

## **LIVING WITH SPRINKLERS EDUCATION PROGRAM**



Empty nesters' nests  
aren't always empty.

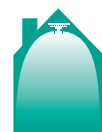
**FIRE SPRINKLERS  
SAVE PEOPLE'S LIVES.**

**FIRE SPRINKLERS  
SAVE MONEY  
FOR DEVELOPERS  
AND BUILDERS.**



## **FIRE PREVENTION AND SAFETY GRANT SUMMARY REPORT**

**March 2005 - March 2006**



**Home Fire Sprinkler®**  
**COALITION**  
Protect What You Value Most™





# Home Fire Sprinkler<sup>®</sup>

## C O A L I T I O N

Protect What You Value Most™

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### **MISSION STATEMENT**

The Home Fire Sprinkler Coalition is highly committed to protecting the ultimate value of human life, striving for a nation in which not a single man, woman or child dies needlessly in a tragic fire.

The mission of the Home Fire Sprinkler Coalition is to save lives by increasing awareness of the benefits and availability of residential fire sprinkler systems, ultimately increasing the number of installations in new one- and two-family dwellings.

*HFSC Steering Committee*

**American Fire Sprinkler Association**

**Canadian Automatic Sprinkler Association**

**Home Safety Council**

**National Fire Protection Association**

**National Fire Sprinkler Association**

**State Farm Insurance**

**Underwriters Laboratories**

**U.S. Fire Administration**

### **LIVING WITH SPRINKLERS**

### **EDUCATIONAL PROGRAM**

**Fire Prevention and Safety Grant**

**Summary Report**

**March 2005 - March 2006**





# Home Fire Sprinkler®

## C O A L I T I O N

Protect What You Value Most™

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The Home Fire Sprinkler Coalition (HFSC) is a nonprofit group working nationally to reduce home fire deaths and injuries by increasing the rate of fire sprinkler system installations in new home construction. Intentionally non-commercial, HFSC achieves this goal primarily through public awareness and educational campaigns designed to deliver the facts about home fire risk and the protection afforded by home fire sprinklers.

The U.S. fire problem is chiefly a residential problem; more than 80 percent of fire deaths occur in the home, killing some 3,000 people each year. While the annual fire death toll has been cut nearly in half since the 1970s when household smoke alarm use became widespread, the fire death rate remains unacceptably high, as does the high proportion of deaths in homes. If we are to see a substantial reduction in fire deaths, we need to see an increase in the number of home fire sprinkler installations.

Fire sprinkler systems detect a fire in its very early stage and immediately put water on it. This automatic action controls or extinguishes the blaze, limiting the spread of toxic smoke and deadly heat while increasing the escape time for occupants. Fire sprinklers provide a level of protection that goes beyond anything else that is currently available. Household smoke alarms are essential in every home; they are needed for the way they detect a fire and signal an alert in sufficient time for occupants to escape. However, their effectiveness depends on numerous factors: correct and sufficient installation; ongoing power (through electricity and/or batteries); ability to hear/appreciate the smoke alarm signal; and immediate and appropriate evacuation response. Smoke alarms cannot and do not stop a fire once it has started. Fire sprinklers automatically control the spread of flames, heat and smoke, providing occupants with time to escape safely even if they did not respond appropriately to the smoke alarm. The ideal fire protection is to have smoke alarms, regularly practiced home fire drills, and a home fire sprinkler system.

While there is widespread and longstanding agreement among fire safety advocates that residential fire sprinklers pro-

vide the ultimate in fire protection, the rate of sprinkler installations in homes has been slow in most parts of the country. According to the Residential Fire Safety Institute, more than half the states have sprinkler ordinances on record. And there are pockets of significant sprinkler requirements, such as the more than 40 municipalities around Chicago, IL, in Scottsdale, AZ and county-wide in Montgomery County, MD. However, sprinklers are estimated to be installed in only one to two percent of new home construction.

## HFSC EDUCATIONAL OUTREACH

A significant barrier to widespread use of home sprinkler systems has been the lack of awareness not just among the general public, but particularly within the broad home building industry (builders/developers, designers/architects, real estate professionals, etc.). These groups are frequently present and prominent in anti-sprinkler ordinance efforts that often play out as cities, towns and counties update their codes to include sprinkler requirements for new home construction. The restating of common myths and misperceptions about fire sprinkler systems is damaging to the actual credibility of the technology.

Among the ways HFSC has been working to counteract these myths and other negative perceptions is with direct outreach to the home building industry. In 2003, HFSC was awarded a FIRE Act Fire Prevention and Safety Grant to deliver a targeted program designed to foster a strong, mutually beneficial relationship between the fire service and homebuilders and to raise homebuilders' awareness of the life-saving value of installing sprinklers in the homes they build. Known as "Built for Life," it was implemented nationally in 2004-2005, comprising a national education program and a pilot sprinklered model home program. "Built for Life" – which reached more than 10 million people in the grant year – is ongoing. It educates builders about the technology, available trade ups, and the enhanced marketability of a sprinklered home.

Through "Built for Life" and its other outreach methods, HFSC works to dispel myths and disinformation about fire sprinkler systems while increasing the availability of sprinklered homes.

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# INTRODUCTION (CONT)

HFSC helps community leaders appreciate the ways sprinklered homes can lower insurance costs, increase property values, improve the use of resources, and enhance the safety of both civilians and first responders, generally improving the community overall.

## LIVING WITH SPRINKLERS

HFSC was awarded a 2004 FIRE Act Fire Prevention and Safety Grant to continue this unprecedented sprinkler education program. The Grant program focused on three main strategies: national public awareness polling, concentrated outreach to “active adult market” builders and homebuyers age 50 and over, and the creation of new consumer educational materials for existing sprinklered homes. HFSC offered existing and new “Built for Life” educational materials to homebuilders through ambitious direct mail and advertising outreach. All components were promoted and placed on HFSC’s Web site for increased access by interested parties.

The one-year targeted expansion of “Built for Life” was implemented March 2005-March 2006 and grew directly out of the groundswell of interest from the fire service and the sprinkler and homebuilding industries, which asked HFSC for more information they could provide to their constituents. In response, HFSC created “Living with Sprinklers” to provide proper-usage and maintenance tips for residents of sprinklered homes. Packed together as a video on DVD with an illustrated riser hangtag, “Living with Sprinklers” serves as a leave-behind for homebuilders, sprinkler contractors and the fire service. HFSC provides the kits at no charge. HFSC implemented fire service trade publication advertising and a direct mail campaign to inform the fire service of this valuable new educational tool and more than 8,000 kits were requested.

## REACHING HOMEBUILDERS

HFSC continued its highly effective outreach to the homebuilding industry by participating in the National Association of Home Builders (NAHB) International Builders’ Show® (IBS), the premier annual event for housing professionals. More than 100,000 representatives of this industry attend the four-day conference and exhibit. HFSC introduced the “Living with Sprinklers” kit and promoted the “Built for Life” program and

materials through an expansive exhibit that teamed HFSC with representatives of the residential fire sprinkler industry. The centerpiece of the exhibit was an interactive educational game for homebuilders emceed by HFSC celebrity spokesperson Ron Hazelton (home improvement editor with ABC TV’s Good Morning America). The game is a highly effective way to present the facts about home fire sprinklers in a fun, yet memorable format. Builders waited an average of 35 minutes to play the appealing game, exposing them to the questions and answers as others played. Additional IBS outreach to homebuilders included HFSC participation in sprinklered homes in the IBS Show Village and a homebuilder reception held at Epcot Center (coordinated for HFSC by Steering Committee member UL).

## REACHING HIGH-RISK AUDIENCES

HFSC’s expansion program was specially designed to maximize the new-home market as an avenue to reach aging Americans, who have a high home-fire-death rate. Increasingly, building trends are leaning toward creating a housing inventory that meets the unique needs of aging adults. HFSC targets and reaches this audience indirectly through the “active adult market” homebuilders and directly through paid and earned consumer media outreach. HFSC served as an Elite Sponsor of the NAHB 50+ Housing Council, exhibiting at the Council’s Symposium and placing highly targeted advertising in publications. Through HFSC’s older-adult consumer advertising alone, more than 1.7 million readers saw our fire sprinkler life safety messages.

HFSC conducted a national poll of homeowners via Harris Interactive®, gaining valuable information about the public’s awareness of and opinions about home fire sprinklers, including sub-group analysis for knowledge about homeowners age 50 and over. Among the many uses of the poll’s findings, media coverage has been brisk with an estimated total reach of 12 million in the grant year.

All of these materials and methods were evaluated formally and usage is continuously tracked by HFSC. (Full details of this important project evaluation begin on page 19.)



# LIVING WITH SPRINKLERS KIT



To educate people who live in homes protected with fire sprinklers, HFSC developed the "Living with Sprinklers" kit. It includes a 10-minute video called "Living with Sprinklers" for people who live in homes with fire sprinkler systems. In the video, spokesperson Ron Hazelton walks through his own sprinklered home, providing easy-to-understand information and the simple care that home fire sprinklers need.

HFSC produced a two-sided laminated hangtag to include in the "Living with Sprinklers" kit with a strip-tie to attach the card

to the system riser. The hangtag was developed so that the information stayed with the system, even when occupants changed. It includes information about the system and step-by-step instruction about testing the riser. The card, tie and DVD were inserted in an envelope to make up the kit. The kits are available free to homeowners, fire departments, builders and sprinkler contractors, targeting those in communities with residential sprinkler ordinances. More than 20,000 were requested during 2006.



