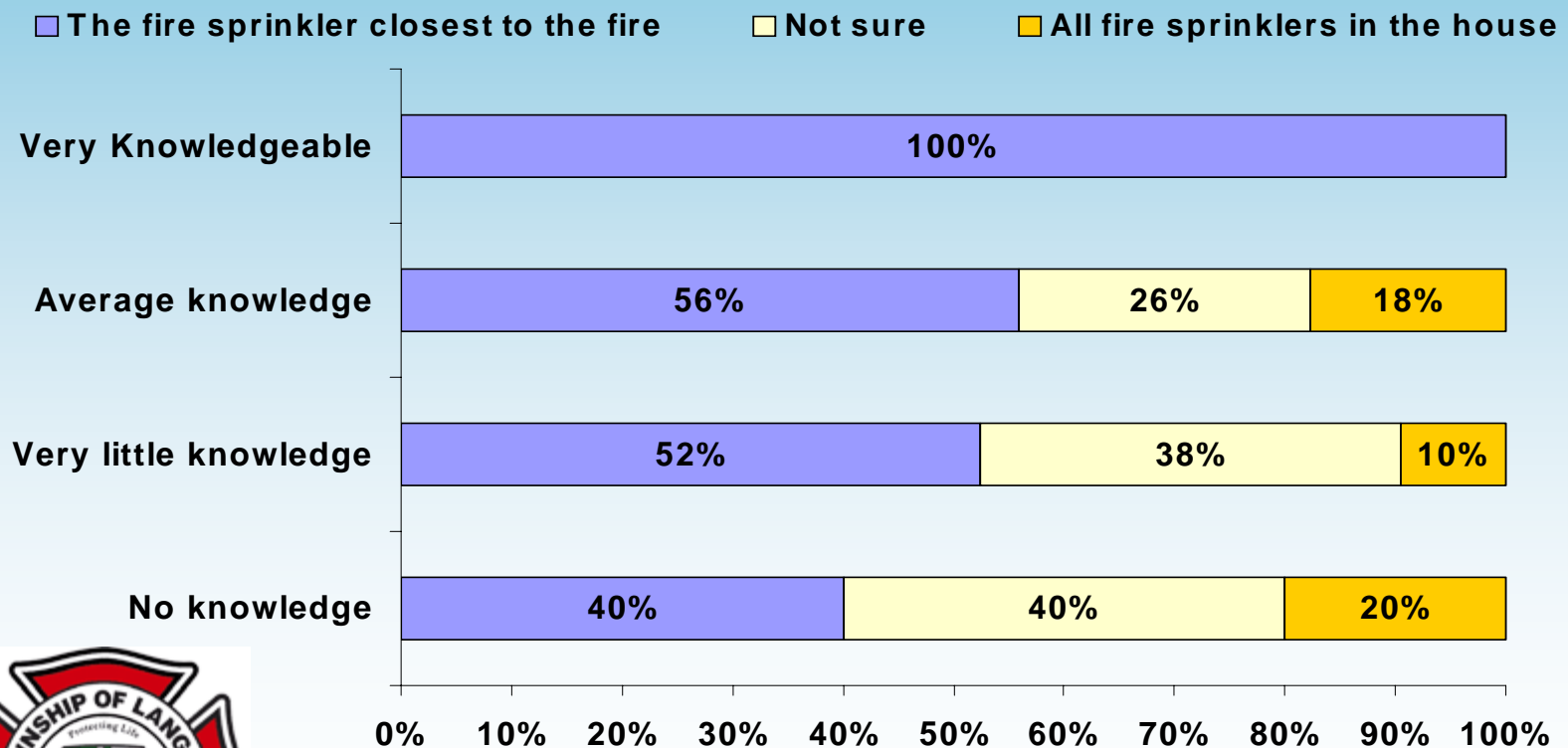
Residents who consider themselves to have average knowledge are less certain of sprinkler importance than those with little or no knowledge.



Question: How would you rate the importance of having a fire sprinkler system?



