



Home Innovation
RESEARCH LABS™

National Survey of
Consumer
Interest in Resiliency

Prepared For

**NATIONAL ASSOCIATION OF HOME BUILDERS
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BACKGROUND

The unusual number of significant natural disasters occurring over the past few years, coupled with ongoing concerns over the effects of climate change, have prompted action at every level of government to increase the resiliency of communities, infrastructure, and buildings. The resiliency plans, policies and programs that have been put into place and those under consideration will significantly impact how and where new homes and communities are built and greatly influence how existing structures and cities are reengineered, rebuilt and/or remodeled.

To respond to these challenges, NAHB established a Resiliency Working Group to provide advice and oversight regarding NAHB's policy, strategy and tactics for addressing the full and integrated range of resiliency issues and to ensure NAHB is taking a comprehensive and coordinated approach. The Working Group developed a comprehensive strategy to guide NAHB's efforts to ensure any initiatives related to resiliency do not adversely impact the housing industry or NAHB's members' ability to provide safe, decent, and affordable housing in all areas of the country.

As part of this strategy, NAHB's Construction Technology Research Subcommittee commissioned Home Innovation Research Labs to conduct a nationwide survey among consumers, balanced to US Census on key demographic data (age, income, education, race, gender), using Home Innovation's research panels and sample sources.

OVERALL SUMMARY OF FINDINGS

Most consumers believe new homes, built according to modern building codes, are more resistant to natural disasters than homes built in prior decades. Living in an area prone to a natural disaster doesn't necessarily lead consumers to perceive a risk of that natural disaster occurring. But perception of risk does affect assessment of damage from natural disasters.

The amount consumers are willing to pay extra for a new home built to minimize the effect of a natural disaster depends on the nature of the disaster—from a median of \$0 to avoid damage from a snowstorm to a median of \$1,000 to prevent damage due to a flood or tornado. However, perception of risk and household income have a significant impact on willingness to pay more for a home built to exceed current building codes, to further minimize damage from a natural disaster. Those with lower levels of perceived risk and lower incomes are the least willing to pay more.

DETAILED FINDINGS FROM NATIONWIDE SURVEY AMONG CONSUMERS

A national survey was conducted among a random sample of 797 consumers, 18 and older, balanced to US census on key demographics. For subgroup analyses, augment interviews were conducted among consumers in the Northeast, Midwest and West to obtain a minimum of approximately 300 completed interviews in each of the 4 major census regions. In total, 1201 interviews were completed among consumers.

Perceptions of Risk for Natural Disasters and Resiliency of New Homes

Living in an area prone to a natural disaster does not necessarily lead to the perception of a severe or high risk of that natural disaster occurring. So results could be analyzed based on where natural disasters tend to occur, hazard maps or risk data from ASCE 7 and the I-Codes, FEMA, IBHS and Verisk were used to create lists of states at risk of certain natural hazards. It should be noted that while someone may live in a state prone to certain natural disasters, they may live in a part of the state where they are less likely to happen—e.g., someone living in Eastern New York (Long Island or New York City) is more at risk of a hurricane than someone in Buffalo. Among those living in states at risk, the proportions perceiving a significant threat (severe or high risk) of certain natural disasters occurring follows.

- Snowstorms—56% in states at risk perceive a significant threat
- Hail—41% in states at risk perceive a significant threat
- Tornadoes—40% in states at risk perceive a significant threat
- Hurricanes—33% in states at risk perceive a significant threat
- Wildfires—30% in states at risk perceive a significant threat
- Floods—25% in states at risk perceive a significant threat
- Earthquakes—24% in states at risk perceive a significant threat

In total, most (60%) consumers believe new homes, built according to modern building codes, are more resistant to natural disasters than homes built in earlier decades, somewhat more so in the West (63%), particularly in California (69%), than in the Midwest (56%), Northeast (57%), or South (59%).

Perception of risk affects anticipation of damage from natural disasters. Those living in states prone to specific natural disasters are more inclined than those not living in these states to anticipate significant damage to their homes resulting from an occurrence. But those who perceive a significant threat of a natural disaster occurring are even more likely to anticipate severe damage to their homes resulting from an occurrence, particularly if it's a **tornado, earthquake, wildfire, flood or hurricane**.

- Two-thirds of those who perceive a severe/high risk of a tornado, earthquake or a wildfire occurring, anticipate significant damage to their homes from an occurrence
- 59% of those who perceive a severe/high risk of a flood/storm surge occurring, anticipate significant damage to their homes from an occurrence
- 52% of those who perceive a severe/high risk of a hurricane occurring, anticipate significant damage to their homes from an occurrence

(See tables C1-C11.)

Willingness to Pay More to Minimize Damage from Natural Disasters

The amount consumers are willing to pay extra for a new home built to minimize the effect of a natural disaster depends on the nature of the disaster. Among the total US, the median amount consumers are willing to pay extra (half would pay more, half would pay less) to minimize the effect of specific natural disasters follows.

- Floods—\$1,000
- Tornadoes—\$1,000
- Hurricanes—\$600
- Earthquakes—\$500
- Wildfires—\$200
- Hail—\$100
- Snowstorms—\$0

Household income has a significant impact on willingness to pay more for a home built to exceed current building codes, to further minimize damage from a natural disaster. Not surprisingly, the less one earns, the less one is willing to pay. According to the US Census, median household income in 2017 was \$61,372. Among households with annual incomes less than \$100,000, nearly half would **NOT** pay more for a home built to exceed current building codes, to further minimize damage from an earthquake or wildfire, and almost as many would **NOT** pay more for a home built to exceed current building codes, to further minimize damage from a tornado, hurricane or flood. The median amount would pay extra to further minimize damage from:

- Earthquakes, wildfires, hail or snowstorms is **\$0, among households with incomes less than \$50,000**, and not much more among those with incomes of \$50,000 to less than \$100,000
- Hurricanes or floods is **\$100, among households with incomes less than \$50,000**, and \$1,000 and \$1,100, respectively, among those with incomes of \$50,000 to less than \$100,000
- Tornadoes is **\$300, among households with incomes less than \$50,000**, and \$1,800 among households with incomes of \$50,000 to less than \$100,000

Depending on the natural disaster, nearly a third to almost half of ALL consumers, living in states at risk of a natural disaster, are **NOT willing to pay more for a home built to exceed current building codes, to further minimize damage from a natural disaster.** Those living in areas prone to earthquakes, tornadoes, and hurricanes are the most willing to pay more; those living in states at risk of snowstorms, hail and wildfires are the least willing to pay more.