Empty nesters' nests aren't always empty.

Eight out of 10 fire deaths occur in homes and the elderly and very young are most often the victims. Home fires often happen at night when people are sleeping. A room can become engulfed in smoke and flames before anyone awakens.

**PROTECT WHAT YOU VALUE MOST**

A fire sprinkler system is your best protection against fire. Home fire sprinklers are small, inconspicuous and protect you and your loved ones 24/7.

They are also affordable, costing about the same as a carpet upgrade. If you should have a fire, only the closest sprinkler will activate, spraying water directly on the fire, not the rest of the house.

Protect your family. Choose to make your home BUILT FOR LIFE. To learn more about the life saving benefits of fire sprinklers, visit [www.homefiresprinkler.org](http://www.homefiresprinkler.org) or call, 1.888.635.7222 today.

**BUILT FOR LIFE**  
Home Fire Sprinkler Coalition  
[www.homefiresprinkler.org](http://www.homefiresprinkler.org)


HFSC developed a full-page ad featuring older adults. The copy informed readers about the life-saving benefits of residential fire sprinklers. The ads were placed in magazines read by the 50+ target market including *Where to Retire*, *h2u Magazine*, *AARP The Magazine*, *Grand Magazine* and *Grand* – Web site home page banner. More than 1.7 million readers saw the ad messages.

- **Where to Retire** - March/April 2006 issue, circulation 220,000
- **H2u Magazine** - March/April 2006 issue, circulation 200,000
- **AARP The Magazine** - March/April 2006 issue, Florida region, circulation 431,000
- **AARP The Magazine** - March/April 2006 issue, AZ, CA, HI, NV region, circulation 774,000
- **Grand Magazine** - February/March 2006 issue, circulation 100,000

**TOTAL CIRCULATION: 1,725,000 (gross)**

# FIRE SERVICE DIRECT MAIL

HFSC modified the "Living with Sprinkler" kit to be used as a direct mail piece that was sent to members of the fire service targeting areas with home fire sprinkler ordinances. The mailing included an order form to request kits for occupants who live in homes protected with sprinklers. Information from the order forms was used to develop a comprehensive national database of towns with NFPA 13D ordinances, including dates ordinances were passed, number of sprinklered homes and number of projected sprinklered homes. Fire departments that responded ordered more than 8,000 kits.



## NOW THAT YOU'RE LIVING WITH SPRINKLERS

### Material Order Form

ITEM	QTY.
<b>FREE TOOLS FOR SPRINKLERED COMMUNITIES</b> <i>Living with Sprinklers</i> is a new video from the nonprofit Home Fire Sprinkler Coalition (HFSC), developed for people who live in homes protected with residential fire sprinkler systems. It includes information about the advantages of having fire sprinklers, separates fact from fiction, and outlines the simple care that residential sprinklers need. The video comes with a laminated hangtag to put on the riser, so residents will have ready access to simple sprinkler maintenance and proper usage tips. Each kit contains one DVD and one hangtag.	

To order form to request a free supply of *Living With Sprinklers* call (815) 464-8040



## BUILDER DIRECT MAIL

HFSC created a direct mail piece informing builders about trade ups and the life-saving benefits of residential fire sprinklers, specifically for the older adult target audience. The piece included the “Built for Life” DVD enclosed in a self-mailer sleeve. The mailer was sent to 1,500 builders who target the older adult homebuyer, including the NAHB 50+ Council database.





The free *Living With Sprinklers* kits were promoted to members of the home building industry.



Empty nesters' nests aren't always empty.

Eight out of 10 fire deaths occur in homes and the elderly and very young are most often the victims. Home fires often happen at night when people are sleeping. A room can become engulfed in smoke and flames before anyone awakens.

A fire sprinkler system is the best protection against fire. But sprinklers can't save lives if they are not there.

HFSC has developed the BUILT FOR LIFE® education program to give you the information you need to better understand how residential fire sprinkler systems are designed and installed. It also shows how trade-ups can reduce construction costs while providing higher-value homes to your customers.

For a free copy of the BUILT FOR LIFE information kit, including a DVD narrated by Ron Hazelton and free builder and consumer brochures, visit [www.homefiresprinkler.org](http://www.homefiresprinkler.org) or call 1.888.635.7222 today.

VISIT US AT BOOTH #7319

**BUILT FOR LIFE**  
Home Fire Sprinkler Education

[www.homefiresprinkler.org](http://www.homefiresprinkler.org)

**BlazeMaster**  
FIRE SPRINKLER SYSTEMS

**Reliable** **tyco** **Victaulic**  
Fire Products

These full-page, 4/color ads appeared in the following national Builder Trade publications:

- **Builder** - January & February 2006 issues, circulation 139,435
- **Professional Builder** - January & March 2006 issues (2 full page ads per issue), circulation 127,262
- **Custom Builder** - January, March & April 2006 issues (2 full page ads per issue), circulation 36,010
- **Residential Contractor** - January/February 2006 issue, circulation 30,000

**TOTAL CIRCULATION: 701,424 (gross)**



What they don't see could save them.

A fire sprinkler system is the best protection against fire. But sprinklers can't save lives if they are not there.

To promote fire sprinklers in new home construction, HFSC has developed the BUILT FOR LIFE® education program. It gives you the information you need to better understand how residential fire sprinkler systems are designed and installed. It emphasizes the importance of partnering with a qualified sprinkler contractor, and shows how trade-ups can reduce construction costs while providing higher-value homes to your customers.

For a free copy of the BUILT FOR LIFE information kit, including a DVD narrated by Ron Hazelton and free builder and consumer brochures, visit [www.homefiresprinkler.org](http://www.homefiresprinkler.org) or call 1.888.635.7222 today.

VISIT US AT BOOTH #7319

**BUILT FOR LIFE**  
Home Fire Sprinkler Education

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**BlazeMaster**  
FIRE SPRINKLER SYSTEMS

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Fire Products

# TRADE ADVERTISING / FIRE SERVICE & CONTRACTORS

## FREE TEACHING TOOLS PROVIDE THE FACTS ABOUT LIVING WITH SPRINKLERS



### FREE TOOLS FOR SPRINKLERED COMMUNITIES

Many residents of sprinklered homes don't realize the value of sprinklers and may not understand how to properly care for them. *Living with Sprinklers* is a new video from the nonprofit Home Fire Sprinkler Coalition (HFSC), developed with sprinklered communities in mind. The video is hosted by Ron Hazelton, who explains the advantages of having fire sprinklers, separates fact from fiction, and outlines the simple care that residential sprinklers need.

The video comes with a laminated hang-tag to put on the riser, so residents will have ready access to simple sprinkler maintenance and proper usage tips.

To order your free supply of the new *Living with Sprinklers* video and hang-tag, visit [www.homefiresprinkler.org](http://www.homefiresprinkler.org) or call toll-free: 1.888.635.7222.



## FIRE SERVICE

This full-page, 4/color ad appeared in the following national Fire Service Trade publications:

- **Firehouse** - January & February 2006 issue, circulation 92,000
- **Fire Chief** - January & February 2006 issue, circulation 52,000
- **Ichiefs On Scene** - February 1st and 15th 2006 issues, circulation 12,500
- **NFPA Journal** - March & April 2006 issues, circulation 82,000

**TOTAL CIRCULATION: 477,000 (gross)**

## TEACH YOUR CUSTOMERS ABOUT LIVING WITH SPRINKLERS



### FREE TOOLS FOR SPRINKLER CONTRACTORS

Many residents of sprinklered homes don't realize the value of sprinklers and may not understand how to properly care for them. The nonprofit Home Fire Sprinkler Coalition (HFSC) has the solution. *Living with Sprinklers* is HFSC's new video hosted by Ron Hazelton, who explains the advantages of having fire sprinklers, separates fact from fiction, and outlines the simple care that residential sprinklers need.

The video comes with a laminated hang-tag to put on the riser, so your customers will have ready access to simple sprinkler maintenance and proper usage tips — and you can customize the hang-tag with your name and telephone number.

To order your free supply of the new *Living with Sprinklers* video and hang-tag, visit [www.homefiresprinkler.org](http://www.homefiresprinkler.org) or call toll-free: 1.888.635.7222.