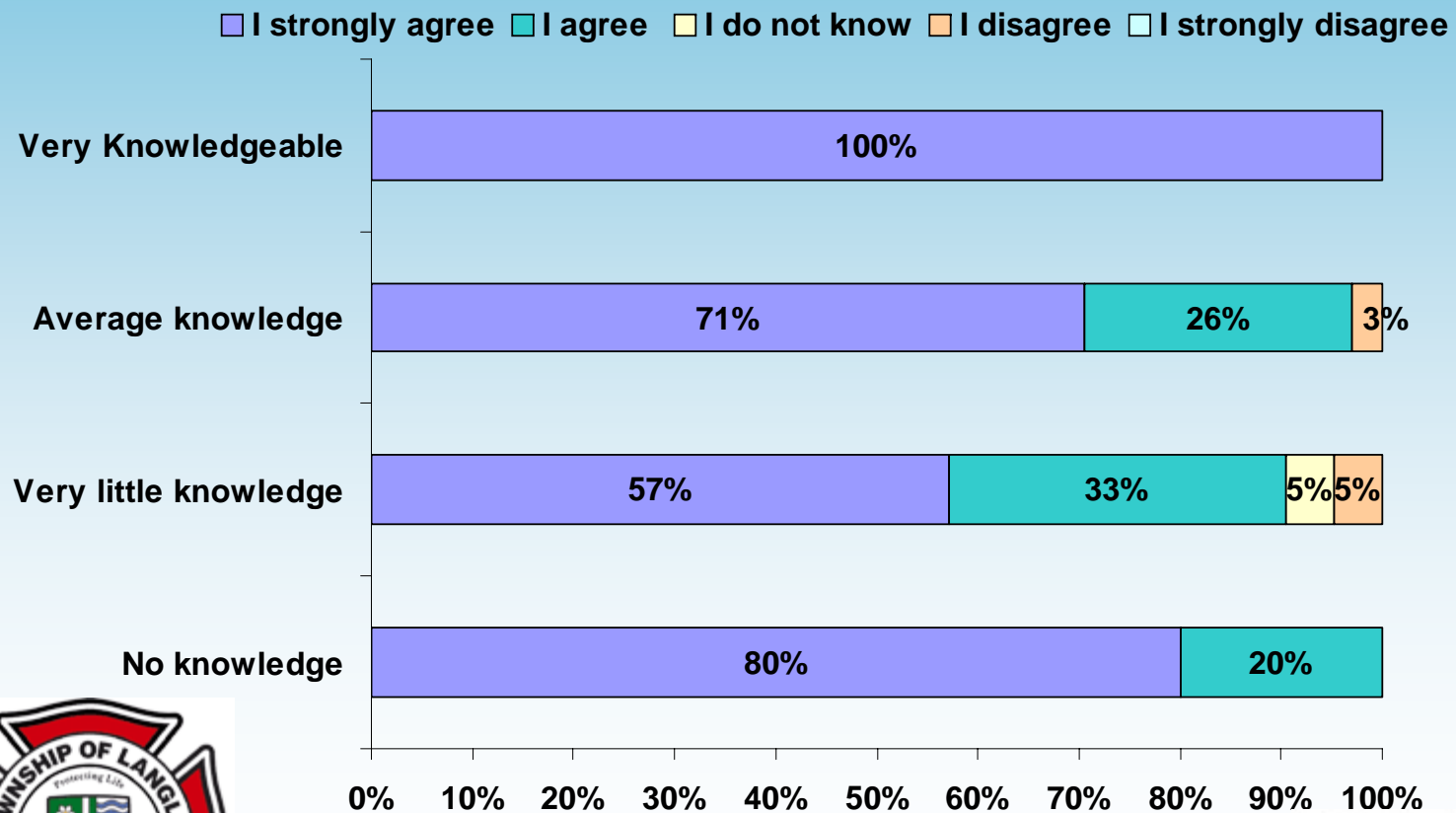
Education reduces uncertainty about excessive water damage if a sprinkler system activates.



Question: How many fire sprinklers would you think operate at the same time if you have a fire in your home?



98% of owners agree fire sprinklers save lives and property.