A survey¹ of residents of California, Memphis and St. Louis, conducted by Dr. Keith Porter from the University of Colorado, suggested about half of homeowners and renters in high-seismic areas would be willing to pay \$3 or more per square foot, extra, for a more resilient home. According to the US Census, the median size of a single-family home built in 2015 was approximately 2,500 square feet. This suggests these respondents from Dr. Porter's study would be willing to pay at least an additional \$7,500 for a more resilient home.

¹Michael Davis and Keith Porter (2016) The Public's Role in Seismic Design Provisions. Earthquake Spectra: August 2016, Vol. 32, No. 3, pp. 1345-1361. <https://doi.org/10.1193/081715EQS127M>.

Perception of risk is a major influence on willingness to pay more for a home built to minimize damage from a natural disaster, especially from an earthquake. Among those who perceive they live in an area of severe or high risk, a slight majority are willing to pay \$7,500 or more for a home built to exceed current building codes, to further minimize damage from an earthquake, and nearly half are willing to pay \$7,500 or more for a home built to exceed current building codes, to further minimize damage from a hurricane, tornado or flood. If living in an area they perceive as a severe or high risk, the median amount more consumers are willing to pay for a home built to exceed current building codes, to further minimize damage from an/a:

- Earthquake is \$10,000
- Hurricane, tornado or flood is \$5,000
- Wildfire is \$3,500
- Hail is \$1,000
- Snowstorm is \$500

(See tables C12-C18.)

Consumers were also asked questions about their current home and the type of home they might buy. Data for these questions and demographics are included in tables C19-C20.

Table C1. Perceive Severe/High Risk for Natural Disasters: Region

| | Total US | US CENSUS REGION (Includes Augments) | | | |
|---------------------------------------|----------|--------------------------------------|-------|---------|-------|
| | | Northeast | South | Midwest | West |
| Base: Total Respondents | (797) | (282) | (313) | (308) | (298) |
| Perceive Severe/High Risk for: | % | % | % | % | % |
| Snow | 34 | 52 | 15 | 64 | 17 |
| Tornado | 27 | 15 | 33 | 40 | 10 |
| Hail | 24 | 21 | 25 | 30 | 12 |
| Hurricane | 23 | 20 | 37 | 7 | 11 |
| Flood/Storm Surge | 22 | 24 | 28 | 14 | 13 |
| Wildfire | 18 | 16 | 15 | 6 | 33 |
| Earthquake | 15 | 16 | 10 | 6 | 28 |

Table C2. Perceive Severe/High Risk for Natural Disasters: States at risk of Hurricanes & Floods

| | Total US | LIVE IN STATES AT RISK OF: | | | |
|---------------------------------------|----------|----------------------------|-------|--------|-------|
| | | HURRICANES | | FLOODS | |
| | | YES | NO | YES | NO |
| Base: Total Respondents | (797) | (493) | (708) | (720) | (481) |
| Perceive Severe/High Risk for: | % | % | % | % | % |
| Hurricane | 23 | 33 | 9 | 27 | 7 |
| Flood/Storm Surge | 22 | 29 | 14 | 25 | 12 |

Table C3. Perceive Severe/High Risk for Natural Disasters: States at risk of Earthquakes & Wildfires

| | Total US | LIVE IN: | | LIVE IN STATES AT RISK OF: | | | |
|---------------------------------------|----------|------------|--------|----------------------------|-------|-----------|-------|
| | | CALIFORNIA | | EARTHQUAKES | | WILDFIRES | |
| | | YES | NO | YES | NO | YES | NO |
| Base: Total Respondents | (797) | (156) | (1045) | (412) | (789) | (359) | (842) |
| Perceive Severe/High Risk for: | % | % | % | % | % | % | % |
| Wildfire | 18 | 35 | 15 | 24 | 14 | 30 | 12 |
| Earthquake | 15 | 42 | 11 | 24 | 10 | 25 | 11 |

Table C4. Perceive Severe/High Risk for Natural Disasters: States at risk of Tornadoes, Snowstorms & Hail

| | Total US | LIVE IN STATES AT RISK OF: | | | | | |
|---------------------------------------|----------|----------------------------|-------|------------|-------|-------|-------|
| | | TORNADOES | | SNOWSTORMS | | HAIL | |
| | | YES | NO | YES | NO | YES | NO |
| Base: Total Respondents | (797) | (436) | (765) | (400) | (801) | (208) | (993) |
| Perceive Severe/High Risk for: | % | % | % | % | % | % | % |
| Snow | 34 | 50 | 29 | 56 | 27 | 44 | 35 |
| Tornado | 27 | 40 | 17 | 16 | 29 | 41 | 22 |
| Hail | 24 | 30 | 17 | 21 | 22 | 41 | 18 |

Table C5. Perceive Extensive/Significant Damage from Natural Disasters: Region

| | Total US | US CENSUS REGION (Includes Augments) | | | |
|--|-----------|--------------------------------------|-----------|-----------|-----------|
| | | Northeast | South | Midwest | West |
| Base: Total Respondents | (797) | (282) | (313) | (308) | (298) |
| Perceive Extensive/Significant Damage from: | % | % | % | % | % |
| Tornado | 46 | 43 | 49 | 53 | 42 |
| Wildfire | 44 | 42 | 41 | 39 | 55 |
| Earthquake | 36 | 41 | 30 | 34 | 45 |
| Hurricane | 33 | 37 | 35 | 35 | 32 |
| Flood/Storm Surge | 33 | 32 | 38 | 33 | 32 |
| Hail | 12 | 19 | 11 | 15 | 12 |
| Snow | 11 | 18 | 10 | 13 | 15 |
| Believe new homes more resilient than earlier homes | 60 | 57 | 59 | 56 | 63 |

**Table C6. Perceive Extensive/Significant Damage from Natural Disasters:
States at risk of Hurricanes & Floods**

| | Total US | LIVE IN STATES AT RISK OF: | | | |
|--|-----------|----------------------------|-----------|-----------|-----------|
| | | HURRICANES | | FLOODS | |
| | | YES | NO | YES | NO |
| Base: Total Respondents | (797) | (493) | (708) | (720) | (481) |
| Perceive Extensive/Significant Damage from: | % | % | % | % | % |
| Hurricane | 33 | 38 | 32 | 37 | 31 |
| Flood/Storm Surge | 33 | 38 | 31 | 35 | 32 |
| Believe new homes more resilient than earlier homes | 60 | 59 | 59 | 62 | 54 |