## CONTRACTOR/ENGINEERING

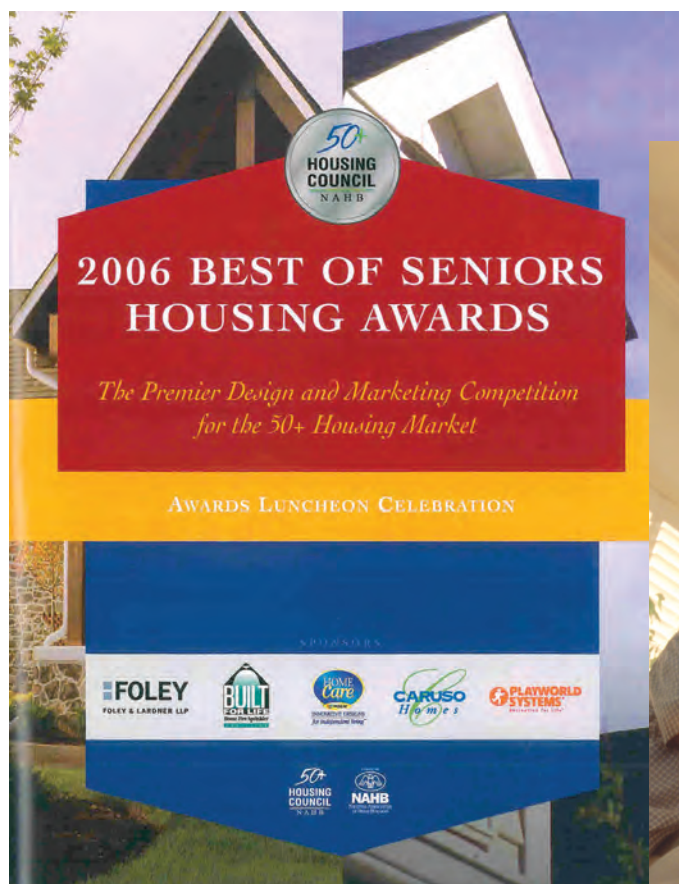
This full-page, 4/color ad appeared in the following national Contractor & Engineering Trade publications:

- **FPC/Fire Protection Contractor** - January & February 2006 issues, circulation 2,700
- **Fire Protection Engineering** - February 2006 issue, circulation 11,000
- **Sprinkler Age** - January & February 2006 issues, circulation 4,000
- **Sprinkler Quarterly** - January/February 2006 issue, circulation 3,600
- **CASA Notes** - January 2006 issue, circulation 400

**TOTAL CIRCULATION: 28,400 (gross)**

# SENIOR HOUSING COUNCIL SPONSORSHIP

HFSC was an Elite Level sponsor of NAHB's 50+ Housing Symposium which included a 10' x 10' booth where the HFSC display was set up along with the "Built for Life" game. This event was attended by members of the home building industry who target 50+ adult homebuyers. The sponsorship also included four full-page ads in 50+ Housing Magazine (circ: 10,000 builders), signage recognition at all major Council events including the International Builders' Show, 50+ Awards luncheon, the Symposium and networking events, HFSC logo with link to 50+ Web page and recognition in 50+ Housing Magazine, builder database and monthly e-newsletter.



This full-page, 4/color ad appeared in the following national consumer publications:

- **50+ Builder** - January and February 2006 issues, circulation 20,000
- **50+ Housing Magazine** - April and June 2006 issues, circulation 20,000

**TOTAL CIRCULATION: 80,000 (gross)**

Empty nesters' nests **aren't** always empty.

Eight out of 10 fire deaths occur in homes and the elderly and very young are most often the victims. Home fires often happen at night when people are sleeping. A room can become engulfed in smoke and flames before anyone awakens.

A fire sprinkler system is the best protection against fire. But sprinklers can't save lives if they are not there.

HFSC has developed the BUILT FOR LIFE® education program to give you the information you need to better understand how residential fire sprinkler systems are designed and installed. It also shows how trade-ups can reduce construction costs while providing higher-value homes to your customers.

For a free copy of the BUILT FOR LIFE Information kit, including a DVD narrated by Ron Hazelton and free builder and consumer brochures, visit [www.homefiresprinkler.org](http://www.homefiresprinkler.org) or call 1.888.635.7222 today.

**VISIT US AT BOOTH #7319**

**BUILT FOR LIFE**  
Home Fire Sprinkler Education Program

[www.homefiresprinkler.org](http://www.homefiresprinkler.org)

**RazeMaster** FIRE SPRINKLER SYSTEMS

**Reliable** **tyco** **Victaulic** **VIKING** Fire Products



# INTERNATIONAL BUILDERS' SHOW


HFSC introduced the "Living with Sprinklers" kit and promoted the "Built for Life" program at the 2006 International Builders' Show. Attended by more than 100,000 members of the homebuilding industry, HFSC had a 900 sq. ft. booth in the convention center. HFSC Spokesperson Ron Hazelton hosted the interactive "Built for Life" game where builders could answer a question about residen-

tial fire sprinklers for a chance to spin the wheel for a prize. Builders spent an average of 35 minutes waiting to participate in the game. HFSC also participated in the Show Village program, which included sprinklering model homes built in the parking lot of the convention center. More than 30,000 builders toured the homes during the convention.



The Home Fire Sprinkler Coalition cordially invites you to attend the

**BUILT FOR LIFE RECEPTION**



A private reception at the "Test the Limits Lab" exhibit presented by UL at Innoventions at Epcot® at Walt Disney World® Resort. End this exciting experience with a private viewing of the nighttime spectacular "IllumiNations: Reflections of Earth."

Guest Speaker: Ron Hazelton  
Home Improvement Editor for ABC's Good Morning America

Wednesday, January 11, 2006  
7:00 pm – 9:30 pm

Walt Disney World® Resort  
Lake Buena Vista, Florida

Dinner Hors d'oeuvres, drinks, coffees and cordials will be served.

Transportation to and from the event will be provided. Buses depart from Show Village 06 at the Orange County Convention Center at 6:15pm and return to hotels afterward.

Please RSVP via fax or phone no later than January 3, 2006



## SAMPLE QUESTIONS FROM THE BFL GAME:

**Fire Sprinklers cost how much per housing unit after deducting savings from trade ups?**

- \$2000
- \$1000
- \$500
- \$200

**After a home fire starts, on average how long does it take a fire department to arrive at the scene?**

- 1 to 4 minutes
- 4 to 7 minutes
- 7 to 12 minutes
- 12 to 18 minutes

**Who is at the greatest risk from fire?**

- Guests
- Renters
- Children and elderly
- Teenagers

**What is the major cause of home fires?**

- Old construction
- Building materials
- People's activities
- Faulty electrical wiring

**What other technologies offer as much protection as fire sprinklers?**

- Smoke aalarms
- Fire extinguishers
- Monitoring systems
- Fire proof construction
- None

**Fire sprinklers use how much water as compared to fire hoses?**

- Twice as much
- About the same
- Somewhat less
- Only a fraction

**What proportion of fire deaths occur in homes?**

- 1 in 10
- 3 in 10
- 6 in 10
- 8 in 10

# HOMEOWNER SURVEY

Working with Harris Interactive, a national omnibus survey was conducted. General homeowners were surveyed with the 50+ adult target subgroup independently analyzed. The survey included 20 questions. 1019 adults age 18 and older participated.



## Home Fire Safety

Prepared  
Home Fire Sprinkler

January 5, 2006  
REPORT OF

## Background & Objectives

- Peg Paul & Associates, on behalf of the Home Fire Sprinkler Coalition, commissioned Harris Interactive to conduct a study among U.S. adults ages 18+ who own a house.
- Key objectives of this study were to:
  - Gauge the importance of fire safety among homeowners;
  - Measure the level of awareness of home fire sprinkler systems;
  - Determine common thoughts and misconceptions with regards to home fire sprinkler systems; and,
  - Examine feelings toward fire sprinkler systems and homebuilders who offer them as standard features.
- Results from this survey are intended for public release.

## Sample and Methodology

- Harris Interactive fielded the twenty question survey on behalf of Peg Paul & Associates and the Home Fire Sprinkler Coalition.
- The telephone survey was conducted among a sample of 1,019 U.S. adults age 18 and older – of whom, 620 own a house.\*
  - The data were weighted to be representative of the total U.S. adult population on the basis of age, sex, race, and region.
- Interviewing for this omnibus survey was completed between December 16 and 19, 2005.
- The margin of error for the total sample of adults is +/- 3 percentage points. The margin of error for the sample of adults who own a house is +/- 4 percentage points.

\*Throughout this report, the sample of U.S. adults age 18+ who own a house are referred to as "homeowners".





## Executive Summary



### Home Fire Safety

Fire safety is important to most homeowners, and the majority consider their home to be safe from fire for all who live there. That said, more than one in three homeowners are *not* aware of fire sprinkler systems for home use, and a substantial number consider sprinkler systems to be more relevant for homes with older adults.

- Most homeowners (89%) consider their home to be *safe or very safe* from fire for all its residents.
- However, home fire safety would be a bigger consideration if homeowners were purchasing a home now (80%) than when they purchased their current home (70%).
- Less than two in three homeowners (63%) are aware of fire sprinkler systems for home use.
- Homeowners are more likely to think a home fire sprinkler system is *essential or important* for homes for people ages 50+ (42%) than for homes in general (24%).

4  
HarrisInteractive



### Home Fire Safety

Most homeowners acknowledge the safety benefits of a home fire sprinkler system, and the majority are also aware that a sprinkler system can increase the value of their home. However, a preponderance of homeowners cite several barriers – primarily cost – preventing them from actually installing a fire sprinkler system in their home. Nonetheless, a number say they would be more likely to invest in a home fire sprinkler system if the cost of installation could be included in their mortgage.

- The majority of homeowners (69%) are aware that a home fire sprinkler system can increase the overall value of their home, and when thinking about a new home with a fire sprinkler system compared to one without this added safety measure...
  - Almost one in two homeowners (45%) would find the home with the fire sprinkler system more desirable, primarily because of the added safety of having such a system (51%).
  - Nearly two in five (38%) would be more likely to purchase a new home with a fire sprinkler system than a home without one, also due to the greater safety they would feel (66%).
- Though many homeowners recognize the financial and safety benefits of a home fire sprinkler system, nearly nine in ten (87%) cite some barriers preventing them from installing fire sprinklers in their home.
  - Cost of installation (71%) is overwhelmingly viewed as the number one barrier, followed by fear of water damage (48%) and maintenance costs (48%).
- More than two in five homeowners (43%) would be more likely to install a home fire sprinkler system if its cost could be included in the home mortgage.

