In October of 2020 Opinium surveyed more than 2000 US adults of all ages about new-home preferences and fire safety. The results underscored Millennials’ different buying priorities compared to older generations. With more than 70 million Millennials entering the housing market, developers must compete by anticipating and meeting their demands.
53% of millennials plan to buy a home in the next five years.
of current homeowners say fire safety is important as they look to buy a new home.
80% of millennials would prefer to buy a home with home fire sprinklers after learning how they work.

MILLENIAL HOME FIRE SAFETY AWARENESS

PERCENT OF SURVEYED MILLENNIALS WHO PREFER TO BUY A HOME WITH FIRE SPRINKLERS

<table>
<thead>
<tr>
<th>AGE</th>
<th>18-21</th>
<th>22-39</th>
<th>40-54</th>
<th>55-73</th>
<th>74-94</th>
</tr>
</thead>
<tbody>
<tr>
<td>58%</td>
<td>80%</td>
<td>76%</td>
<td>59%</td>
<td>70%</td>
<td></td>
</tr>
</tbody>
</table>
100% of renters had a plan to purchase a home in the next three years. 

80% of those said they would prefer to buy a home with fire sprinklers.
72% of all surveyed recognize that fire sprinklers add value to a home.
TODAY’S FIRES BECOME DEADLY IN 2 MINUTES OR LESS

68% of Millennials found home fire sprinklers more appealing after they learned how fast fire becomes deadly.
Key to Developer Success

Building new developments with fire sprinklers makes homes more appealing to Millennial homebuyers, driving sales. And by taking advantage of incentives offered by officials in many communities, developers can utilize land better, reduce infrastructure and other construction costs and increase profitability.

For more information visit HomeFireSprinkler.org