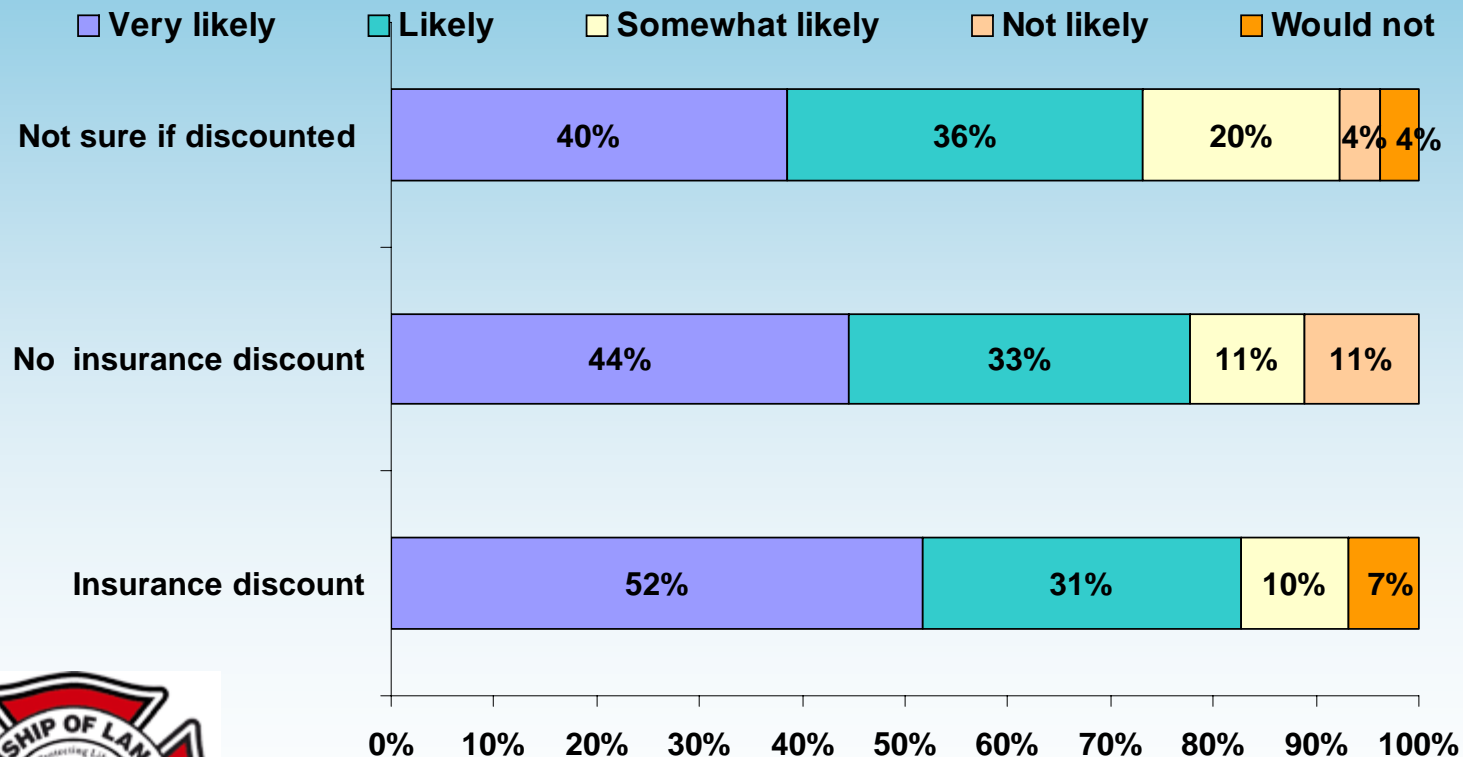


Question: Fire sprinklers save lives and property.