**Table C7. Perceive Extensive/Significant Damage from Natural Disasters:
States at risk of Earthquakes & Wildfires**

| | Total US | LIVE IN: | | LIVE IN STATES AT RISK OF: | | | |
|--|-----------|------------|-----------|----------------------------|-----------|-----------|-----------|
| | | CALIFORNIA | | EARTHQUAKES | | WILDFIRES | |
| | | YES | NO | YES | NO | YES | NO |
| Base: Total Respondents | (797) | (156) | (1045) | (412) | (789) | (359) | (842) |
| Perceive Extensive/Significant Damage from: | % | % | % | % | % | % | % |
| Wildfire | 44 | 53 | 43 | 52 | 40 | 53 | 40 |
| Earthquake | 36 | 46 | 36 | 44 | 34 | 41 | 36 |
| New homes more resilient than old homes | 60 | 69 | 58 | 66 | 56 | 62 | 58 |

**Table C8. Perceive Extensive/Significant Damage from Natural Disasters:
States at risk of Tornadoes, Snowstorms & Hail**

| | Total US | LIVE IN STATES AT RISK OF: | | | | | |
|--|-----------|----------------------------|-----------|------------|-----------|-----------|-----------|
| | | TORNADOES | | SNOWSTORMS | | HAIL | |
| | | YES | NO | YES | NO | YES | NO |
| Base: Total Respondents | (797) | (436) | (765) | (400) | (801) | (208) | (993) |
| Perceive Extensive/Significant Damage from: | % | % | % | % | % | % | % |
| Tornado | 46 | 53 | 43 | 48 | 46 | 54 | 45 |
| Hail | 12 | 14 | 14 | 17 | 13 | 17 | 13 |
| Snow | 11 | 13 | 14 | 16 | 12 | 12 | 14 |
| New homes more resilient than old homes | 60 | 56 | 61 | 58 | 60 | 58 | 59 |

**Table C9. Perceive Extensive/Significant Damage from Natural Disasters:
Perceive Risk of Hurricanes & Floods**

| | Total US | PERCEIVE SEVERE/HIGH RISK OF: | | | |
|--|-----------|-------------------------------|-----------|-----------|-----------|
| | | HURRICANES | | FLOODS | |
| | | YES | NO | YES | NO |
| Base: Total Respondents | (797) | (227) | (974) | (241) | (960) |
| Perceive Extensive/Significant Damage from: | % | % | % | % | % |
| Hurricane | 33 | 52 | 31 | 51 | 31 |
| Flood/Storm Surge | 33 | 49 | 30 | 59 | 28 |
| Believe new homes more resilient than earlier homes | 60 | 68 | 57 | 65 | 58 |

**Table C10. Perceive Extensive/Significant Damage from Natural Disasters:
Perceive Risk of Earthquakes & Wildfires**

| | Total US | PERCEIVE SEVERE/HIGH RISK OF: | | | |
|--|-----------|-------------------------------|-----------|-----------|-----------|
| | | EARTHQUAKES | | WILDFIRES | |
| | | YES | NO | YES | NO |
| Base: Total Respondents | (797) | (179) | (1022) | (207) | (994) |
| Perceive Extensive/Significant Damage from: | % | % | % | % | % |
| Wildfire | 44 | 59 | 42 | 66 | 40 |
| Earthquake | 36 | 66 | 32 | 53 | 34 |
| Believe new homes more resilient than earlier homes | 60 | 68 | 58 | 61 | 59 |

**Table C11. Perceive Extensive/Significant Damage from Natural Disasters:
Perceive Risk of Tornadoes, Snowstorms & Hail**

| | Total US | PERCEIVE SEVERE/HIGH RISK OF: | | | | | |
|--|-----------|-------------------------------|-----------|------------|-----------|-----------|-----------|
| | | TORNADOES | | SNOWSTORMS | | HAIL | |
| | | YES | NO | YES | NO | YES | NO |
| Base: Total Respondents | (797) | (300) | (901) | (441) | (760) | (264) | (937) |
| Perceive Extensive/Significant Damage from: | % | % | % | % | % | % | % |
| Tornado | 46 | 66 | 40 | 53 | 43 | 61 | 43 |
| Hail | 12 | 21 | 12 | 17 | 12 | 25 | 11 |
| Snow | 11 | 21 | 11 | 19 | 11 | 22 | 11 |
| New homes more resilient than old homes | 60 | 62 | 58 | 62 | 58 | 61 | 59 |

Table C12. Amount Would Pay Extra to Minimize Damage from an Earthquake

| | TOTAL SAMPLE | LIVE IN STATES AT RISK OF EARTHQUAKES | | PERCEIVE SEVERE/HIGH RISK OF EARTHQUAKES | | HOUSEHOLD INCOME | | |
|----------------------------------|--------------|---------------------------------------|------------|--|------------|------------------|--------------|------------|
| | | YES | NO | YES | NO | <\$50K | \$50-\$99.9K | \$100+ |
| Base: Total Answering | (421) | (229) | (407) | (102) | (534) | (158) | (135) | (121) |
| \$ Amount Would Pay Extra | % | % | % | % | % | % | % | % |
| \$0 | 41 | 35 | 43 | 15 | 45 | 45 | 46 | 27 |
| \$1 - \$999 | 11 | 12 | 13 | 15 | 12 | 21 | 4 | 7 |
| \$1,000 - \$7,499 | 15 | 12 | 14 | 19 | 13 | 9 | 19 | 18 |
| \$7,500+ (NET) | 33 | 41 | 29 | 52 | 30 | 25 | 31 | 47 |
| \$7500 - \$14,999 | 10 | 11 | 9 | 11 | 10 | 8 | 11 | 13 |
| \$15,000 - \$24,999 | 7 | 7 | 7 | 9 | 6 | 6 | 9 | 7 |
| \$25,000+ | 16 | 23 | 13 | 32 | 14 | 11 | 11 | 27 |
| Median (in thousands) | 0.5 | 2.0 | 0.2 | 10.0 | 0.1 | 0.0 | 1.0 | 5.0 |
| Base: Total Respondents | (797) | (412) | (789) | (179) | (1022) | (351) | (239) | (187) |
| Don't know | 47 | 44 | 48 | 43 | 48 | 55 | 44 | 35 |

