

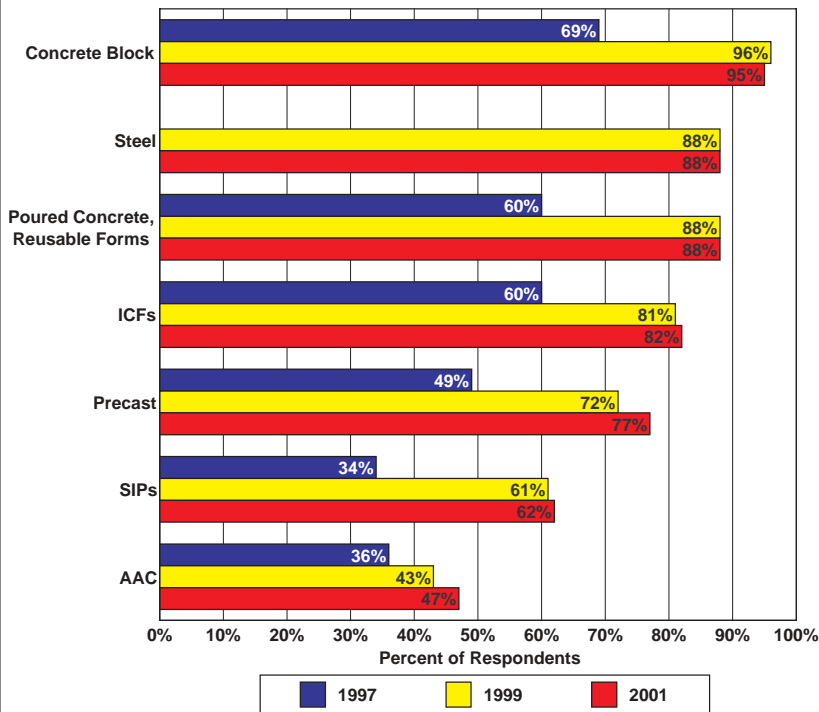


CONCRETE HOMES

October 2001

2001 Homebuilder Report Shows Awareness of Systems

Homebuilder Awareness of Above-Grade Walls Systems



Large increases in awareness of the various building systems between 1997 and 1999 have slowed to more modest rates, as shown for 2000 and 2001, in each category.

The survey of homebuilder attitudes and perceptions for concrete homes is complete

The Portland Cement Associations (PCA) 2001 Homebuilder Report is a survey of homebuilder attitudes and perceptions concerning the use of concrete above-grade wall systems and competing materials in new single-family homes.

The average homebuilder completing a survey has been building homes for 21 years, has built 23 homes in the past year, sells homes priced between \$200,000 and \$350,000, and builds homes with 1,800 to 3,000 sq. ft.

Overall, awareness of concrete homebuilding remains strong at 92% in 2001, after jumping from 74% to 92% in 1999. In 2001, 95% of builders were aware of concrete block, and 82% of builders were aware of ICFs. Awareness of most systems didn't vary significantly between 1999 and 2001.

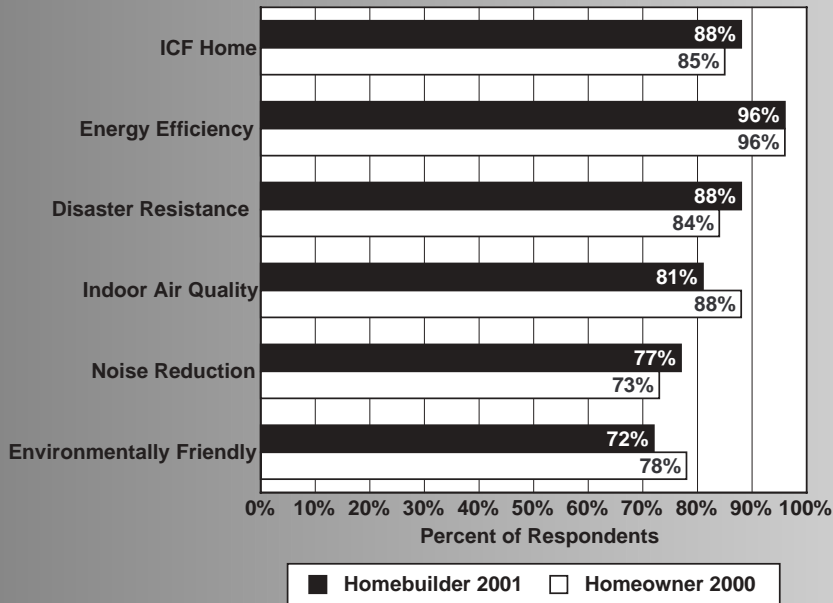
The five most important characteristics of concrete homes from the builder survey were low initial cost, design flexibility, energy efficiency, construction time, and durability. Indoor air quality was a new benefit added in the 2001 survey. Eighty-one percent of builders thought home-