6  
HarrisInteractive





**Two in five homeowners would trust home builders for information about home fire sprinkler systems. Home builders who offer these systems as standard are viewed very positively, and many homeowners would hire such builders over those who do not offer fire sprinkler systems as standard.**

- The top three most trustworthy sources for credible information on home fire sprinkler systems are fire department representatives (85%), fire sprinkler contractors (47%), and home builders (40%).
- Nearly two in five homeowners (39%) would be more likely to hire a home builder who offers a fire sprinkler system as standard over one who does not.
  - Such home builders are described by homeowners as safety-conscious (70%), innovative (52%), and caring (51%).



**Attitudes toward home fire sprinkler systems vary based on homeowners' ages. Older homeowners (those ages 50+) are more likely than their younger counterparts to feel their home is very safe from fire, and less likely to find home fire sprinkler systems as necessary.**

- Homeowners ages 50+ are more likely than those ages 18 – 49 to consider their home to be *very safe* from fire for all of its residents (63% ages 50+ vs. 52% ages 18 – 49).
- When it comes to reliable information about home fire sprinkler systems, older homeowners are less trusting of a variety of sources than their younger counterparts, specifically: fire department representatives (81% ages 50+ vs. 88% ages 18 – 49), fire sprinkler contractors (40% ages 50+ vs. 56% ages 18 – 49), and public officials (18% ages 50+ vs. 27% ages 18 – 49).
- Homeowners of all ages are equally likely to trust home builders for information about home fire sprinkler systems (39% ages 50+, 42% ages 18 – 49).
- Just over one in three older homeowners (36%) consider a fire sprinkler system *essential or important* in homes for people ages 50+, compared to nearly half of younger homeowners (49%).
- Compared to younger homeowners, a greater proportion of homeowners ages 50+ say they would be *less likely* to purchase a new home with a fire sprinkler system (23% ages 50+ vs. 14% ages 18 – 49) or hire a home builder who offers a sprinkler system as standard (20% ages 50+ vs. 12% ages 18 – 49).
- Older homeowners are less likely than their younger counterparts to cite the cost of installation as a barrier to investing in a fire sprinkler system for their home (67% ages 50+ vs. 75% ages 18 – 49).
  - Unlike their younger counterparts, a greater share of homeowners ages 50+ say they would be less likely to install a fire sprinkler system even if its cost was included in the mortgage (30% ages 50+ vs. 20% ages 18 – 49).

PA-108  
**THE MORNING CALL**  
 Allentown, PA  
 Friday, December 10, 2004  
 APRIL 2, 2005

## The ultimate in Fire Protection

But automatic sprinkler systems find scant interest among homeowners.

**By Linda Harbeck**  
*Special to the Morning Call*  
 Roy Marshall cringes every time he watches a movie and sees a out-of-control fire sprinkler system drench a home in gallons of water.

Marshall is committed to changing these perceptions, and has recently gotten some help from the National Fire Protection Association (NFPA), which revised its Life Safety Code to require all new, single-family homes constructed to include a fire sprinkler system.

PROTECTION PAGE G3

### PENDANT SPRINKLER

Reads are part of Tyco Fire & Building Products' Rapid Response home fire sprinkler systems. The sprinklers are made in Tyco's plant in Lubbock, Texas. The average new home can be sprinkled for 1 percent to 1.5 percent of the total cost to build a home.

Combined photos

### Some tips for inexpensive fire safety

Practicing fire safety at home doesn't necessarily involve the installation of an automatic system. There are plenty of steps homeowners can take that cost much less than installing a full system.

Some of the organization's suggestions:

■ Have at least one working smoke alarm for every level of the home.

A working smoke alarm can double your chance of survival. Alarms should be tested monthly, kept free of dust and serviced with fresh batteries at least once a year. Generally speaking, smoke alarms themselves should be replaced after 10 years of service, or as recommended by the manufacturer.

■ Prevent electrical fires. Never overload a do not plug too many, over-heat, over-charge, or use an extension cord as a permanent wiring solution.

■ Use a fire extinguisher. Know how to use it.

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### HFSC's Materials to Educate Those in Sprinklered Homes

The nonprofit Home Fire Sprinkler Coalition (HFSC) has just announced the availability of a new set of educational materials designed especially for use in NFPA 13D communities and other areas that have a large number of sprinklered homes.

The free "Living with Sprinklers" materials are meant to help the fire service educate those residents about the importance of proper use and maintenance of their sprinkler systems. The new materials include an illustrated hang tag to place on the riser and a brief video/DVD featuring HFSC's spokesperson, Good Morning America home improvement editor Ron Hazelton.

The riser hang tag provides an at-a-glance explanation of water controls and how to perform a flow test, as well as reminders about proper use and care. The new video, shot in Hazelton's own sprinklered house, gives the viewer a friendly introduction to home systems. In it, Hazelton points out key features of sprinkler systems, explains correct usage, and walks viewers through the simple steps involved in conducting a flow test.

HFSC is offering quantities of the "Living with Sprinklers" materials at no charge to the fire service and to fire sprinkler contractors who install residential systems.

"Living with Sprinklers" is a component of HFSC's "Built for Life" program, which has been successfully reaching the fire service and the home building community with factual information and free educational materials about residential sprinklers since 2004. A non-commercial advocacy group, HFSC's mission is exclusively devoted to raising awareness of the life-saving value and availability of home fire sprinkler systems. HFSC earned 2003 and 2004 Department of Homeland Security Fire Prevention and

### PROTECTION

FROM PAGE G1

An earlier Life Safety Code developed by the NFPA that had a requirement for commercial businesses has been adopted by 38 states, according to Carmen Schiavone, vice president of business development for Tyco Fire and Building Products, which manufactures a home sprinkler system.

Now, he notes, states will reconsider the updated code that requires home sprinkler systems in all newly constructed homes. At this point, no states have adopted the new code, but many are considering it, Schiavone says.

It's brand new, having just been in January 2004," he says. "But it's an ongoing process as acceptance of these systems begins to build and as more and more homeowners realize the benefits."

In Pennsylvania, there are no state laws requiring home sprinkler systems, according to the Residential Fire Safety Institute. In some cases, local ordinances and municipalities are weighed in and have specific requirements for fire sprinkler systems.

None exist in the Morning Call's coverage area, but Lt. Jim Fritz of the Bethlehem Fire Department certainly has the benefits of a home sprinkler system.

"There's no requirement. I recommend it," he says. "If you're talking about fire construction, the cost is nearly as high as retrofitting a system to an older one."

In the Lehigh Valley, several builders contacted said they field very few requests for home sprinkler systems.

The Scottsdale ordinance led to the installation of sprinkler systems in 40,000 homes over a 20-year period, he says.

Typically, industry experts say, only one or two sprinklers used to be activated in a fire. The effectiveness of such systems is borne out by statistics, says Marshall, who cites a multi-year landmark study from Scottsdale, Ariz., that examined damage and death rates from homes with and without the sprinkler system.

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HFSC and Harris Interactive developed a press release and fact sheet announcing the Harris Poll results. The release was sent to targeted consumer and trade media. Various magazines picked up the release, reaching more than 7 million people. Utilizing the survey results, HFSC spokesperson Ron Hazelton conducted a radio media tour where he was the guest on 15 talk shows throughout the country reaching more than 5 million listeners.

### Installation of a home sprinkler system is a wise property investment

business of building high-end homes since 1982, and says he's never installed such a system.

"We're doing homes in the three and four million (dollar) range, and we've never had anyone request one," he says.

Schiavone notes that awareness of and demand for home sprinkler systems is much higher in certain regions of the country, where both- and forest fires are ever-present threats, and where the cost of creating a fire-fighting infrastructure places more of a burden on local governments. In western states, he notes, ordinances have been in place for at least 20 years.

Sprinkler systems work by suppressing fires rapidly and effectively. The systems are built around a network of piping that is filled with water at all times, allowing them to be "on call" in the event of a fire. When a fire breaks out, the temperature in the home exceeds 150 degrees, the sprinkler closest to the fire is activated to spray water over the flames to either suppress or extinguish the fire.

Through that action, both the heat and toxic smoke are reduced, allowing home inhabitants to safely escape and for firefighters to arrive.

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Combined photos

**A SPRINKLER CEILING PENDANT** from Tyco Fire & Building Products' Rapid Response home fire sprinkler system. The National Fire Protection Association's Life Safety Code requires all new single-family homes to include a fire sprinkler system. Now it's up to states and municipalities to decide if they want to adopt the code.

Key findings from the comparison study showed that there were 13 fire deaths in homes without sprinklers, none in homes with sprinklers. The average property loss in a non-sprinklered home was \$45,000, but only \$2,000 in a home with sprinklers.

Given such statistics, Marshall says he finds it difficult to believe that homeowners would resist a simple step that could save their lives and property.

"People are born to deny," he says. "They think a fire won't happen to them, and they'd rather spend their money on a granite countertop."

Paul, a representative of the Home Fire Sprinkler Coalition, agrees, noting that installation of a system in a new home will add an average of only 15 percent of the total building cost.

"That's comparable to upgrading kitchen cabinets or carpeting," she says.

A Harris poll commissioned by the HFSC in late December bolstered the organization's contention that installation of a sprinkler system is a wise home investment.

Forty-five percent of those surveyed said a sprinklered home is more desirable than an unsprinklered home, and nearly 70 percent thought that such a system increases the value of a home. Nearly 40 percent of the respondents also said that they would be more likely to purchase a new home with sprinklers than one without.