Table C13. Amount Would Pay Extra to Minimize Damage from a Tornado

| | TOTAL SAMPLE | LIVE IN STATES AT RISK OF TORNADOES | | PERCEIVE SEVERE/HIGH RISK OF TORNADOES | | HOUSEHOLD INCOME | | |
|----------------------------------|--------------|-------------------------------------|------------|--|------------|------------------|--------------|-------------|
| | | YES | NO | YES | NO | <\$50K | \$50-\$99.9K | \$100+ |
| Base: Total Answering | (410) | (224) | (407) | (165) | (466) | (155) | (126) | (120) |
| \$ Amount Would Pay Extra | % | % | % | % | % | % | % | % |
| \$0 | 37 | 32 | 41 | 24 | 43 | 41 | 37 | 31 |
| \$1 - \$999 | 10 | 12 | 11 | 12 | 11 | 17 | 6 | 8 |
| \$1,000 - \$7,499 | 16 | 16 | 15 | 19 | 14 | 15 | 22 | 11 |
| \$7,500+ (NET) | 36 | 41 | 32 | 45 | 32 | 27 | 37 | 51 |
| \$7500 - \$14,999 | 9 | 11 | 8 | 10 | 9 | 8 | 10 | 11 |
| \$15,000 - \$24,999 | 7 | 10 | 6 | 13 | 5 | 5 | 10 | 8 |
| \$25,000+ | 20 | 20 | 18 | 22 | 18 | 14 | 17 | 32 |
| Median (in thousands) | 1.0 | 2.0 | 0.5 | 5.0 | 0.3 | 0.3 | 1.8 | 10.0 |
| Base: Total Respondents | (797) | (436) | (765) | (300) | (901) | (351) | (239) | (187) |
| Don't know | 49 | 49 | 47 | 45 | 48 | 56 | 47 | 36 |

Table C14. Amount Would Pay Extra to Minimize Damage from a Hurricane

| | TOTAL SAMPLE | LIVE IN STATES AT RISK OF HURRICANES | | PERCEIVE SEVERE/HIGH RISK OF HURRICANES | | HOUSEHOLD INCOME | | |
|----------------------------------|--------------|--------------------------------------|------------|---|------------|------------------|--------------|------------|
| | | YES | NO | YES | NO | <\$50K | \$50-\$99.9K | \$100+ |
| Base: Total Answering | (417) | (272) | (352) | (133) | (491) | (149) | (133) | (126) |
| \$ Amount Would Pay Extra | % | % | % | % | % | % | % | % |
| \$0 | 41 | 30 | 52 | 17 | 49 | 44 | 43 | 34 |
| \$1 - \$999 | 10 | 13 | 9 | 18 | 9 | 17 | 6 | 6 |
| \$1,000 - \$7,499 | 16 | 19 | 12 | 18 | 15 | 14 | 19 | 17 |
| \$7,500+ (NET) | 33 | 38 | 26 | 48 | 27 | 25 | 32 | 43 |
| \$7500 - \$14,999 | 10 | 13 | 6 | 17 | 7 | 7 | 12 | 10 |
| \$15,000 - \$24,999 | 7 | 7 | 6 | 10 | 6 | 6 | 8 | 8 |
| \$25,000+ | 16 | 18 | 14 | 21 | 14 | 12 | 12 | 25 |
| Median (in thousands) | 0.6 | 2.0 | 0.0 | 5.0 | 0.0 | 0.1 | 1.0 | 2.8 |
| Base: Total Respondents | (797) | (493) | (708) | (227) | (974) | (351) | (239) | (187) |
| Don't know | 48 | 45 | 50 | 41 | 50 | 58 | 44 | 33 |

Table C15. Amount Would Pay Extra to Minimize Damage from a Flood

| | TOTAL SAMPLE | LIVE IN STATES AT RISK OF FLOODS | | PERCEIVE SEVERE/HIGH RISK OF FLOODS | | HOUSEHOLD INCOME | | |
|----------------------------------|--------------|----------------------------------|------------|-------------------------------------|------------|------------------|--------------|------------|
| | | YES | NO | YES | NO | <\$50K | \$50-\$99.9K | \$100+ |
| Base: Total Answering | (422) | (402) | (253) | (143) | (512) | (153) | (140) | (120) |
| \$ Amount Would Pay Extra | % | % | % | % | % | % | % | % |
| \$0 | 37 | 36 | 39 | 26 | 40 | 42 | 37 | 28 |
| \$1 - \$999 | 11 | 13 | 11 | 12 | 12 | 18 | 6 | 8 |
| \$1,000 - \$7,499 | 21 | 16 | 21 | 18 | 18 | 18 | 26 | 18 |
| \$7,500+ (NET) | 32 | 35 | 28 | 44 | 30 | 20 | 32 | 47 |
| \$7500 - \$14,999 | 12 | 10 | 13 | 15 | 10 | 8 | 16 | 12 |
| \$15,000 - \$24,999 | 5 | 5 | 4 | 6 | 5 | 3 | 6 | 6 |
| \$25,000+ | 15 | 20 | 11 | 23 | 15 | 9 | 10 | 29 |
| Median (in thousands) | 1.0 | 1.0 | 1.0 | 5.0 | 0.5 | 0.1 | 1.1 | 5.0 |
| Base: Total Respondents | (797) | (720) | (481) | (241) | (960) | (351) | (239) | (187) |
| Don't know | 47 | 44 | 47 | 41 | 47 | 56 | 41 | 36 |

Table C16. Amount Would Pay Extra to Minimize Damage from a Wildfire

| | TOTAL SAMPLE | LIVE IN STATES AT RISK OF WILDFIRES | | PERCEIVE SEVERE/HIGH RISK OF WILDFIRES | | HOUSEHOLD INCOME | | |
|----------------------------------|--------------|-------------------------------------|------------|--|------------|------------------|--------------|------------|
| | | YES | NO | YES | NO | <\$50K | \$50-\$99.9K | \$100+ |
| Base: Total Answering | (414) | (179) | (443) | (102) | (520) | (154) | (130) | (122) |
| \$ Amount Would Pay Extra | % | % | % | % | % | % | % | % |
| \$0 | 44 | 41 | 45 | 29 | 47 | 46 | 47 | 38 |
| \$1 - \$999 | 11 | 10 | 12 | 8 | 12 | 19 | 5 | 7 |
| \$1,000 - \$7,499 | 17 | 15 | 17 | 23 | 15 | 15 | 21 | 16 |
| \$7,500+ (NET) | 28 | 33 | 25 | 40 | 25 | 20 | 27 | 40 |
| \$7500 - \$14,999 | 7 | 8 | 8 | 7 | 8 | 6 | 6 | 9 |
| \$15,000 - \$24,999 | 5 | 3 | 4 | 7 | 3 | 3 | 6 | 7 |
| \$25,000+ | 16 | 22 | 13 | 26 | 14 | 11 | 15 | 24 |
| Median (in thousands) | 0.2 | 0.3 | 0.1 | 3.5 | 0.1 | 0.0 | 0.4 | 2.9 |
| Base: Total Respondents | (797) | (359) | (842) | (207) | (994) | (351) | (239) | (187) |
| Don't know | 48 | 50 | 47 | 51 | 48 | 56 | 46 | 35 |