- more -



(continued from page 1)

Willing to Spend at Least 1% More for Each Benefit



buyers would be willing to spend at least 1% more for superior indoor air quality, and 8% thought homebuyers would be willing to spend at least 5% more.

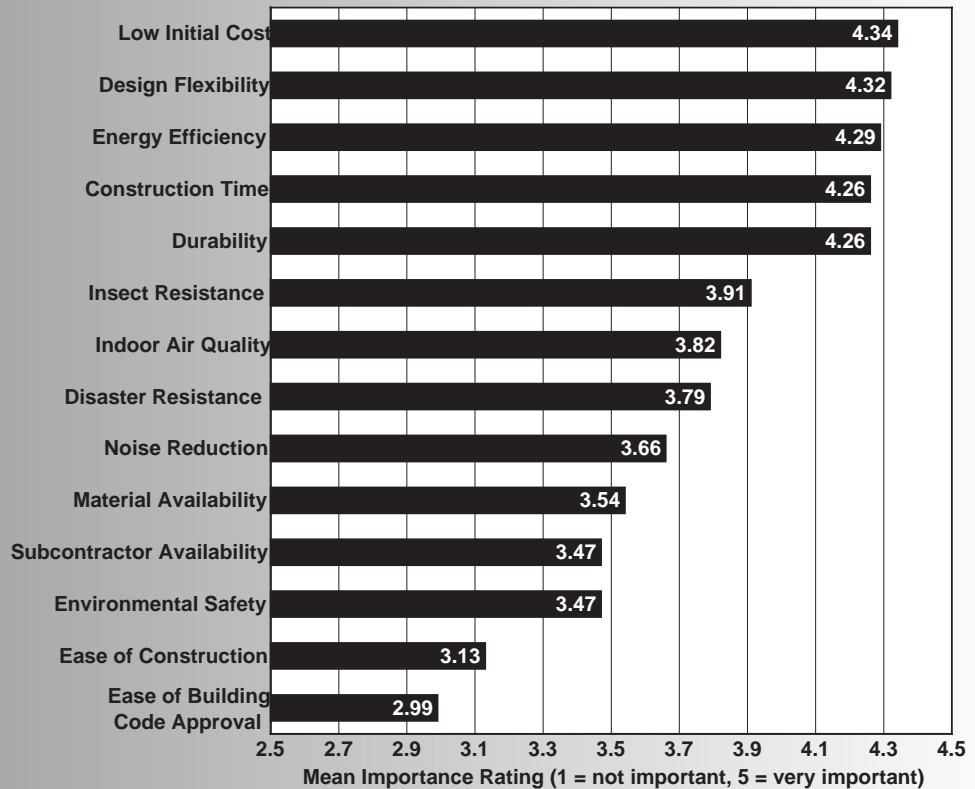
Close to all (96%) of the builders thought homebuyers would be willing to spend at least 1% more for a more energy-efficient home that would save 20% each year in energy costs, and 27% thought homebuyers would spend at least 5% more for this benefit.

Almost 90% of the surveyed builders thought homebuyers would be willing to spend at least 1% more for an ICF home, and 16% thought homebuyers would be willing to spend at least 5% more.

Top: A comparison of the Homebuilder 2001 and Homeowner 2000 survey shows the homebuilder knows his consumer well. The largest spread between the two surveys is for Indoor Air Quality, where homeowners are more willing to spend money than their builder is aware.

Right: Low initial cost is the most important aspect of a new home to builders in the 2001 survey. Design flexibility, energy efficiency, construction time, and durability are very close to having equal importance with the surveyed builders.