Like other home sprinkler system advocates, Marshall and Schiavone take the viewpoint that any cost associated with installing a new system is far outweighed by the benefits. In the greater Philadelphia region, Schiavone says, cost is generally between \$2 and \$4 per square foot of home space.

"It's a relatively inexpensive improvement to a home, and over time, homeowners can recoup that investment through discounts on their homeowner's insurance premiums," he says, noting that the average discount is between 10 percent and 30 percent.

And whatever the investment, he says, the bottom line is that "fire sprinklers save lives and protect property."

"Each year, nearly 3,000 Americans die in home fires," he adds. "About every 79 seconds, another home burns."

By educating consumers about the availability of fire sprinkler systems and encouraging lawmakers to install them in new homes, we hope to drive those numbers down dramatically.

Industry experts note that awareness of and demand for their product will require a shift in opinion that may take years. "When you look back," Schiavone says, "none of the devices we now use for fire safety were in demand — carbon monoxide detectors, smoke alarms — and now they're in every home. Fire

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### Plan escape from each room in the house

SAFETY  
 FROM PAGE G1

at least three feet away and use hose-end nozzles only where approved by authorities. Never use gasoline or camp-stove fuel. Refill outside and only after the heater has cooled.

■ **Plan your escape.** Practice an escape plan from every room in the house. Caution everyone to stay low to the floor when escaping from fire and never to open doors that are hot. Select a location where everyone can meet after escaping the house. Always remember to get out, close the door, and then call for help.

■ **Exercise special care with children.** Typically, children set more than 20,000 house fires every year. Take the mystery out of fire play by teaching your children that fire is a tool, not a toy.

Sprinklers can be to this decade what smoke alarms were in the 1960s.

For more information, contact the following: Residential Fire Safety Institute at 712-529-2754 or go to [www.fireproofyourhome.org](http://www.fireproofyourhome.org); National Fire Protection Association at 617-984-7225 or go to [www.nfpa.org](http://www.nfpa.org);

Home Fire Sprinkler Coalition at 888-635-7222 or [www.homefiresprinkler.org](http://www.homefiresprinkler.org); American Fire Sprinkler Association at 284-349-0965 or [www.fire sprinkler.org](http://www.fire sprinkler.org).

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[peg@FFAcom.com](mailto:peg@FFAcom.com)

### NEW NATIONAL SURVEY SHOWS A MAJORITY OF HOMEOWNERS BELIEVE THAT FIRE SPRINKLERS INCREASE A HOME'S VALUE

Builders who install fire sprinklers as standard are seen as innovative and caring.

**Quincy, MA** — In a new national poll commissioned by the nonprofit Home Fire Sprinkler Coalition (HFSC) and conducted by Harris Interactive®, 45 percent of U.S. homeowners said a sprinklered home is more desirable than an unsprinklered home, most often because of the added safety provided by the sprinklers (51%).

The survey also found that 69 percent of homeowners believe having a fire sprinkler system increases the value of a home, and 38 percent say they would be more likely to purchase a new home with sprinklers than one without.

HFSC commissioned the December 2005 survey of 1,019 U.S. adults (620 of whom own a house) in order to measure awareness of residential fire sprinkler systems and gauge feelings toward builders who install fire sprinklers as a standard feature of a new home.

- more -

## satellite tours inc

**Radio Tour with RON HAZELTON**  
**HOME FIRE SPRINKLER COALITION**

*(Final Schedule Updated 03/20/06)*

**DATE: FEB. 18, 2006 (Saturday)**

(EASTERN) TIME	MARKET / STATION / PROGRAM	(All interviews 10 min. unless noted)
9:00a LIVE (40 Min.)	NATIONALLY SYNDICATED (7 Stations) Originates from Orlando's AM 540 WFLA <i>IN THE HOUSE WITH KEN &amp; JARED</i>	www.inthehouseshow.com
9:45-10:00	BREAK	
10:05a LIVE	NATIONALLY SYNDICATED (115 Stations) + XM Satellite 55 KRC • Clear Channel Cincinnati <i>AT HOME WITH GARY SULLIVAN</i>	www.garysullivanonline.com
10:15-10:20	BREAK	
10:23a LIVE (15 Min.)	BOISE, IDAHO AM 580 KIDO • <i>HOME FIX WITH JOE AND STAN</i>	www.580kido.com
10:40-11:00	BREAK	
11:05a LIVE	NATIONALLY SYNDICATED (150 Stations) Originates from Detroit's WDFN-AM 1130 <i>THE HANDYMAN SHOW WITH GLENN HAEGE</i>	www.masterhandyman.com

**DATE: FEB. 19, 2006 (Sunday)**

(EASTERN) TIME	MARKET / STATION / PROGRAM	
1:00p LIVE (20 Min.)	NATIONALLY SYNDICATED (8 Stations) <i>HOME IMPROVEMENT USA</i>	www.internetfm.com/homeimp/

**DATE: FEB. 23, 2006 (Thursday)**

(EASTERN) TIME	MARKET / STATION / PROGRAM	
9:35a LIVE	SALT LAKE CITY AM 820 KUTR • <i>WAKIN' UP WITH KURT &amp; BECCA</i>	www.ulaham820.com
10:00a Taped	HOUSTON AM 740 KTRH News Radio • <i>KTRH NEWS WITH PEGGY TUCK</i>	www.ktrh.com

*Cont'd.*

32802-D Pointe Stirling • Dana Point, CA 92629    Tel 949.661.9001    www.SatelliteTours.com    Email Satcats@aol.com

**DATE: FEB. 27, 2006 (Monday)**

(EASTERN) TIME	MARKET / STATION / PROGRAM	
7:20a LIVE	ELKHART, IN WTRC News Radio 1340 • <i>WTRC MORNING NEWS</i>	www.am1340.com
7:45-9:30	BREAK	
9:30a LIVE	ALBANY (Broadcasts to 4 States) WPYX-FM 106 • <i>THE WOLF IN THE MORNING SHOW</i>	www.wolfandtobin.com
9:45a LIVE	MEMPHIS WREC-AM News Radio 600 • <i>MEMPHIS MORNING NEWS</i>	www.600wrec.com
10:00-11:00	BREAK	
11:00a Taped (20 min.)	NATIONALLY SYNDICATED + WEB STREAMING & PRINT <i>GOOD NEWS BROADCAST</i>	www.goodnewsbroadcast.com

**DATE: March 3, 2006 (Friday)**

(EASTERN) TIME	MARKET / STATION / PROGRAM	
5:40p LIVE	ST. LOUIS B-104.3 FM + KDBB-FM • <i>PM DRIVE TIME NEWS</i>	www.b104fm.com

**DATE: March 9, 2006 (Thursday)**

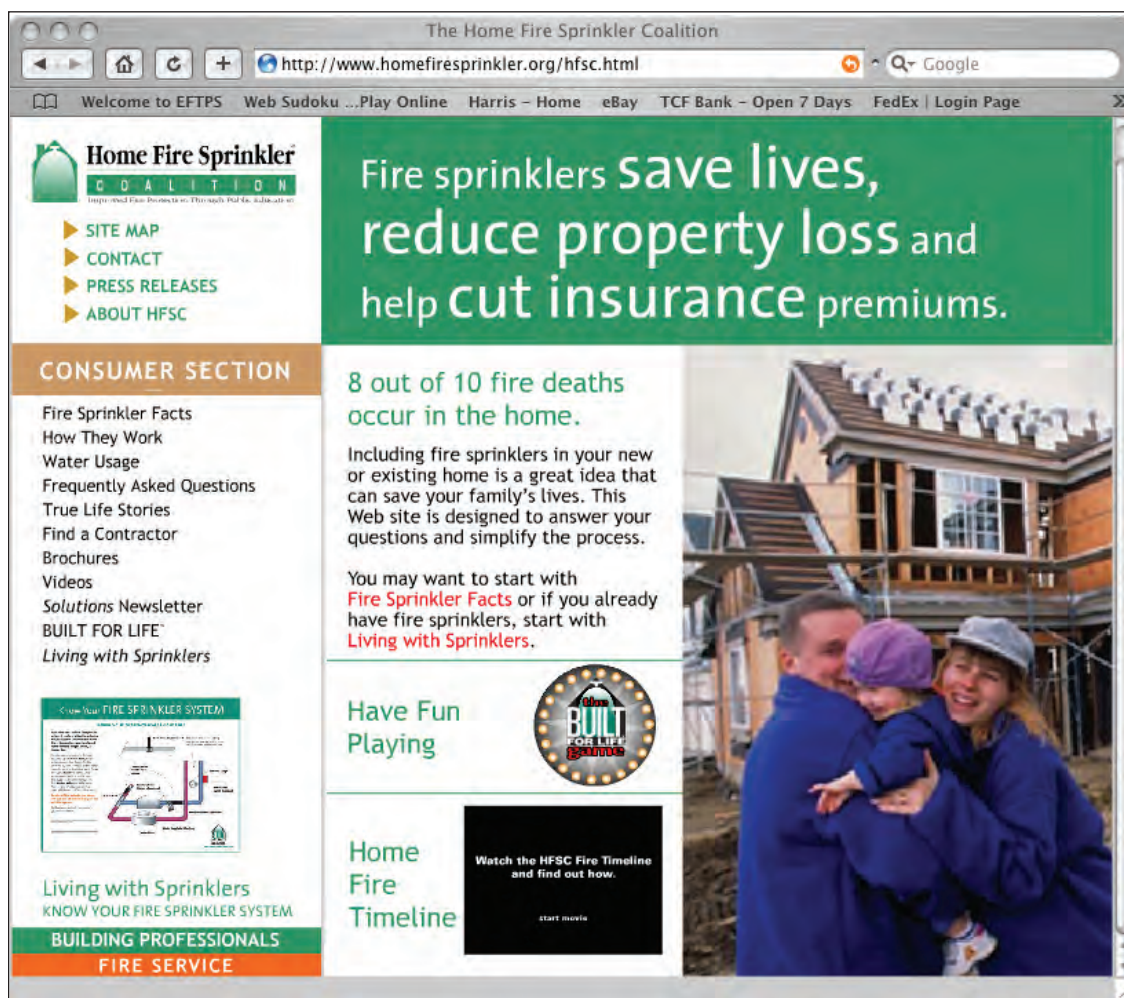
(EASTERN) TIME	MARKET / STATION / PROGRAM	
9:50a Taped	NATIONAL VOICE OF AMERICA • <i>VOA NEWS WITH FAIZA ELMASRY</i>	www.voanews.com