Table C17. Amount Would Pay Extra to Minimize Damage from a Hail

| | TOTAL SAMPLE | LIVE IN STATES AT RISK OF HAIL | | PERCEIVE SEVERE/HIGH RISK OF HAIL | | HOUSEHOLD INCOME | | |
|----------------------------------|--------------|--------------------------------|------------|-----------------------------------|------------|------------------|--------------|------------|
| | | YES | NO | YES | NO | <\$50K | \$50-\$99.9K | \$100+ |
| Base: Total Answering | (432) | (112) | (540) | (155) | (497) | (161) | (144) | (119) |
| \$ Amount Would Pay Extra | % | % | % | % | % | % | % | % |
| \$0 | 45 | 44 | 45 | 33 | 48 | 49 | 44 | 39 |
| \$1 - \$999 | 13 | 17 | 13 | 15 | 13 | 17 | 14 | 6 |
| \$1,000 - \$7,499 | 23 | 24 | 22 | 27 | 21 | 20 | 24 | 25 |
| \$7,500+ (NET) | 19 | 15 | 20 | 26 | 18 | 13 | 17 | 30 |
| \$7500 - \$14,999 | 8 | 4 | 8 | 10 | 7 | 5 | 9 | 11 |
| \$15,000 - \$24,999 | 3 | 5 | 3 | 4 | 3 | 2 | 4 | 3 |
| \$25,000+ | 8 | 6 | 9 | 12 | 8 | 6 | 4 | 16 |
| Median (in thousands) | 0.1 | 0.1 | 0.1 | 1.0 | 0.0 | 0.0 | 0.1 | 1.0 |
| Base: Total Respondents | (797) | (208) | (993) | (264) | (937) | (351) | (239) | (187) |
| Don't know | 46 | 46 | 46 | 41 | 47 | 54 | 40 | 36 |

Table C18. Amount Would Pay Extra to Minimize Damage from a Snowstorm

| | TOTAL SAMPLE | LIVE IN STATES AT RISK OF SNOWSTORM | | PERCEIVE SEVERE/HIGH RISK OF SNOWSTORM | | HOUSEHOLD INCOME | | |
|----------------------------------|-----------------|---|-----------|--|-----------|------------------|--------------|-----------|
| | | YES | NO | YES | NO | <\$50K | \$50-\$99.9K | \$100+ |
| Base: Total Answering | (464) | (225) | (455) | (250) | (430) | (173) | (153) | (130) |
| \$ Amount Would Pay Extra | % | % | % | % | % | % | % | % |
| \$0 | 54 | 47 | 54 | 38 | 60 | 58 | 57 | 44 |
| \$1 - \$999 | 10 | 11 | 13 | 14 | 11 | 16 | 7 | 5 |
| \$1,000 - \$7,499 | 17 | 21 | 14 | 20 | 14 | 13 | 16 | 24 |
| \$7,500+ (NET) | 20 | 21 | 19 | 29 | 15 | 14 | 20 | 28 |
| \$7500 - \$14,999 | 6 | 11 | 5 | 12 | 4 | 5 | 8 | 6 |
| \$15,000 - \$24,999 | 5 | 2 | 5 | 6 | 3 | 2 | 6 | 7 |
| \$25,000+ | 9 | 8 | 9 | 11 | 8 | 7 | 6 | 15 |
| Median (in thousands) | 0.0 | 0.1 | 0.0 | 0.5 | 0.0 | 0.0 | 0.0 | 1.0 |
| Base: Total Respondents | (797) | (400) | (801) | (441) | (760) | (351) | (239) | (187) |
| Don't know | 42 | 44 | 43 | 43 | 43 | 51 | 36 | 30 |

Table C19. Consumer Residence and Home Types Like to Buy by Region

| | US CENSUS REGION (Includes Augments) | | | | |
|--|--------------------------------------|------------|------------|------------|------------|
| | Total US | Northeast | South | Midwest | West |
| Base: Total Respondents | (797) | (282) | (313) | (308) | (298) |
| | % | % | % | % | % |
| LENGTH OF TIME AT CURRENT RESIDENCE: | | | | | |
| Less than 3 years | 26 | 23 | 27 | 27 | 27 |
| 3 to 10 years | 36 | 29 | 40 | 30 | 40 |
| More than 10 years | 38 | 48 | 34 | 43 | 33 |
| TYPE OF HOME CURRENTLY RESIDE: | | | | | |
| Single-family detached | 68 | 58 | 69 | 71 | 69 |
| Multifamily apartment/condo | 17 | 23 | 16 | 15 | 19 |
| Townhouse/duplex | 8 | 11 | 7 | 8 | 5 |
| Manufactured/mobile home/other | 8 | 8 | 7 | 6 | 7 |
| OWN HOME: | 63 | 63 | 62 | 67 | 59 |
| CURRENT MARKET VALUE OF HOME: | | | | | |
| Less than \$250,000 | 57 | 48 | 68 | 73 | 38 |
| \$250,000 to \$499,999 | 29 | 31 | 26 | 24 | 34 |
| \$500,000 or more | 14 | 21 | 8 | 2 | 28 |
| Mean (\$000) | 282 | 365 | 224 | 202 | 360 |
| WHEN MIGHT BUY A HOME: | | | | | |
| Bought home in past 3 years w/no plans to buy again soon | 6 | 4 | 7 | 6 | 4 |
| Less than 1 year | 5 | 7 | 4 | 7 | 3 |
| One to 3 years | 19 | 22 | 22 | 17 | 18 |
| Four to 6 years or more | 21 | 20 | 21 | 16 | 28 |
| Not sure | 15 | 16 | 15 | 13 | 13 |
| No plans to buy a home | 33 | 31 | 30 | 40 | 34 |
| TYPE OF HOME LIKE TO BUY: | | | | | |
| Newly constructed | 25 | 28 | 26 | 20 | 24 |
| Existing home | 24 | 25 | 21 | 36 | 26 |
| Either a new or existing home | 51 | 47 | 53 | 44 | 50 |
| Single-family detached | 72 | 61 | 76 | 74 | 77 |
| Townhouse/duplex | 14 | 21 | 13 | 11 | 13 |
| Multifamily apartment/condo | 12 | 18 | 10 | 13 | 11 |
| Manufactured/mobile home/other | 13 | 11 | 12 | 14 | 14 |
| EXPECT TO PAY FOR NEW HOME: | | | | | |
| Less than \$250,000 | 49 | 40 | 55 | 61 | 39 |
| \$250,000 to \$499,999 | 27 | 27 | 27 | 21 | 30 |
| \$500,000 or more | 13 | 22 | 8 | 8 | 20 |
| Mean (\$000) | 290 | 360 | 250 | 244 | 348 |

