

# Home Security

Smart Technology Protecting Consumers' Homes



# INTRODUCTION

This report presents the research findings from the study commissioned by Ring and produced by Fluent Research.

The study was conducted online with a nationally representative sample of 1,001 homeowners ages 18 to 74, who own a smartphone.

In addition, we surveyed a separate sample of 100 current users of Ring products.

The data was collected in October-November 2017.



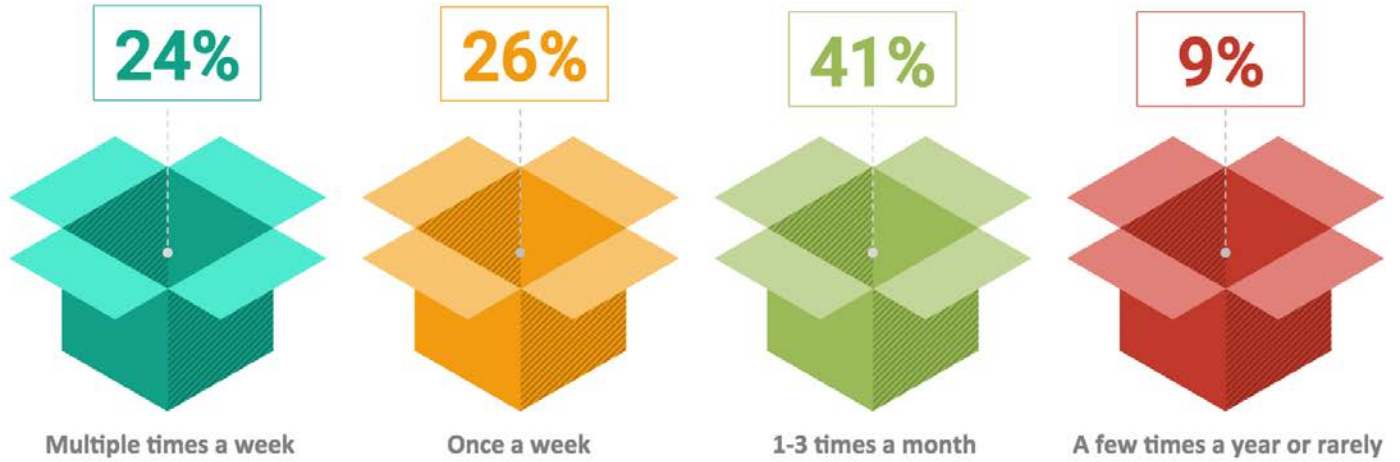


Package Theft

Nearly one in five U.S. homeowners  
(19%) has been a victim of package  
theft in the last year



# One in two homeowners receive packages delivered to home at least once a week



How often do you receive packages delivered to your home? (Total N=1,001)

Home Security Research



# 73% of homeowners say the carrier usually leaves packages on their front porch



Frequency of packages left when no one is home

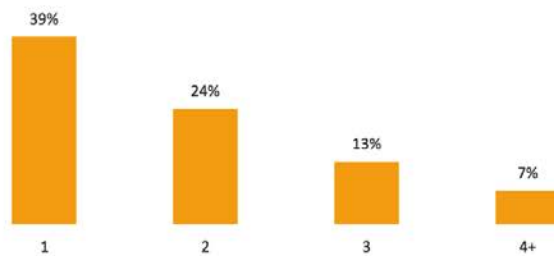


When you receive packages where are they usually delivered? (Total N=1,001)  
How often would you say packages are left when no one is home? (Total N=1,001)

# Victims of package theft had a package stolen an average of 2.6 times in the last year



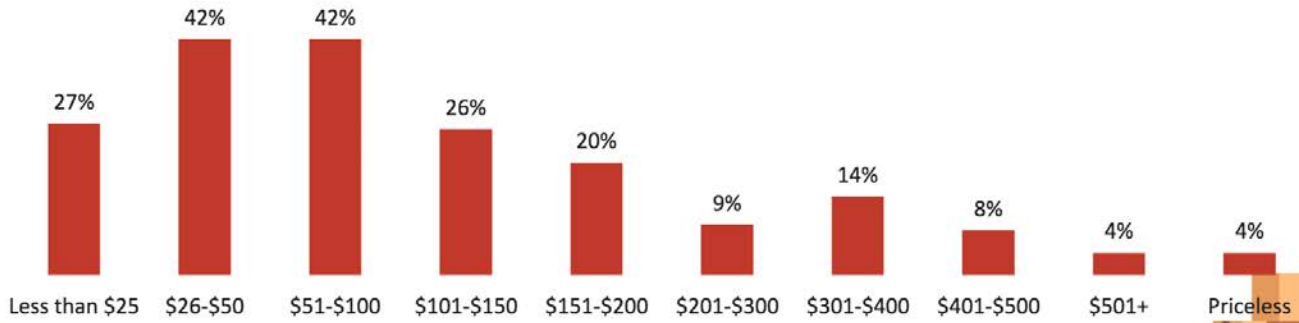
**Number of packages stolen in the last year**  
(among victims of package theft)