**DATE: March 18, 2006 (Saturday)**

(EASTERN) TIME	MARKET / STATION / PROGRAM	
9:30a LIVE (20 Min.)	FLORIDA (Jacksonville / Orlando / Tampa) <i>THE GLENN BOYLES HOME IMPROVEMENT SHOW</i>	www.glennboyles.com
9:50-10:30	BREAK	
10:30a LIVE (30 Min.) with listener call-ins)	LOS ANGELES NEWS TALK 870 AM KRLA <i>HOME WIZARDS WITH CINDY DOLAN</i>	www.krla870.com / www.homewizard.tv



The HFSC Web site was updated with all “Living with Sprinklers” material along with files that could be downloaded and reprinted. The “Built for Life” information was also updated with an online version of the “Built for Life” game for visitors. The online form to request the free material was updated with the new information. Most requests for the free material were through the Web site request form. The Web site was listed on all ads and material. The program resulted in 308,249 unique visitors to HFSC’s Web site during the grant year, an average of 721 visitors per day.







Surveys were sent to the various target audiences that requested the free educational material through e-mail, fax and phone. More than 200 completed surveys were utilized to prepare a program evaluation and analysis. The evaluation concluded that HFSC's educational material is having a major impact that will increasingly be reflected in an accelerated growth of home sprinkler installations.

## EXECUTIVE SUMMARY

This report covers the findings of a survey among fire service and others interested in the residential fire sprinkler market. The study's objective was to obtain recipients' evaluation of two programs currently offered by the Home Fire Sprinkler Coalition. One is Built for Life (BFL), an educational program for builders, home owners and others in or potentially in the sprinkler market. The second program, Living With Sprinklers (LWS), focuses on information needed by occupants and prospective occupants of sprinklered homes as well as those involved in permitting and installing such systems.

DVD videos that essentially provide a short course in home sprinkler systems are key tools in both programs. In response to survey questions, it was found that about 90% of all recipients had viewed this entire DVD at least once, and almost half had watched it at least one additional time. Moreover, ratings by viewers on a scale of 5 to 1 (5 being highest) averaged well over 4.0.

Portions of the audience polled were also asked for their evaluation of the Builder Brochure, a key component of the Built for Life Builder Kit. Here, too, more than 90% had reviewed this publication, more than half reading it cover-to-cover. And as with the DVD, the ratings were solidly in 4-plus territory. Additionally, when asked to evaluate the Living With Sprinklers program as an educational tool, respondents' replies averaged a stunning 4.62 out of 5.

The effectiveness of these educational materials does not end with recipient approbation. Of far greater significance, they have been instrumental in encouraging recipients' greater interest in residential sprinkler systems and in becoming more involved in promoting them to the home owning public.

Both questionnaires (see samples in Exhibit B) asked respondents to indicate what, if any, actions they had taken as a result of seeing the BFL and LWS materials. **Replies show that well over three-fourths of all those returning a survey had, in fact, taken some specific action since seeing the brochures, DVD and other educational aids.** Of particular importance, the write-in comments reproduced verbatim in Exhibit A below describe a wide range of pro-sprinkler activities resulting from exposure to the HFSC packages.

The conclusion is inescapable that the two programs covered by this survey are having a major impact on the home sprinkler market, an impact that will increasingly be reflected in an accelerated growth of home sprinkler installations.

## INTRODUCTION / THE "BUILT FOR LIFE" PROGRAM

In 2004 the Home Fire Sprinkler Coalition received a grant from FEMA to develop and implement the Built for Life (BFL) program. This is a comprehensive effort to educate home

builders, fire service personnel, homebuyers and owners, and related interests on the importance and benefits of residential fire sprinkler systems installed according to NFPA 13D.

BFL's initial educational tool was a Builder Kit consisting of:

- A 16-minute DVD video illustrating the design and construction of a home sprinkler installation conforming to NFPA 13D;
- A pocket-folder Builder Brochure summarizing the video contents;
- A consumer brochure with general information about fire sprinkler systems.

Premiering at the 2005 International Builders' Show, this Builder Kit has now been distributed to well over 3,000 home builders and more than 5,000 fire service, sprinkler contractors and others. Its effectiveness was demonstrated in an in-depth survey conducted in mid-2005 and described in our report of August 10, 2005. In 2006, distribution of the Builder Kit continued with more than 500 new recipients requesting it, primarily in the fire service and sprinkler contractor categories.

## "LIVING WITH SPRINKLERS"

Additionally, a new educational package with the theme and title of Living With Sprinklers was completed and offered to fire sprinkler professionals starting in early 2006. This material consisted of:

- A 10-minute DVD video with information about how a sprinkler system works and how to maintain it.
- A hangtag designed for attachment to the system's riser. In a limited space the tag provides detailed information on all components of an NFPA 13D home sprinkler system.

Thus far more than 500 fire service and sprinkler professionals have requested the Living With Sprinklers kit.

## RESEARCH METHODOLOGY

This report summarizes the findings of evaluation research conducted among samplings of two cohorts:

1. Those requesting the Builder Kit since our initial 2005 survey — primarily fire service with a smaller sampling of sprinkler contractors and others; and
2. Fire service and others requesting the Living With Sprinklers package.

Requests for these materials were made through various media: Web site requests, phone call orders on HFSC toll-free number, publication reader service cards, e-mails, trade shows, etc. Accordingly, survey forms were distributed either by mail, telephone interviews, fax distribution or e-mail, depending on the address information available via requests. Questionnaires were specific to the two cohorts described in the preceding paragraph. Copies of each are shown as Exhibit B at the end of this report.

Distribution consisted of random samplings of all requests received since the cut-off date of the 2005 survey, July 5, 2005. First replies were received in late May and replies were cut off as of July 17. At that time the numbers of replies received were as follows:

**New requesters of BFL Kit . . . . . 46**

**Requesters of LWS Kit . . . . . 71**

In our opinion the count of returns is ample and very representative of the two cohorts polled. Supporting this conclusion is the complete absence of outliers as well as the tight clustering of numerical replies around the calculated averages.

The survey replies also generated a very large number of meaningful write-in comments, all of which are reproduced verbatim in Exhibit A at the end of this report.

## SURVEY FINDINGS

### A. "BUILT FOR LIFE" SURVEY QUESTIONS

The current BFL questionnaire was almost a duplicate of the one used in 2005. And although last year's poll covered a somewhat broader demographic base, it is interesting to compare results of the two surveys as has been done in the tables which follow. Some of the BFL questions were also included in the Living With Sprinklers surveys, and the findings of these are included in Tables 1-A and 1-B below.

### DVD EVALUATION

Question No. 1 asked respondents if they have "viewed the DVD video in its entirety." Response to the four options provided are summarized in the following table:

**Table 1-A – DVD Viewing**

Option	05 BFL Survey	06 BFL Survey	06 LWS Survey
Viewed once only	34%	64%	41%
Viewed 2 or more	53%	34%	49%
Not yet, but plan to	12%	2%	10%
Don't plan to	1%	0%	0%

A follow-up question asked respondents to evaluate the DVDs in terms of six criteria, rating it from 5 (highest) to 1 (lowest). Results are shown in the following table

**Table 1-B – DVD Evaluation, Scale 1 to 5**

Criterion	05 BFL Survey	06 BFL Survey	06 LWS Survey
Interest	4.4	4.7	4.7
Pertinence	4.2	4.7	4.8
Credibility	4.4	4.3	4.6
Completeness	4.3	4.2	4.5
Technical content	4.3	4.4	4.4
Helpfulness	4.2	4.3	4.4

### BUILDER BROCHURE EVALUATION

A parallel set of questions asked for readership and evaluation of the Builder Brochure. The first one asked about readership with the results shown in Table 2-A that follows on this page. Table 2-B shows average evaluation on the 5 to 1 scale.