Table C20. Consumer Demographics by Region

| | US CENSUS REGION (Includes Augments) | | | | |
|--|--------------------------------------|-------------|-------------|-------------|-------------|
| | Total US | Northeast | South | Midwest | West |
| Base: Total Respondents | (797) | (282) | (313) | (308) | (298) |
| | % | % | % | % | % |
| GENDER: | | | | | |
| Male | 47 | 51 | 45 | 49 | 49 |
| Female | 53 | 49 | 55 | 51 | 51 |
| AGE: | | | | | |
| 18-34 | 29 | 24 | 36 | 29 | 29 |
| 35-49 | 26 | 32 | 25 | 24 | 25 |
| 50-64 | 26 | 23 | 23 | 25 | 29 |
| 65 or older | 19 | 21 | 16 | 22 | 17 |
| Mean age | 46.0 | 46.6 | 43.8 | 47.0 | 45.8 |
| EDUCATION: | | | | | |
| Completed high school or less | 26 | 27 | 25 | 30 | 27 |
| Some college or other post high school | 35 | 31 | 33 | 39 | 39 |
| Completed college | 29 | 30 | 32 | 23 | 28 |
| Any graduate school | 10 | 12 | 10 | 7 | 7 |
| RACE/ETHNICITY: | | | | | |
| White | 66 | 61 | 59 | 80 | 59 |
| Black | 14 | 13 | 25 | 6 | 6 |
| Hispanic | 14 | 19 | 14 | 11 | 28 |
| Asian | 6 | 7 | 2 | 4 | 8 |
| Native American | 3 | 1 | 2 | 2 | 3 |
| Other | 1 | 2 | 1 | 1 | 1 |
| HOUSEHOLD INCOME: | | | | | |
| Less than \$50,000 | 44 | 35 | 48 | 41 | 50 |
| \$50,000 to \$99,999 | 30 | 33 | 30 | 38 | 28 |
| \$100,000 or more | 23 | 30 | 19 | 20 | 21 |
| Mean (\$000) | 70.1 | 82.3 | 62.4 | 69.7 | 67.7 |
| MARITAL STATUS: | | | | | |
| Married/living with someone | 58 | 62 | 54 | 63 | 56 |
| Single/never married | 26 | 26 | 30 | 22 | 29 |
| Divorced/separated/widowed | 16 | 12 | 17 | 15 | 15 |
| Mean # of people in household | 2.9 | 2.9 | 2.8 | 2.7 | 2.9 |

QUESTIONNAIRE

Q1a

Please indicate your gender.

- Male (1)
- Female (2)

Q1b

Into which of the following categories does your age fall?

- Under 18 (1)
- 18-24 (2)
- 25-29 (3)
- 30-34 (4)
- 35-39 (5)
- 40-44 (6)
- 45-49 (7)
- 50-54 (8)
- 55-59 (9)
- 60-64 (10)
- 65 or older (11)
- Prefer not to say (12)

Q1c

Which of the following best describes your highest level of education?

- Completed grade 8 or less (1)
- Some high school (2)
- Completed high school (3)
- Some college or other post high school (4)
- Completed college (5)
- Any graduate school (6)

Q1d

Which of the following best describes your race or ethnic background?

- Non-Hispanic White/Caucasian (1)
- Black/African American (2)
- Hispanic/Latino (3)
- Asian (4)
- Native American Indian/Alaskan/Hawaiian (5)
- Other (6)
- Prefer not to answer (7)

Q1e

Considering all sources of income from everyone in your household, which of the following best describes your total family income?

- Less than \$15,000 (1)
- \$15,000 - \$24,999 (2)
- \$25,000 - \$34,999 (3)
- \$35,000 - \$49,999 (4)
- \$50,000 - \$74,999 (5)
- \$75,000 - \$99,999 (6)
- \$100,000 - \$149,999 (7)
- \$150,000 - \$199,999 (8)
- \$200,000 or more (9)
- Don't know (10)
- Prefer not to answer (11)

Q1f

In which state do you currently live?

- | | |
|--|---|
| <input type="radio"/> Alabama (1) | <input type="radio"/> Montana (27) |
| <input type="radio"/> Alaska (2) | <input type="radio"/> Nebraska (28) |
| <input type="radio"/> Arizona (3) | <input type="radio"/> Nevada (29) |
| <input type="radio"/> Arkansas (4) | <input type="radio"/> New Hampshire (30) |
| <input type="radio"/> California (5) | <input type="radio"/> New Jersey (31) |
| <input type="radio"/> Colorado (6) | <input type="radio"/> New Mexico (32) |
| <input type="radio"/> Connecticut (7) | <input type="radio"/> New York (33) |
| <input type="radio"/> Delaware (8) | <input type="radio"/> North Carolina (34) |
| <input type="radio"/> District of Columbia (9) | <input type="radio"/> North Dakota (35) |
| <input type="radio"/> Florida (10) | <input type="radio"/> Ohio (36) |
| <input type="radio"/> Georgia (11) | <input type="radio"/> Oklahoma (37) |
| <input type="radio"/> Hawaii (12) | <input type="radio"/> Oregon (38) |
| <input type="radio"/> Idaho (13) | <input type="radio"/> Pennsylvania (39) |
| <input type="radio"/> Illinois (14) | <input type="radio"/> Rhode Island (40) |
| <input type="radio"/> Indiana (15) | <input type="radio"/> South Carolina (41) |
| <input type="radio"/> Iowa (16) | <input type="radio"/> South Dakota (42) |
| <input type="radio"/> Kansas (17) | <input type="radio"/> Tennessee (43) |
| <input type="radio"/> Kentucky (18) | <input type="radio"/> Texas (44) |
| <input type="radio"/> Louisiana (19) | <input type="radio"/> Utah (45) |
| <input type="radio"/> Maine (20) | <input type="radio"/> Vermont (46) |
| <input type="radio"/> Maryland (21) | <input type="radio"/> Virginia (47) |
| <input type="radio"/> Massachusetts (22) | <input type="radio"/> Washington (48) |
| <input type="radio"/> Michigan (23) | <input type="radio"/> West Virginia (49) |
| <input type="radio"/> Minnesota (24) | <input type="radio"/> Wisconsin (50) |
| <input type="radio"/> Mississippi (25) | <input type="radio"/> Wyoming (51) |
| <input type="radio"/> Missouri (26) | |

Q1g

Which of the following best describes your current marital/cohabitation status?