Importance

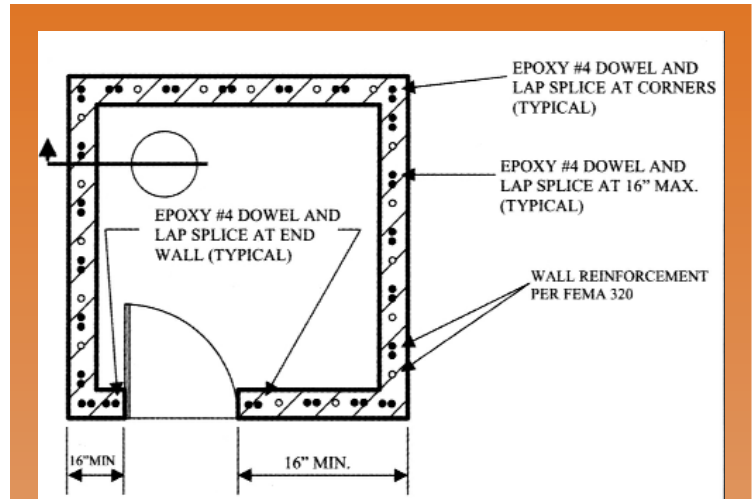


NCMA Foundation –funded safe room study complete

A solid grouted 8-inch concrete masonry wall doweled into an existing floor slab and covered with a 4-inch concrete slab contains enough weight and strength to counter the effects of a 250-mph tornadic wind. This computer modeling study funded by the National Concrete Masonry Association (NCMA) Foundation, in conjunction with several midwestern concrete masonry leaders, has come up with a design that will make tornado shelters in existing homes much more affordable than what is currently specified in the Federal Emergency Management Agency (FEMA) publication number 320. At the same time, it will expand a terrific market for the concrete masonry industry. The study, conducted by consulting engineer Craig Baltimore, indicates that initiation and acceptance of concrete masonry safe rooms increase the need for concrete masonry units in this market for decades to come.

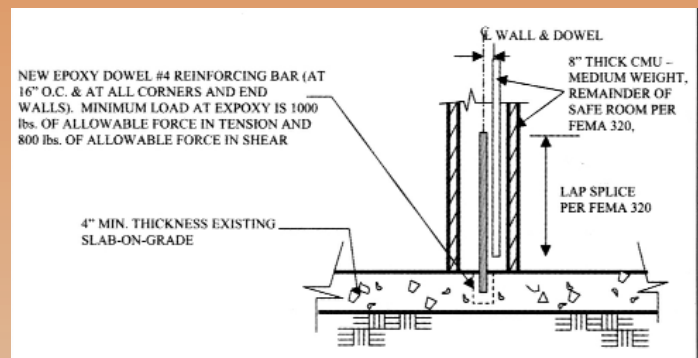
The report will be the basis of a new publication by NCMA on designing and building tornado shelters. The new detail will also be submitted to FEMA for inclusion in 320. This free national publication instructs homebuilders and contractors on how to build a tornado safe room for their new or existing residence. The current FEMA 320 publication requires an existing slab on grade to be saw cut and a 30-inch-wide footing placed for the new safe room wall for all construction types. This is very inefficient and expensive. The detail developed by the study results in more affordable construction of safe rooms in existing homes with concrete masonry.

For more information, or a free copy of the report, contact the NCMA Foundation at foundation@ncma.org or call 703.713.1900.



Top: This plan view shows the safe room from the top looking down.

Bottom: This view of the side shows the connection of the steel dowel into the slab.



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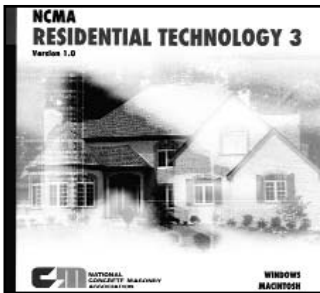
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NCMA's *Residential Technology 3 (ResTek 3)* is now available. This CD includes *ResTek 2* and additional features to assist the architect, designer, builder, and homebuyer in understanding the technology and inherent values of concrete masonry when building a home. *ResTek 3* is loaded

with "how to" instruction, diagrams, drawings, TEK briefs, definitions, pictures, video clips, Web site links, house plans, product descriptions, and more. It becomes an instructional manual for building a concrete masonry home. *ResTek 3* was developed and funded through NCMA's Optional Ballot Program, PCA Residential co-funding dollars, and steered by the NCMA Residential department.

To place your order for *ResTek 3*, call NCMA at 703.713.1900, or visit www.ncma.org.

CONCRETE HOMES

Concrete Homes is a monthly newsletter published by the Residential department of the Portland Cement Association to communicate ideas for promoting the use of concrete in homebuilding. We are:

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