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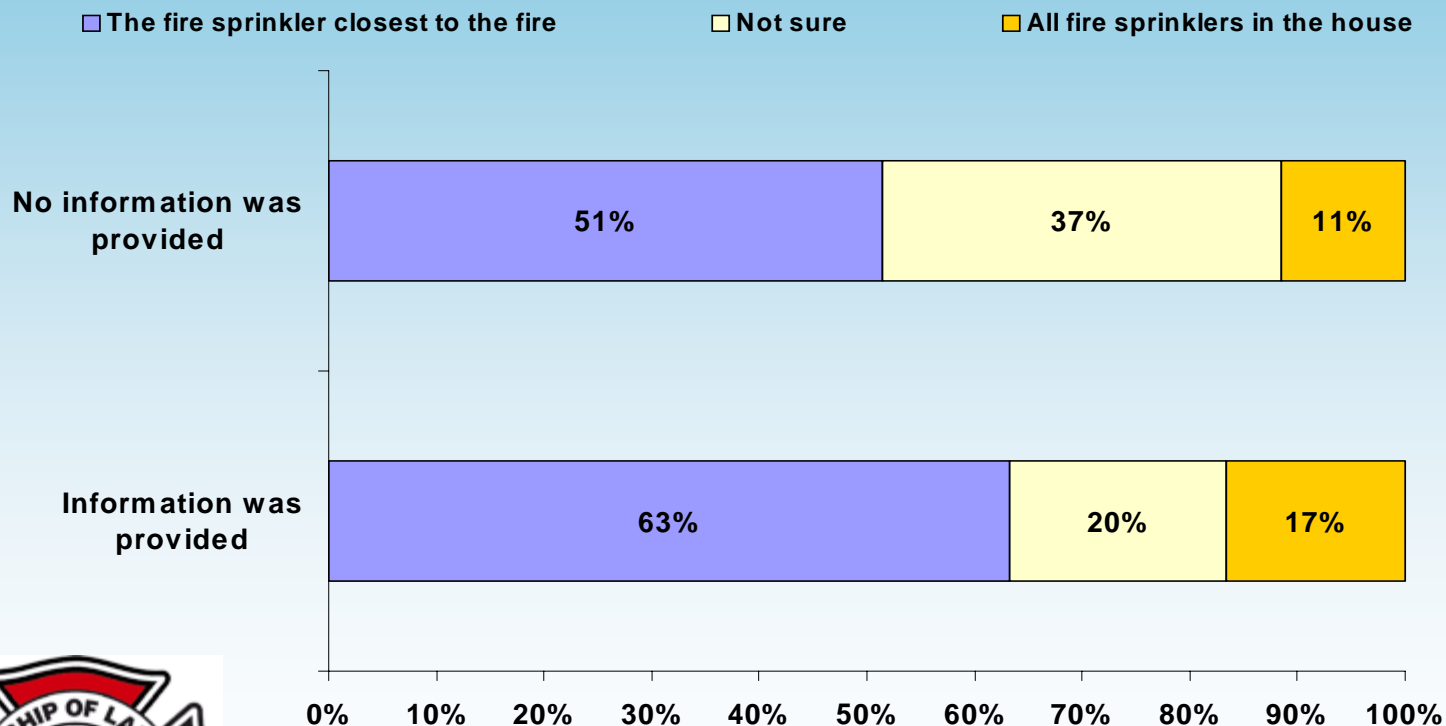
Do insurance discounts increase the probability an owner would pay an additional fee for installation of a fire sprinkler system?



Question: How likely would you be to purchase a sprinkler system option in your next home at a \$1.30 to \$1.40 per square foot?



Are realtors, builders or contractors adequately explaining fire sprinkler operation to home purchasers?