- Married/living with someone (1)
- Divorced/separated (2)
- Widowed (3)
- Single/never married (4)

Q1h

How many people live in your household, including yourself?

(1) _____

Q1

Do you own or rent your current home or residence?

- Own (1)
- Rent (2)
- Neither (3)

Q2

How long have you lived in your current home or residence?

- Less than three years (1)
- 3 to 10 years (2)
- More than 10 years (3)

Q3

To the best of your knowledge, what is the current market value of your home?

(Do not enter commas)

\$ (1) _____

Q4

When, if at all, do you think you might purchase a home?

- Purchased a home within the last 3 years and have no plans to purchase a home any time soon (1)
- Less than one year (2)
- 1 to 3 years (3)
- 4 to 6 years (4)
- More than 6 years (5)
- No plans to purchase (6)
- Not sure (7)

Q5

Which type of home do you currently live in?

- Single-family detached (1)
- Townhouse/single-family attached (2)
- Multifamily (apartment/condo) (3)
- Manufactured (mobile) home (4)
- Other (5)

Q6

Which type of home would you like to buy for your next home?

(Select ALL that apply)

- Single-family detached (1)
- Townhouse/single-family attached (2)
- Multifamily (apartment/condo) (3)
- Manufactured (mobile) home (4)
- Other (5)

Q6b

Would the new home you purchase be:

- A newly constructed home (1)
- An existing home (2)
- Either one / Don't know (3)

Q7

Approximately how much would you expect to pay for a home?

- Less than \$100,000 (1)
- \$100,000 - \$149,999 (2)
- \$150,000 - \$249,999 (3)
- \$250,000 - \$349,999 (4)
- \$350,000 - \$499,999 (5)
- \$500,000 - \$599,999 (6)
- \$600,000 - \$699,999 (7)
- \$700,000 - \$799,999 (8)
- \$800,000 - \$899,999 (9)
- \$900,000 - \$999,999 (10)
- \$1 million and over (11)
- Not sure/Don't know (12)

i37

Recent natural disasters have raised concerns about the resilience of buildings. By resilience we mean the ability of buildings to withstand severe weather events and other hazards. Your answers to the following questions will provide critical information for builders, building officials, engineers and architects, policymakers, and others interested in the topic of resilience.

Q8a

How great a risk do you think the following natural disasters pose to the community in which you currently live?

(If no "Other" risk comes to mind please select "Not a Risk at All".)

| | Not a Risk at All (1) | Slight Risk (2) | Moderate Risk (3) | High Risk (4) | Severe Risk (5) | Not Sure/ Don't Know (6) |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| Earthquake (1) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Flood/Storm Surge (2) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hail (3) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hurricane (4) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Snow (5) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tornado (6) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Wildfire (7) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (8) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Q8b

You indicated you thought there was, at least, some risk of another natural disaster posing a threat to the community in which you currently live. In the space provided please explain what that natural disaster is.

(Please type "none" if there is no other natural disaster)

i40

Assume you are purchasing a newly-constructed home in the same area or community where you currently live. The home you are buying, along with others being built in this community, is built in accordance with the current building regulations adopted by your community to protect homes and their occupants against severe weather events and hazards.

Q9a

If this new home built in your community were affected by a severe earthquake (something we, of course, hope never happens), how much damage do you think it would sustain?

- Extensive damage (requiring major reconstruction of all or part of your home) (1)
- Significant damage (requiring you to vacate your home for more than a week while it is repaired) (2)
- Moderate damage (requiring you to vacate your home, but only for a week or less, while it is repaired) (3)
- Minor damage (doesn't make your home unsafe to occupy, but requires a professional such as a builder, roofer or mason to repair) (4)
- Cosmetic damage (could easily be repaired by a handyman or members of your household) (5)
- No damage at all (6)

Q10

Continuing with the assumption ...

... you are purchasing a newly-constructed home in the same area or community where you currently live. The home you are buying, along with others being built in this community, is built in accordance with the current building regulations adopted by your community to protect homes and their occupants against severe weather events and hazards.

How much more than the base selling price would you be willing to pay for this new home if it were built to exceed current building codes, to further minimize the likelihood of extensive cracks occurring in plaster or gypsum board walls or ceilings, brick veneer or other interior and exterior finishes in the event of a significant earthquake?

(If you are not willing to pay anything more, please write in "0")

\$ (1) _____

Q10DNK

- Don't know / Unsure how much extra I would pay (1)

Q9b

If this new home built in your community were affected by a severe flood/storm surge (something we, of course, hope never happens), how much damage do you think it would sustain?

- Extensive damage (requiring major reconstruction of all or part of your home) (1)
- Significant damage (requiring you to vacate your home for more than a week while it is repaired) (2)
- Moderate damage (requiring you to vacate your home, but only for a week or less, while it is repaired) (3)
- Minor damage (doesn't make your home unsafe to occupy, but requires a professional such as a builder, roofer or mason to repair) (4)
- Cosmetic damage (could easily be repaired by a handyman or members of your household) (5)
- No damage at all (6)

Q11

Continuing with the assumption ...

... you are purchasing a newly-constructed home in the same area or community where you currently live. The home you are buying, along with others being built in this community, is built in accordance with the current building regulations adopted by your community to protect homes and their occupants against severe weather events and hazards.

How much more than the base selling price would you be willing to pay for this new home if it were built to exceed current building codes, to further minimize the likelihood of your home being flooded as a result of a significant rainfall or hurricane?

(If you are not willing to pay anything more, please write in "0")

\$ (1) _____

Q11DNK

- Don't know / Unsure how much extra I would pay (1)

Q9c

If this new home built in your community were affected by a severe hail (something we, of course, hope never happens), how much damage do you think it would sustain?

- Extensive damage (requiring major reconstruction of all or part of your home) (1)
- Significant damage (requiring you to vacate your home for more than a week while it is repaired) (2)
- Moderate damage (requiring you to vacate your home, but only for a week or less, while it is repaired) (3)
- Minor damage (doesn't make your home unsafe to occupy, but requires a professional such as a builder, roofer or mason to repair) (4)
- Cosmetic damage (could easily be repaired by a handyman or members of your household) (5)
- No damage at all (6)

Q12

Continuing with the assumption ...

... you are purchasing a newly-constructed home in the same area or community where you currently live. The home you are buying, along with others being built in this community, is built in accordance with the current building regulations adopted by your community to protect homes and their occupants against severe weather events and hazards.

How much more than the base selling price would you be willing to pay for this new home if it were built to exceed current building codes, to further minimize the likelihood of replacing your roofing (e.g. asphalt shingles or concrete tiles) or siding (e.g. aluminum, vinyl or wood siding) after a significant hailstorm?