How many times have you had a package stolen in the last year, that is from November 2016 to today?  
(among victims of package theft in the last year, N=193)

# The average value of stolen packages in the last year was \$140

**The value of packages stolen**  
(among victims of package theft in the last year)

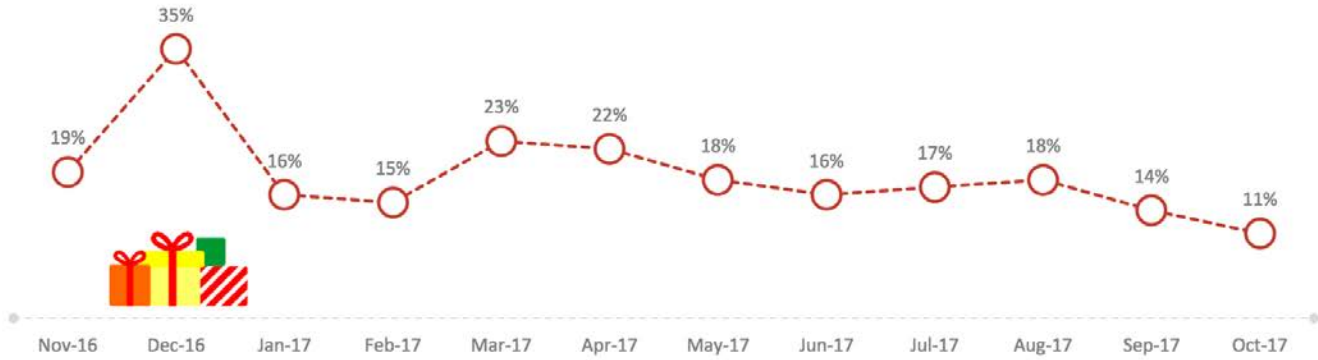


What was the dollar value of the package stolen? (among victims of package theft in the last year, N=193)



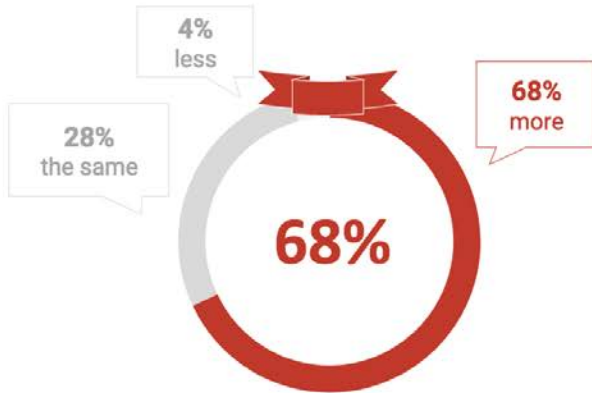
# Package theft spikes during the holidays but remains constant throughout the year

When the package theft occurred in the last year  
(among victims of package theft in the last year)



When did the package theft occur? (among victims of package theft in the last year, N=193)

The number of packages delivered increases during the holiday season, with an average of 9 packages received last year



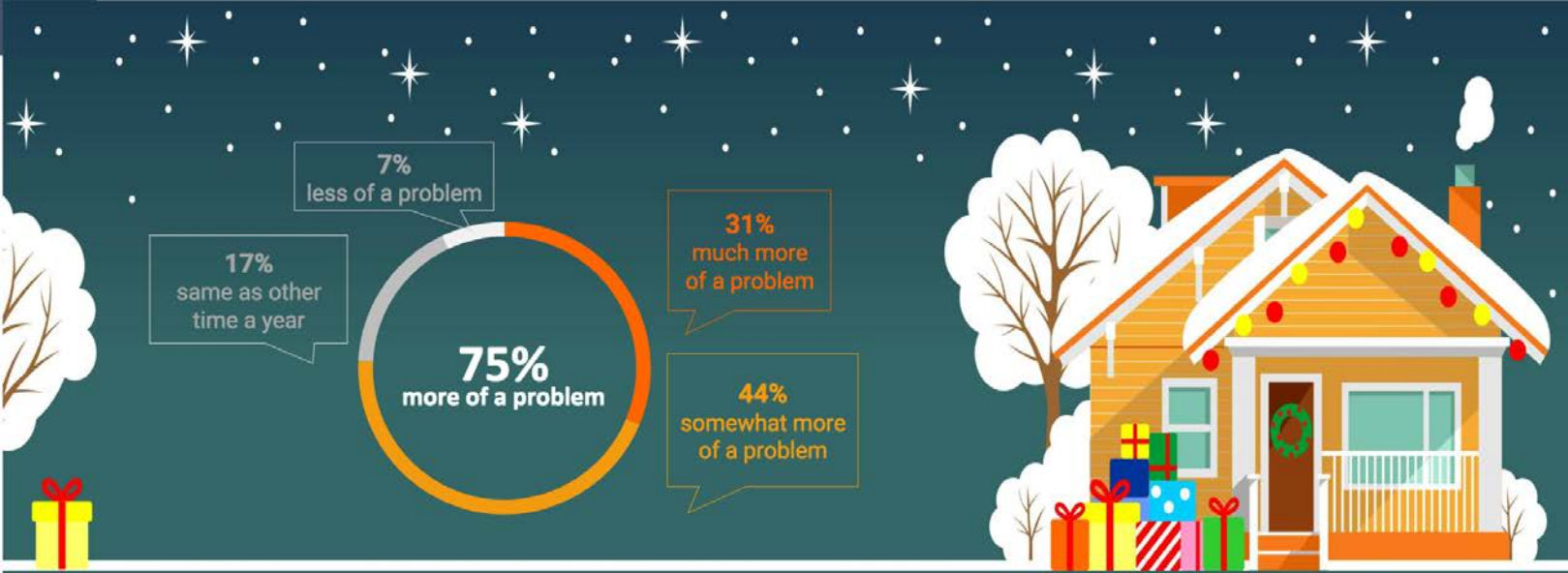
**More packages delivered during the holiday season than other times of the year**