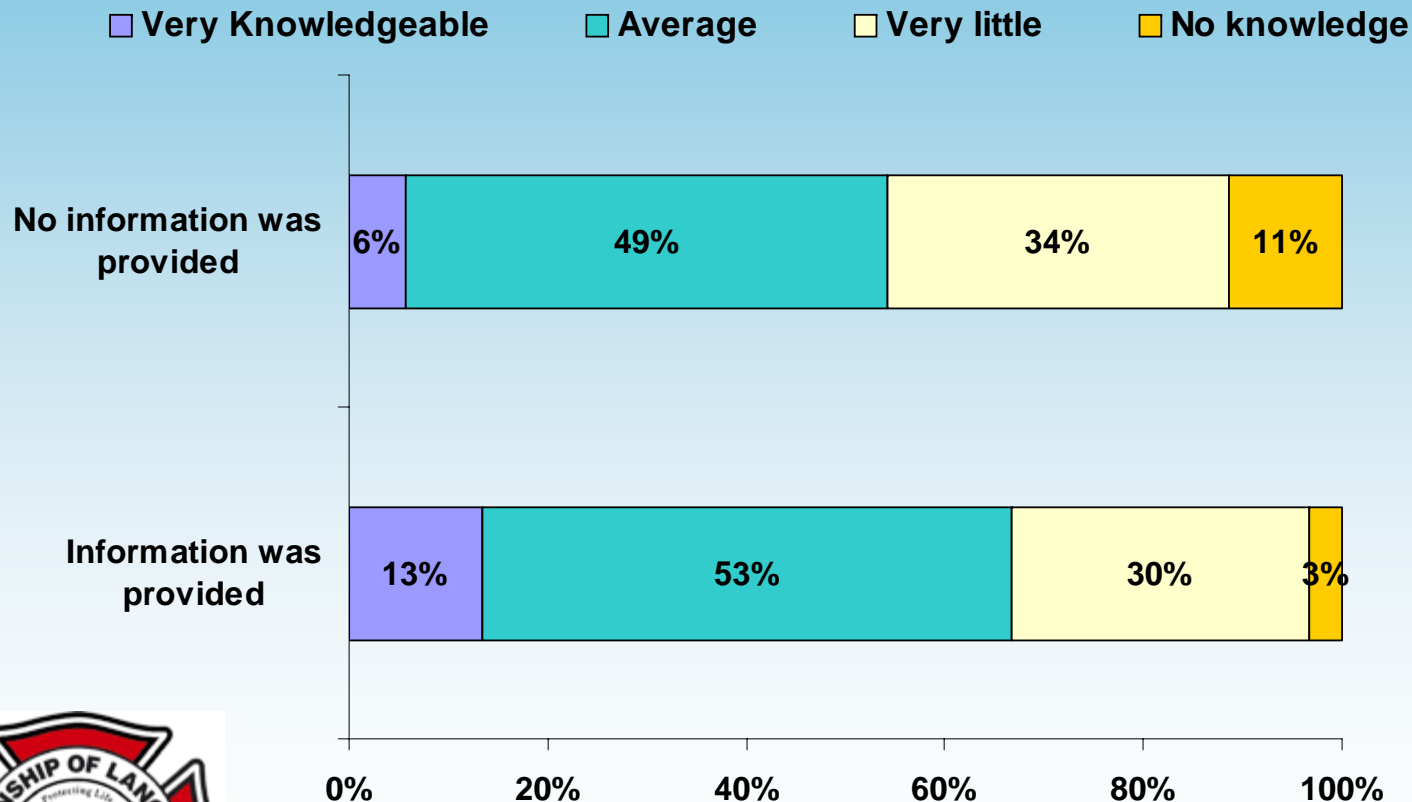


Question: How many fire sprinklers would you think operate at the same time if you have a fire in your home?



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Are realtors, builders or contractors adequately explaining fire sprinkler operation and maintenance to home purchasers?



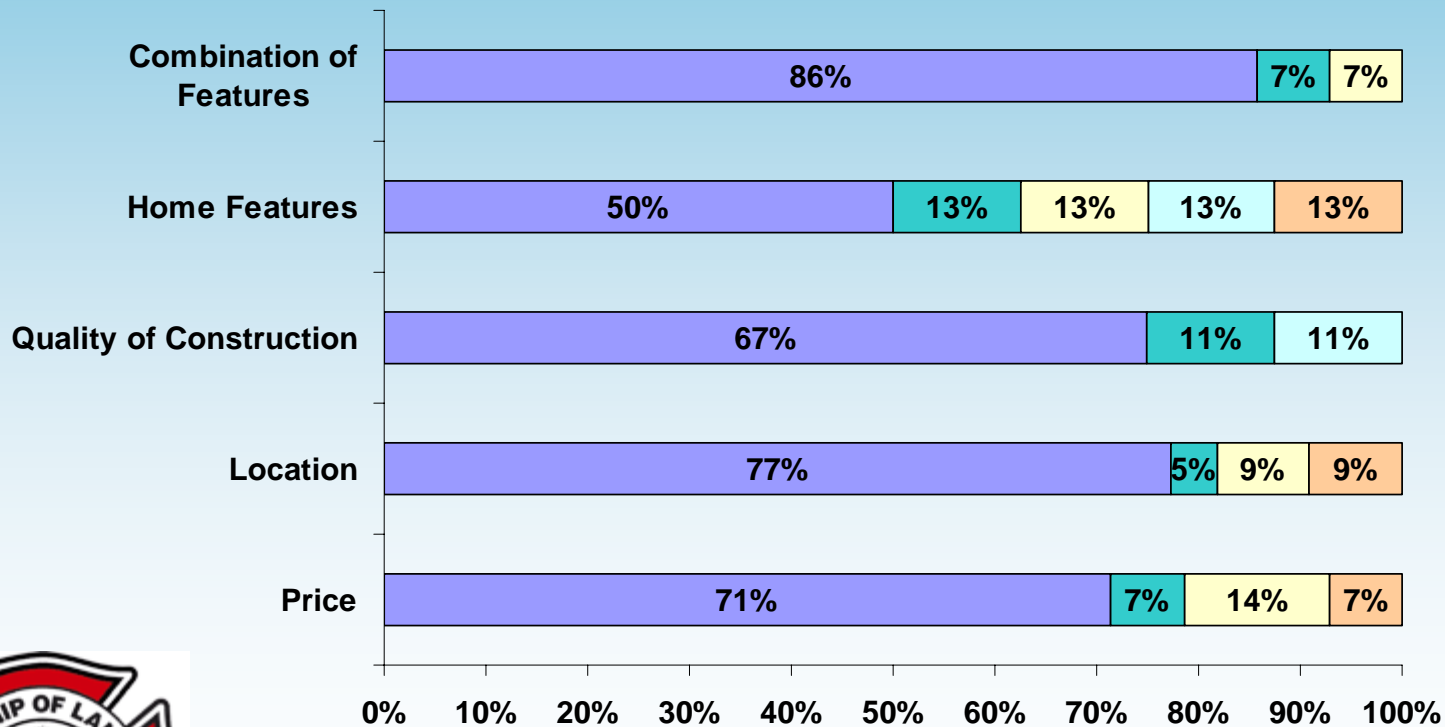
Question: Rate your knowledge on fire sprinkler systems.