(If you are not willing to pay anything more, please write in "0")

\$ (1) _____

Q12DNK

- Don't know / Unsure how much extra I would pay (1)

Q9d

If this new home built in your community were affected by a severe hurricane (something we, of course, hope never happens), how much damage do you think it would sustain?

- Extensive damage (requiring major reconstruction of all or part of your home) (1)
- Significant damage (requiring you to vacate your home for more than a week while it is repaired) (2)
- Moderate damage (requiring you to vacate your home, but only for a week or less, while it is repaired) (3)
- Minor damage (doesn't make your home unsafe to occupy, but requires a professional such as a builder, roofer or mason to repair) (4)
- Cosmetic damage (could easily be repaired by a handyman or members of your household) (5)
- No damage at all (6)

Q13

Continuing with the assumption ...

... you are purchasing a newly-constructed home in the same area or community where you currently live. The home you are buying, along with others being built in this community, is built in accordance with the current building regulations adopted by your community to protect homes and their occupants against severe weather events and hazards.

How much more than the base selling price would you be willing to pay for this new home if it were built to exceed current building codes, to further minimize the likelihood of losing portions of your roofing (e.g. asphalt shingles or concrete tiles) or siding (e.g. vinyl siding or brick) or having water leak through roofs doors and windows during a significant hurricane?

(If you are not willing to pay anything more, please write in "0")

\$ (1) _____

Q13DNK

- Don't know / Unsure how much extra I would pay (1)

Q9e

If this new home built in your community were affected by a severe snow (something we, of course, hope never happens), how much damage do you think it would sustain?

- Extensive damage (requiring major reconstruction of all or part of your home) (1)
- Significant damage (requiring you to vacate your home for more than a week while it is repaired) (2)
- Moderate damage (requiring you to vacate your home, but only for a week or less, while it is repaired) (3)
- Minor damage (doesn't make your home unsafe to occupy, but requires a professional such as a builder, roofer or mason to repair) (4)
- Cosmetic damage (could easily be repaired by a handyman or members of your household) (5)
- No damage at all (6)

Q14

Continuing with the assumption ...

... you are purchasing a newly-constructed home in the same area or community where you currently live. The home you are buying, along with others being built in this community, is built in accordance with the current building regulations adopted by your community to protect homes and their occupants against severe weather events and hazards.

How much more than the base selling price would you be willing to pay for this new home if it were built to exceed current building codes, to further minimize the likelihood of ice dams damaging gutters and downspouts or accumulated snow causing sagging or cracking of roof rafters or trusses in the event of a significant snow storm?

(If you are not willing to pay anything more, please write in "0")

\$ (1) _____

Q14DNK

- Don't know / Unsure how much extra I would pay (1)

Q9f

If this new home built in your community were affected by a severe tornado (something we, of course, hope never happens), how much damage do you think it would sustain?

- Extensive damage (requiring major reconstruction of all or part of your home) (1)
- Significant damage (requiring you to vacate your home for more than a week while it is repaired) (2)
- Moderate damage (requiring you to vacate your home, but only for a week or less, while it is repaired) (3)
- Minor damage (doesn't make your home unsafe to occupy, but requires a professional such as a builder, roofer or mason to repair) (4)
- Cosmetic damage (could easily be repaired by a handyman or members of your household) (5)
- No damage at all (6)

Q15

Continuing with the assumption ...

... you are purchasing a newly-constructed home in the same area or community where you currently live. The home you are buying, along with others being built in this community, is built in accordance with the current building regulations adopted by your community to protect homes and their occupants against severe weather events and hazards.

How much more than the base selling price would you be willing to pay for this new home if it were built to exceed current building codes, to further minimize the likelihood of losing a portion of your roof (including roof rafters or trusses) or having part of your home (e.g. garage or upper story) collapse due to a significant tornado?

(If you are not willing to pay anything more, please write in "0")

\$ (1) _____

Q15DNK

- Don't know / Unsure how much extra I would pay (1)

Q9g

If this new home built in your community were affected by a severe wildfire (something we, of course, hope never happens), how much damage do you think it would sustain?

- Extensive damage (requiring major reconstruction of all or part of your home) (1)
- Significant damage (requiring you to vacate your home for more than a week while it is repaired) (2)
- Moderate damage (requiring you to vacate your home, but only for a week or less, while it is repaired) (3)
- Minor damage (doesn't make your home unsafe to occupy, but requires a professional such as a builder, roofer or mason to repair) (4)
- Cosmetic damage (could easily be repaired by a handyman or members of your household) (5)
- No damage at all (6)

Q16

Continuing with the assumption ...

... you are purchasing a newly-constructed home in the same area or community where you currently live. The home you are buying, along with others being built in this community, is built in accordance with the current building regulations adopted by your community to protect homes and their occupants against severe weather events and hazards.

How much more than the base selling price would you be willing to pay for this new home if it were built to exceed current building codes, to further minimize the likelihood of embers igniting your roof, heat breaking glass in your windows or doors, or heat damaging your exterior siding in the event of a significant wildfire?

(If you are not willing to pay anything more, please write in "0")

\$ (1) _____

Q16DNK

- Don't know / Unsure how much extra I would pay (1)

Q9h

If this new home built in your community were affected by the other severe natural disaster you mentioned, how much damage do you think it would sustain?

- Extensive damage (requiring major reconstruction of all or part of your home) (1)
- Significant damage (requiring you to vacate your home for more than a week while it is repaired) (2)
- Moderate damage (requiring you to vacate your home, but only for a week or less, while it is repaired) (3)
- Minor damage (doesn't make your home unsafe to occupy, but requires a professional such as a builder, roofer or mason to repair) (4)
- Cosmetic damage (could easily be repaired by a handyman or members of your household) (5)
- No damage at all (6)

Q18

Continuing with the assumption ...

... you are purchasing a newly-constructed home in the same area or community where you currently live. The home you are buying, along with others being built in this community, is built in accordance with the current building regulations adopted by your community to protect homes and their occupants against severe weather events and hazards.

How much more than the base selling price would you be willing to pay for this new home if it were built to exceed current building codes, to further minimize the likelihood of damages caused by the other natural disaster you mentioned previously?

(If you are not willing to pay anything more, please write in "0")

\$ (1) _____

Q18DNK

- Don't know / Unsure how much extra I would pay (1)

Q17

Do you think new homes built according to modern building codes are more resistant to natural disasters than homes built in earlier decades?

- Yes (1)
- No (2)
- Not Sure/Don't Know (3)



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