**Number of packages received during the 2016 holiday season**

Compared to other times of the year would you say you receive more, less or the same number of packages delivered during the holiday season? (Total N=1,001)

Approximately, how many packages did you receive last year during the holiday season? (Total N=1,001)



## Three in four homeowners consider package theft more of a problem during the holiday season

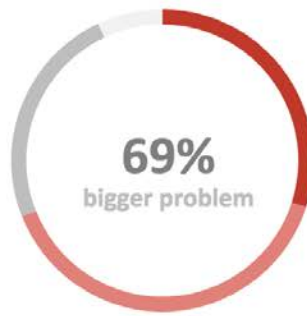
To what extent do you feel that package theft is more of a problem during the holiday season? (Total N=1,001)

## Package theft is widespread in neighborhoods, increasing homeowners' concern for safety of their packages



### A neighbor has been a victim of package theft in the last year

- Yes 29%
- No 26%
- Don't know 45%



### Package theft a bigger problem than in past years

- Much more of a problem 30%
- Somewhat more of a problem 39%
- The same as in past years 24%
- Less of a problem 7%



### Concerned that the package ordered will be stolen

- Very concerned 15%
- Somewhat concerned 45%
- Not too concerned 31%
- Not at all concerned 8%

In the past year, has someone in your neighborhood been the victim of a package theft? (Total N=1,001)

To what extent do you feel package theft is more of a problem now than in past years? (Total N=1,001)

How concerned are you that a package you ordered will be stolen? (Total N=1,001)

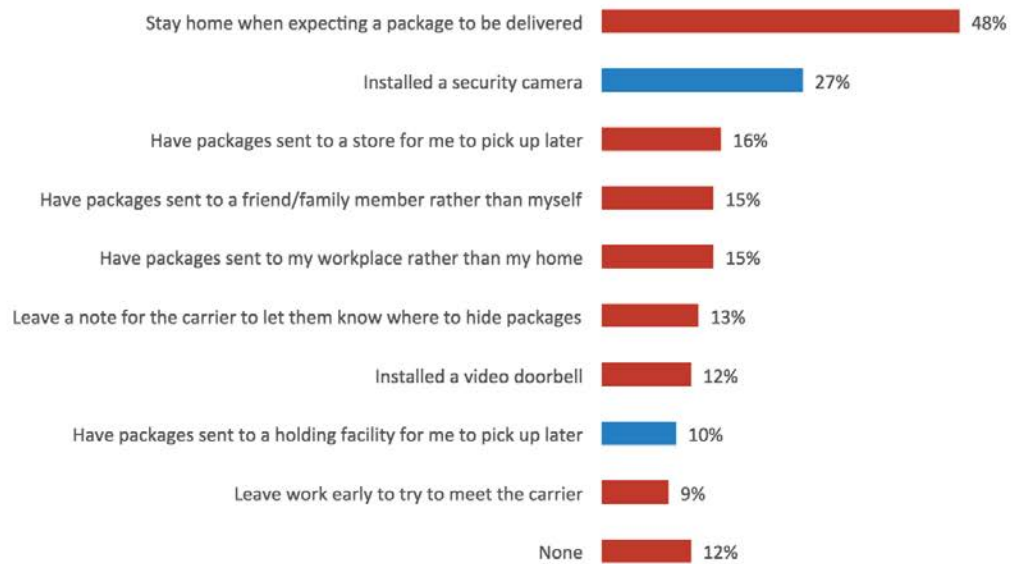


## PREVENTION

The most common precaution homeowners take to protect their packages is to stay home when expecting a delivery. However, a significant number of homeowners use technology to prevent package theft.



What precautions do you take to protect package theft? (Total sample, N=1,001)



# ring

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