**Table 2-A – Builder Brochure Readership**

Option	05 BFL Survey	06 BFL Survey
Read all	54%	52%
Skimmed pages	37%	36%
Flipped through	7%	10%
Haven't looked	1%	2%

**Table 2-B – Builder Brochure Evaluation, Scale 5 to 1**

Criterion	05 BFL Survey	06 BFL Survey
Interest	4.4	4.8
Pertinence	4.2	4.6
Credibility	4.5	4.4
Completeness	4.2	4.2
Technical content	4.3	4.2
Helpfulness	4.2	4.0

### CONSUMER BROCHURE EVALUATION

Question No. 3 asked respondents for an "over-all evaluation of the Consumer Brochure as an educational tool on residential fire sprinkler systems for home buyers/owners. Averages on the 5 to 1 scale are as follows:

**2005 BFL Survey . . . . . 4.2**

**2006 BFL Survey . . . . . 4.3**

### ACTIONS TAKEN

Survey question No. 4 asked respondents to indicate which of several listed actions they have already taken. In the following list, the first number represents data from the 2006 survey. Comparable figures for 2005 are shown in parentheses after the 2006 number:

- Circulated the Builder Brochure and/or DVD to others in your organization 51% (59%)
- Distributed copies of the Builder Brochure and/or DVD to builders in your area 39% (n.a.)
- Distributed copies of the Consumer Brochure to home buyers or other civilians 43% (31%)
- Contacted your local fire department regarding residential sprinkler codes in your area 32% (28%)
- Discussed residential sprinkler systems with one or more sprinkler contractors 55% (31%)

N.a.: Comparable 2005 data is not available because of differences in the questionnaire wording between 2005 and 2006.

## POSSIBLE FUTURE ACTION

The final survey item consisted of two questions. The first asked: "Has the *Built for Life Builder* kit increased your interest in residential fire sprinklers?" Replies for are summarized in the following tables:

**Table 3-A** – increased Interest in Residential Sprinkler?

Criterion	05 BFL Survey	06 BFL Survey
Yes	89%	84%
Not sure	7%	14%
No	4%	2%

The second question asked: "As a result of this kit are you more likely to be active in promoting sprinkler systems in the homes in your area?" Replies appear in the table below:

**Table 3-B** – More Likely to Promote Sprinkler

Criterion	05 BFL Survey	06 BFL Survey
Yes	73%	85%
Not Sure	21%	15%
No	6%	0%

## B. "LIVING WITH SPRINKLERS" SURVEY QUESTIONS

### SPRINKLER MARKET DYNAMICS

The LWS survey included two questions dealing with factors involving the market for residential sprinkler systems. The first asked: "Are there homes in your district protected with fire sprinkler systems installed according to NFPA 13D?" Replies were as follows:

Yes.....72%  
No.....25%  
No answer.....3%

The second question asked: "Why do the homes have fire sprinkler systems?" This question was answered by all but a few of the respondents answering Yes to the preceding query. Percentage replies were:

Ordinance.....51%  
Trade up.....4%  
Home owner's option.....28%  
Other.....17%

Question No. 2 also asked respondents to indicate, where pertinent, the year in which the sprinkler ordinance was passed. Fewer than one-third of all respondents answered this question with replies distributed as follows:

Before 1990.....12%  
1990-1999.....24% - 35%  
2005-2006.....29%

Another part of the question asked respondents to indicate the number of sprinklered homes "in your district." This query drew relatively little response, with answers ranging from 8 to 4,000 homes and a median of 100-150. To be sure, the statistical base for these results is fairly narrow, but they demonstrate the large variation in market penetration typical in the early stages of any growth industry.

Question No. 3 covers a subject very pertinent to the residential fire sprinkler market, viz., "What is the attitude of your area's municipal water supplier, public or private, toward home fire sprinklers?" Respondents were asked to answer with a number from 5 (strongly favor) to 3 (neutral) to 1 (strongly oppose). A breakdown of answers is as follows:

5.....26%  
4.....22%  
3.....48%  
2.....4%  
1.....0%  
Avg.....3.69

### DVD EVALUATION

DVD evaluation data from the LWS Survey are contained in Tables 1-A and 1-B.

### HANGTAG EVALUATION

The LWS questionnaire included a query on the hangtag provided as part of the Living With Sprinklers kit. It described the tag as "picturing all the components of a sprinkler system and their function, and describing system flow testing and other recommended maintenance practices." The pertinent question asked, "How much attention did you pay to this hangtag?" Percentage replies were as follows:

Read both sides carefully.....31%  
Skimmed through the text to get a general idea of the contents.....53%  
Glanced at it quickly.....13%  
Haven't looked at it.....3%

## EVALUATION (CONT)

The second part of this question asked respondents to rate the hangtag on six criteria, using the usual 5 to 1 rating scale. Average ratings were as follows:

<b>Interest</b> .....	<b>4.0</b>
<b>Pertinence</b> .....	<b>4.1</b>
<b>Credibility</b> .....	<b>4.1</b>
<b>Completeness</b> .....	<b>3.9</b>
<b>Technical content</b> .....	<b>4.1</b>
<b>Helpfulness</b> .....	<b>3.9</b>

### ACTIONS TAKEN

As in the case of the BFL survey, the LWS study asked respondents about possible actions they may have taken as a result of receiving the LWS material. Percentages answering affirmatively to each option are as follows:

<b>Circulated the DVD and card to others in your organization</b> .....	<b>37%</b>
<b>Provided copies for sprinkler contractors in your area who do residential jobs</b> .....	<b>7%</b>
<b>Distributed copies of the DVD and hangtags to families living in sprinklered homes</b> .....	<b>37%</b>
<b>Offered the DVD and hangtags through public service media announcements</b> .....	<b>10%</b>
<b>Distributed copies to home builders offering or planning to offer sprinkler systems</b> .....	<b>19%</b>
<b>Answered home owner questions about the Living With Sprinklers material</b> .....	<b>41%</b>
<b>Used the DVD and/or hangtags as handouts when making home inspections</b> .....	<b>10%</b>

### OVER-ALL EVALUATION

The final LWS survey question asked: "Please give us your over-all opinion of the Living With Sprinklers material as a tool for educating home owners who live in or move into a sprinklered house." The usual 5 to 1 system was used with the following results:

<b>5</b> .....	<b>65%</b>
<b>4</b> .....	<b>32%</b>
<b>3</b> .....	<b>3%</b>
<b>2</b> .....	<b>0%</b>
<b>1</b> .....	<b>0%</b>
<b>Avg</b> .....	<b>4.62</b>

### IV – OBSERVATIONS AND CONCLUSIONS

As was the case in the 2005 survey, the evidence in this study again points to the outstanding effectiveness of the projects surveyed. Not only does the Built for Life program continue to be enthusiastically praised by its users and those newly introduced to it. Additionally, the new Living with Sprinklers materials have been warmly welcomed by the fire service professionals and others now familiar with it.

In all measurable aspects of this year's survey results, the BFL and LWS materials are at least as highly regarded as in 2005. Readership of the material continues to be outstanding, and the evaluation scores are on a par with or in some cases higher than those of the 2005 study.

This year's LWS survey had a new question, which asked respondents to "give us your opinion of the Living With Sprinklers material as a tool for educating home owners who live in or move into a sprinklered house." On the usual scale of 5 to 1, this question generated an average rating of 4.62, a remarkably high figure for any newly introduced program.

Finally, and of greatest importance, the write-in comments (Exhibit A, below) testify to the widespread use and usefulness of the BFL and LWS materials. Indeed one cannot fully appreciate the worth of these programs without reading each of the many comments respondents have volunteered.

### EXHIBIT A – WRITE-IN COMMENTS

#### Write-ins on Sprinkler Ordinances

Ordinance is a state code requirement.

[Sprinklers] required in all new homes and renovations over 50% of asset value.

#### Write-in Comments on DVD

Some systems use a residential riser and the drain is a hose bib. The hose bib also serves as a test connection.

This video is very well done. Maybe some statistics on how common [home sprinkler- ing] is becoming [would be helpful.]

I would like to give a DVD to every home owner who installs a system. Can you supply me with 10-20 per year?

I have handed out several DVDs to interested parties.

All my new 13D home owners get a packet with the DVD.

I intend to coach some high school kids in the use of sprinklers as a science project using the DVD.

Excellent DVD for those who are new to sprinklers.

I give it an A+.

The DVD is absolutely awesome. Keep up the great work.

Every home owner should see this DVD.

Great information. Very important things we should know.

Flow switch and alarm are not an option on this [i.e., DVD] multi-purpose system.

Some aspects of video are approved for village fire dept, particularly the storage tank. We don't require them.

I have ordered 100 kits for distribution to my neighbors in the interest of letting them know the importance of what has been installed in their homes. Most buyers have no clue!

Burst piping due to freezing from disturbed insulation and/or inadequate heat might be good to address.

A rural video would be great. 90% of my area has no municipal water supply.

I like it. It is well designed for consumers.

More emphasis needed on inadvertent activation and leaks.

## Write-in Comments on Hangtag

Picturing all the components of a sprinkler system and their function [would be helpful], as would be describing system flow testing maintenance practices.

The hangtag should include info on contacting the alarm company if they are connected, and possibly the fire department before testing.

Very good.

The flow switch to a central station should appear before the flowing water portion.

Best in conjunction with DVD

When you redo the tags, make them simpler.

## Write-in Comments on Other Actions Taken

I used this material to try to persuade the local Habitat for Humanity chapter to accept a totally free installation from Advanced Fire. Unfortunately they refused the offer.

I provide materials to occupants of newly manufactured homes and town homes.

Forwarded the DVD to the fire marshal division responsible for plan review.

We use it for training and have it available for showing during open house.

Have attended several sprinkler seminars and workshops and will incorporate the DVD and hangtag in our residential program.

Several potential developers have been to my office to discuss their plans, and I have given the information packet to all of them.

Showed this at a meeting of the Illinois Fire Inspectors.

Hope to pass along [material]. Will order more for home owners.

Have shown the video at meetings with others in area and City Council members.

Once home owner moves in, I send LWS material via mail.

I like the builders' material for contractors.