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What other selling features interest buyers who consider fire sprinklers to be important.

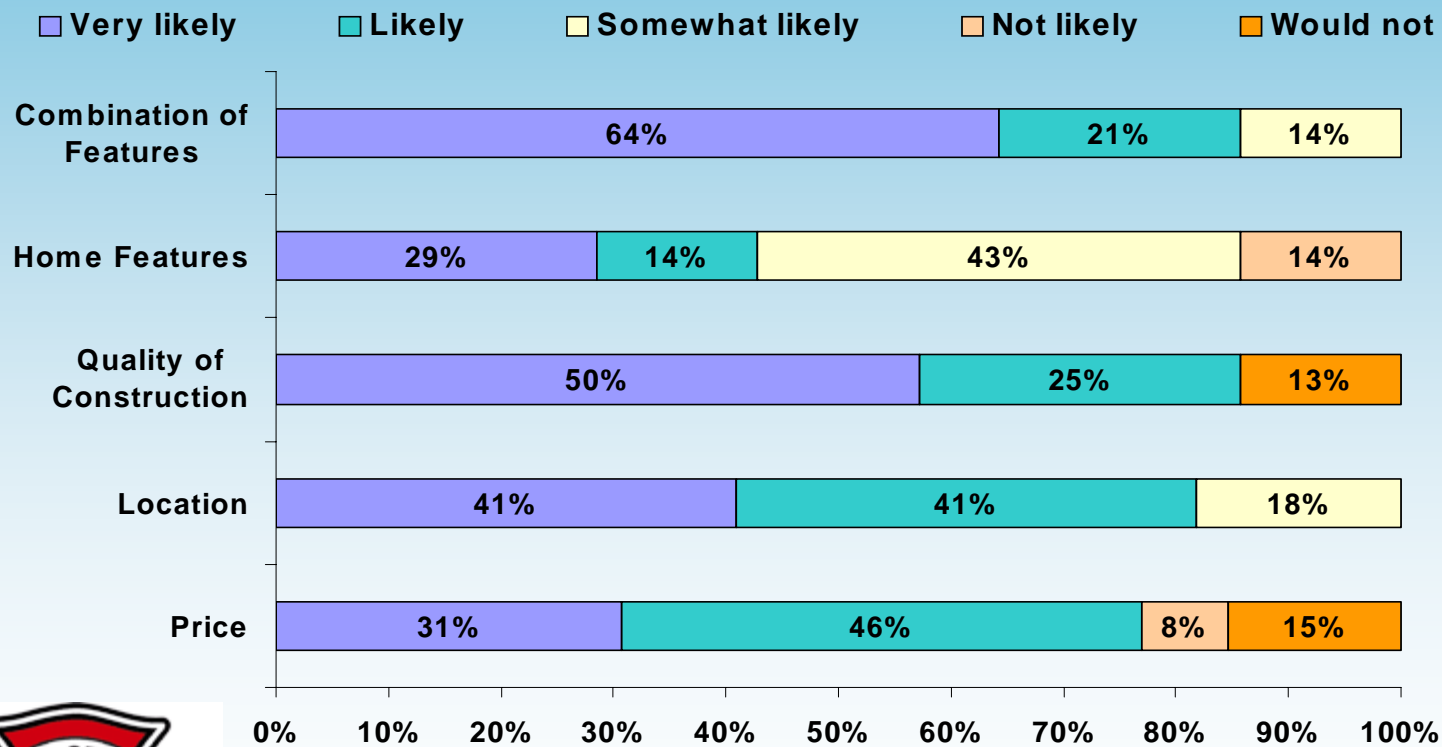
■ Very Important
 ■ Important
 ■ No opinion
 ■ Somewhat important
 ■ Not important



Question: How would you rate the importance of having fire sprinkler system?



What selling features are most important to those likely to purchase a fire sprinkler option.



Question: How likely would you be to purchase a sprinkler system option in your next home at a \$1.30 to \$1.40 per square foot?



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