

# MILLENNIAL NEW-HOME BUYERS

## Fire Safety is Key to Success

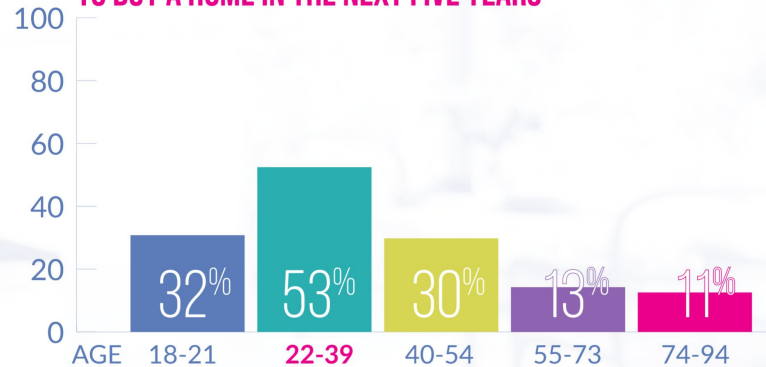
In October of 2020 Opinium surveyed more than 2000 US adults of all ages about new-home preferences and fire safety. The results underscored Millennials' different buying priorities compared to older generations. With more than 70 million Millennials entering the housing market, developers must compete by anticipating and meeting their demands.

53%

OF MILLENNIALS

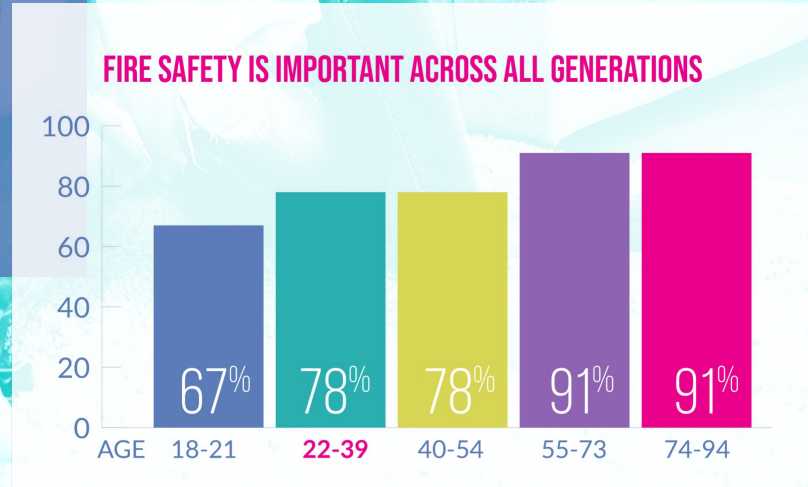
plan to buy a home  
in the next five years.

PERCENT OF SURVEYED MILLENNIALS WHO PLAN  
TO BUY A HOME IN THE NEXT FIVE YEARS



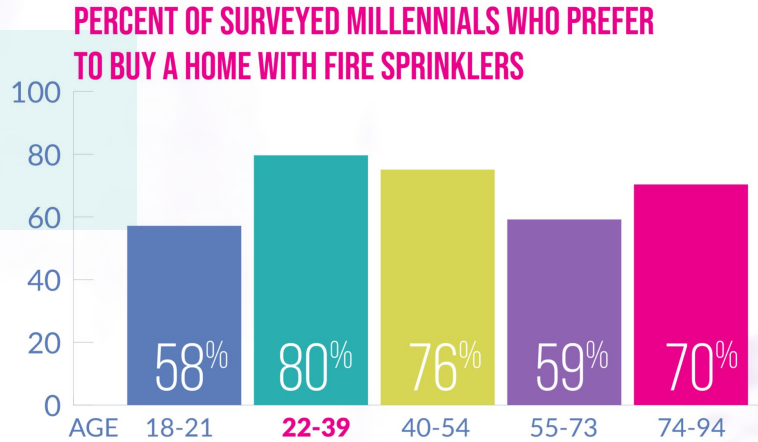
86%

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.



100%

of renters had a plan to purchase a home in the next three years.

8 of 10 of those said they would prefer to buy a home with fire sprinklers.

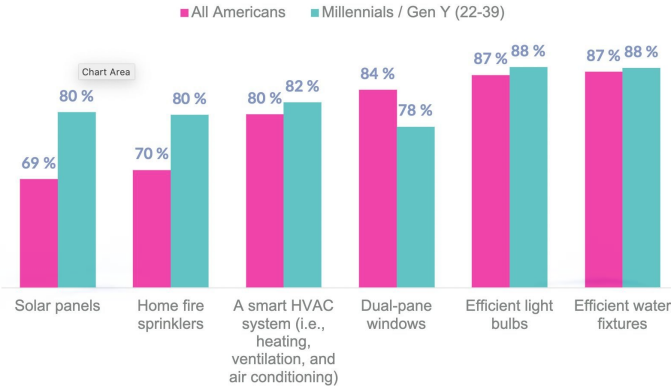
80%



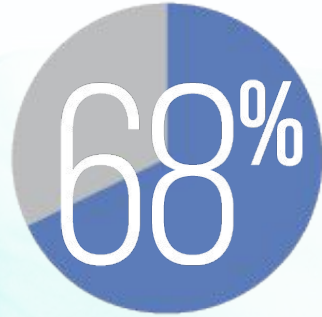
72%

of all surveyed recognize that fire sprinklers add value to a home.

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



TODAY'S FIRES BECOME  
DEADLY IN 2 MINUTES OR LESS



of Millennials found home fire sprinklers more appealing after they learned how fast fire becomes deadly.

# MILLENNIALS' INTEREST IN FIRE SAFETY

## 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](http://HomeFireSprinkler.org)**