My fire department is making a p.r. push with municipal government to make residential sprinklers in new construction mandatory. They are using the DVD.

Our in-house staff enjoyed the DVD and were made more aware by it. We issue several permits a year.

I will be giving this material to the tenants of a new townhouse community as they move in.

Used the video during a home owner meeting with about 80 people in attendance.

I am planning to install a [13D] system in my new house.

Offered material to local insurance agents. Offered to property owners in interface areas.

Will use in future educational road shows and Lunch and Learn sessions.

We are considering a requirement that the information be distributed to home owner by installer prior to certificate of occupancy.

We have used this material as the basis for presentations to tenants association in Springfield developments.

Would like free copies of DVD to distribute to new home owners.

Contact all home owners and give them some info on this.

I picked up the packet at the recent NFPA conference. I just returned from a Fire Team USA presentation where your materials were highly recommended.

## Other Write-in Comments

Best resource out there. Great job.

Local water company has been very accommodating.

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## EVALUATION (CON'T)

All my new permittees per our ordinance are asked to go through an orientation class with me prior to applying for their permits. I feel they need to know what they are getting.

I would like to have the videos and such linked to my web site so they can be viewed without leaving my site. I would also like to link your Coalition as a resource.

The Consumer Brochure is just as effective as the Builder version.

The information is extremely helpful. It gives me a better understanding, enabling me to discuss fire protection with various companies. Thank you!

The Builder Brochure is a good job well done. The package is something we all need to have.



## 2005 BUILT FOR LIFE INTERNET REQUESTS - WITH COMMENTS

*Rich Crosby*

*Seaside Heights, N.J.*

*I'm also looking for ordinances that my town can adopt to implement fire sprinklers according to N.F.P.A # 13.*

*Bo Whitley*

*Bo Whitley General Contractor L.L.C*

*Tubac, AZ*

*Installing residential system in golf resort casitas in small village.*

*Joshua Williams*

*Depoe Bay Fire District*

*Gleneden Beach, OR*

*I am considering a District wide ordinance to require the installation of home sprinklers in all new residential construction. Any info would be appreciated*

*Michael Tressider*

*Corpus Christi Fire Department*

*Corpus Christi, Texas*

*We are the public education division of the fire department and would be interested in reviewing your materials for inclusion in our efforts. Thank you*

*Chris Geiger*

*Poland, IN*

*The kits you offer will be used to promote home fire sprinklers at a home show. I am doing this because I'm starting a business installing residential sprinklers*

*Kevin Stark*

*Louisville, KY*

*I would like to further my knowledge and I am very interested in installing a system in my home.*

*David E Barretto*

*Township of Greenwich, Warren County*

*Stewartsville, NJ*

*I am presently reviewing information on home sprinklers, and hope to make a presentation sometime to our township. Any and all information would be appreciated.*

*Thomas Lovejoy*

*Highwood Fire Department*

*Highwood, IL*

*I'm trying to educate our elected officials about the effectiveness of sprinkler systems. Your video and any other help is appreciated.*

*Donnie West*

*Center Point Fire District*

*Center Point, AL*

*Please forward any materials you may have on home sprinkler systems. We are currently operating under the 2003 IFC. Our district coverage area is 70 square miles with a pop. of 65,000 citizens.*

*Ran Charby*

*Utica Fire Dept*

*Utica, Michigan*

*Could you please send promotional material to address above. Also is there now a residential spk head that will "reset" itself. Many thanks and keep up the Great work.*

*Brian Batten*

*Ferndale Fire Department*

*Ferndale, MI*

*I have a copy of "Built For Life" and would like to provide a copy of the program to individuals moving into our community, into buildings with sprinklers.*

*Can additional copies of the DVD be purchased or can we copy the DVD we now have? I currently have 28 condo units going to be lived in. An additional 250 loft and apartments are due in 2007.*

*L. Jackson*

*Richmond, VA*

*How much does this cost?*

*Joe Collins*

*Blaine, MN*

*Please send informational brochures as well if you have them. I will be placing them in some of our model homes. Thank you. Joe*

*Steve Brewington*

*Blazeteck*

*Raymore, MO*

*How do I get a lot of this literature and video CD's to pass out to my builders.*

*Greer Rogers*

*West Lafayette, IN*

*This video will be a resource for a research paper that I am doing at Purdue University for Residential Fire Sprinkler Systems. Any additional information would be greatly appreciated. Thank You*

*John Norris*

*Sunrise Beach Fire District*

*Sunrise Beach, Missouri*

*The Fire Marshals of our area have recently passed requirements for A.S. in one and two family homes. We are assisting the developers and contractors of the area to understand the need, as well as installation, therefore any*

## WEB COMMENTS

*assistance you may provide will be greatly appreciated.*

*Thanks*

*Chief Norris*

*Royce C Britt*

*Cobb County Fire Department*

*Acworth, GA*

*I am a student in a fire science program at West Georgia Technical College. The course I am taking is Private Fire Protection. I would like this info for my class studies.*

*Deborah C. Bowen*

*University of Wisconsin-Whitewater*

*Whitewater, WI*

*Would greatly appreciate a free video for one of the safety courses I instruct (Personal & Public Safety).*

*Greg Waggoner*

*Port Clinton, OH*

*Will be constructing a heated pole barn now and industrial home next year. Need GPM calc. for residential heads.*

*Kirsten Larson*

*Wasilla, AK*

*I am interested in residential fire sprinkler systems, including companies in Alaska that install them.*

*Trisha Burkhardt*

*Tri- Clover Volunteer Fire Dept*

*Allentown, PA*

*This site has been very helpful. I had searched for quite some time until I found it with multiple links. Wish there was an easier way for people to find out this information. Thanks*

*Paul W. Eichler*

*Anne Arundel County Fire Department*

*Dover, DE*

*I am working with the Fire Marshal's Office in Dover, Delaware on a residential sprinkler ordinance. Please send Consumer, Builder & Fire Service info, if possible. Thank You.*

*Joshua Stevens*

*Raymond Fire Department*

*Raymond, ME*

*I am doing an information meeting for My town and local builders. Is it possible to get 20-30 kits?*

*Ryan Cole*

*AFP Systems Inc.*

*Tualatin, OR*

*We are interested in getting the Living with Sprinklers packets to give to our customers. We due a lot of homes and condos and this looks like it would be a great tool for the owners to have.*

*Aaron Harris*

*Middleton Fire Department*

*Middleton, WI*

*Could you please send me a copy of the video and information card.*

*Thanks,*

*Aaron Harris*

*Chief, Middleton Fire Department*

*Diana Licon*

*CA Division of the State Architect*

*Sacramento, California*

*We have a total of 5 regional offices that would love to have this video as staff training. Would it be possible to get 5 copies?*

*Gary Smith*

*City of Oakley*

*Oakley, CA*

*I'm taking a residential fire sprinkler ordinance to our city council on November 13, 2006. Any additional information you could send would be appreciated.*

*Thanks, GARY*

*Bill Seaman*

*Kingston Fire Department*

*Kingston, NH*

*I'm beginning to work with my local contractors to get their by in for future ordinance so I could use 12 kits if possible.*

*Peter Klein*

*Naperville, IL*

*I'm planning to build a home near Austin Texas in the next 12-24 months.*

*LT Steve Wentz*

*Florida Army National Guard*

*Clearwater, FL*

*Would you please send me a free Living with Sprinklers video. If you have a link and it is not too large I can download also. Thanks.*

*Steve Patterson*

*Appleton Fire Department*

*Appleton, WI*

*Our jurisdiction sees many large homes in planning stage; some exceeding 10,000 sq.ft. suggesting sprinklers would be a logical life safety upgrade.*

*Thanks in advance. Steve.*



*Lisa M. Gore*

*DeSoto Rural Fire Protection District  
DeSoto, MO*

*The Missouri government has recently changed the requirement for persons building a 1 family home in our area. They no longer are required to have a fire safety inspection! Now only the county building inspectors check the homes. I would still like to forward this vital information to the contractors in our area.*

*Rodger Maggio*

*Madera County, CA  
Madera, CA*

*Used material to pass sprinkler ordinance in former jurisdiction*

*Robert Clark*

*Scottsdale Fire Department  
Scottsdale, AZ*

*I am a fire marshal and am compiling a list of useful information that we may use as research information or public education information. Anything that you have that we can look at would be great. Any other educational material or information on classes that you have in the state of Arizona would be great. Thanks*

*Orville Wilcox*

*Pemberville, Ohio*

*I was an industrial fireman for Ford Motor Co. I now have a horse farm and am thinking about use in my horse barn.*

*Seth Arceneaux*

*Saint Amant, LA*

*I would like to receive more information on home sprinkler systems and the various types of systems*

*Duncan Rydall*

*Echo Bay, Ontario*

*Looking for rural fire suppression systems on a private well system having approximately 55 PSI pressure. Monitored via phone line to security service provider. Ability to knock fire down until fire service arrives. Retrofit applications for exsisting dwellings.*

*Thanks*

*Dana Muleski*

*MHI Construction  
Bremen, KS*

*We are looking for sources to order sprinklers. Our local homebuilding center has only an exposed industrial-style head.*

*Joe Rosenfeld*

*Joe Rosenfeld C&R  
Skokie, IL*

*Please send any and all info possible - including sprinkler material suppliers*

*Susan Chatten*

*Enterprise Builders Construction, Inc  
Virginia Beach, VA*

*Please send extra pamphlets and CD's for us to give to our customers about your systems. Thank you*

