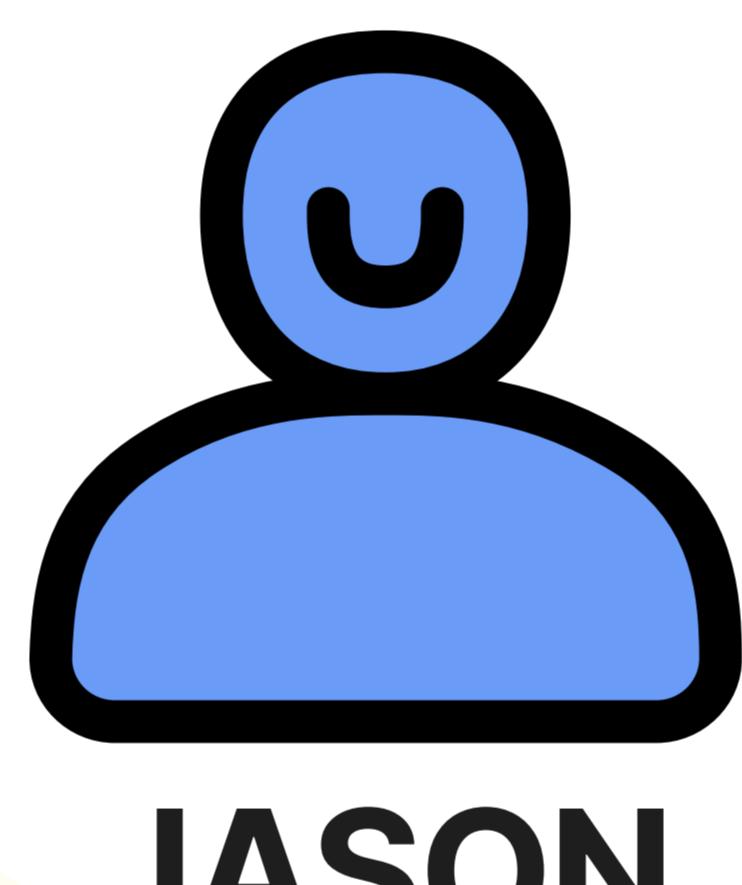
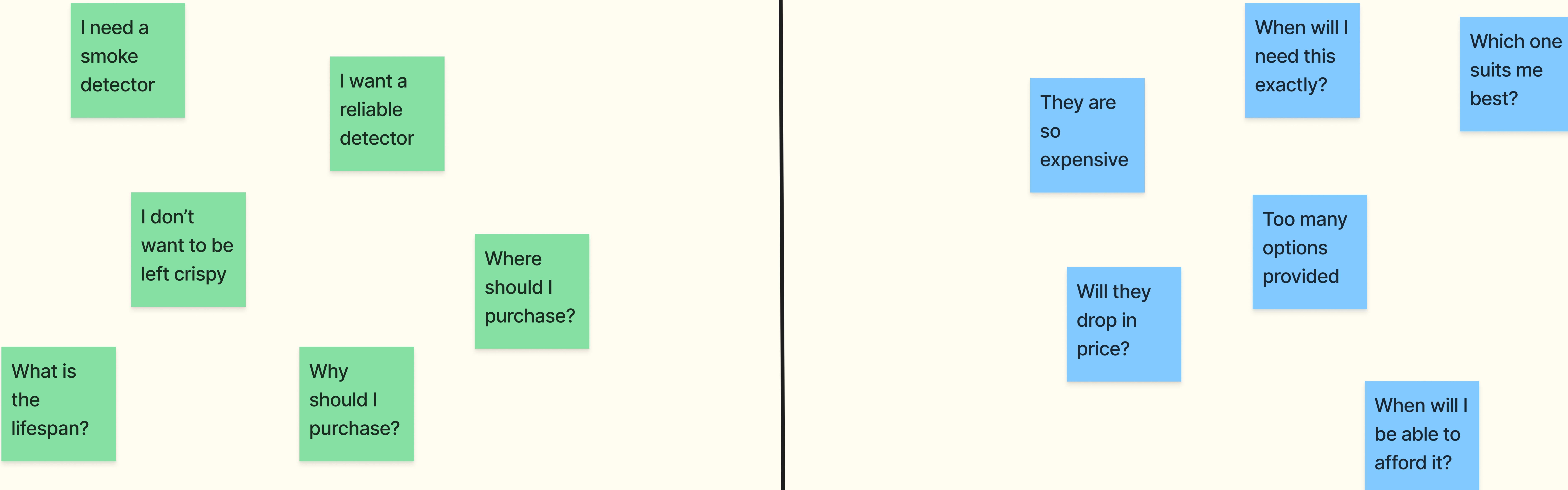


# Affordability within Smoke Detectors



JASON

**DOES**

- Looks at pricetags
- Ask extensive questions
- Compare products
- Ask family members
- Look at their finances
- Research on the topic

- Confused
- Unenlightened
- Sad
- Anxious
- Worried
- Lost