

2010 EDITION

Secure Homes REPORT

22 PER CENT OF
BREAK-INS OCCUR
WHILE A FAMILY
MEMBER IS AT HOME

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69 PER CENT DO
NOTHING WHEN THEY
HEAR AN ALARM

ADT Always There®





Mark Norton
Managing Director
ADT Security Australia

Welcome to ADT Security's 2010 Secure Homes Report. It is produced to educate the Australian public about trends, behaviour and attitudes when it comes to residential crime in our community. The information in this report has been collected from online market research panel Pure Profile which conducted this survey of 2000 homeowners and renters around Australia during October 2010.

In addition to providing a nationwide profile of property crime, the research explores community perceptions of safety, major concerns about break-ins and the emotional effects of victimisation.

By being armed with the facts from this report, you are in a better position to protect your own home, so I encourage you to read this report,

I'm confident you will find ways to better ensure safety and security for those you care about the most.

Regards,

Mark Norton
Managing Director
ADT Security Australia

Experiences with crime at home

- 29% of people reported they had been the victim of a break-in, 8% of them in the last 12 months.
- A frightening statistic, almost a quarter (22%) of residential break-ins occur while a family member was at home.
- 65% reported upgrading their home security measures following a break-in.

Attitudes toward security in the community

- The majority of Australians (73%) don't perceive home burglary to be a problem in their area.

FACT:
73%
of Australians don't perceive home burglary to be a problem in their area.



- Across the country, during the day while family members were at work was identified as the time most feared a break-in would occur (40%). Other high risk times were identified as **at night** (27%) and **during school/public holidays** (26%).
- Of those who had experienced a break-in, many said it had reduced their levels of trust in people (40%), they felt ongoing anxiety (34%) and stress (31%), had difficulty sleeping (16%) or could no longer be alone at home (8%).

Concerns about break-ins

- Homeowners and renters are now just as worried about identity fraud (62%) as they are about the threat of violence (61%) and theft or vandalism of property (60%).
- This finding was further supported by respondents saying personal records (75%) and personal computers/laptops (69%) are the two items they would be most concerned about being stolen. Jewellery (28%), cash (33%) and home theatre equipment (22%), typically viewed as the most attractive items for burglars to steal, featured much further down the list.
- Baby boomers are most concerned about identity fraud (Boomers 66%, Builders 63%, X 58%, Y 53%)
- In the event of a break-in, the younger generation is most concerned about their personal computer/laptop (74%) than they are about personal records (70%), cash (33%), home entertainment (30%), or jewellery (38%).
- Comparatively, Builders, Boomers and Gen X believe personal records are their greatest concern (Builders 76%, Boomers 76%, X 75%)

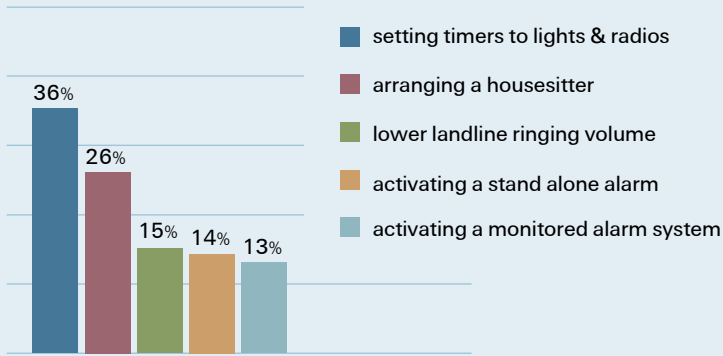
Community Behaviour

- 84% ask their neighbours to keep an eye out on their home while they are away on holidays, through tasks such as collecting the mail.
- Generation Builders are most likely to investigate or call the police after hearing an alarm go off in the neighbourhood, and Gen Y the least likely (Builders 43%, Boomers 36%, Gen X 29%, Gen Y 18%).
- Following an alarm, those living in regional areas are more likely to investigate or call the police than those in metropolitan areas. Regional Tasmania was the most neighbourly area, with 59% admitting they would investigate (WA 37%, VIC 32%, QLD 31%, NSW 31%, SA 26%, NT 25%).

Measures taken to secure our community

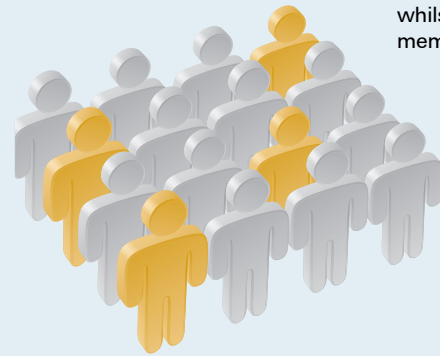
- The humble lock and key was the home protection measure of choice for most Australians (93%) in front of smoke alarms (78%) which are compulsory throughout the country.
- Men desire the latest technology in home security more than women (26% v 20%), whereas women demand ease of use (67% v 62%) and maintenance of system (47% v 42%) more than their male counterparts.
- Other strategies to keep the home holiday safe include setting timers to lights and radios (36%), arranging for a house sitter (26%), lowering landline ringing volume (15%), activating a stand alone alarm system (14%) and activating a monitored alarm system (13%).

AUSTRALIAN SECURITY STRATEGIES FOR HOME HOLIDAY SAFETY



EXPERIENCES WITH CRIME AT HOME

Almost 1 in 4 of break-ins occurred whilst a family member was home



- Among the surprise findings, respondents had great affection for guard dogs (22%), which were used almost as widely as home alarms (24%). Motion sensing lighting was also popular (20%).
- Respondents cited ongoing cost and ease of use as their primary considerations when deciding on which security measures to use. For those that had been a victim of a break-in, 65% upgraded or increased their security measures following the incident while 35% didn't change a thing.

Barriers to investing in home security

- Costs are the strongest barrier to investment in home security, at 43%.
- 37% said they have no need for spending more on home security, and 10% said that it wasn't effective. 4% stated they would be afraid of the inconvenience of false alarms. 4% believed they did not have enough time to research the security opportunities available.

FACT:
65%
reported upgrading their home security following a break-in

- 45% of older residents believe they do not require advanced home security measures (Builders 45%, Boomers 35%, X 34%).
- Men are more likely to invest in electronic home security than women (45% vs 35%).

Remember, some insurance companies offer discounts to customers who take precautions to protect their home. When it comes down to it, from less than a dollar a day, security monitoring can help protect family, property and possessions.

KEY FINDINGS AT A GLANCE

- 29% of respondents reported they had been the victim of a break-in - 8% of them in the last 12 months.
- 22% were broken into while a family member was at home
- Despite this, the majority of Australians (73%) don't perceive home burglary to be a problem in their area.
- The humble lock and key was the home protection measure of choice for most Australians (93%) in front of smoke alarms (78%) which are compulsory throughout the country.
- For those that had been a victim of a break-in, 65% upgraded or increased their security measures following the incident while.
- Of those who had experienced a break-in, many said it had reduced their levels of trust in people (40%), they felt ongoing anxiety (34%) and stress (31%), had difficulty sleeping (16%) or could no longer be alone at home (8%).
- During the day, while family members were at work, was identified as the time most feared a break-in would occur (40%).
- When survey participants were asked if they investigated or called the police when they heard an alarm in their local area, a worrying 69% said they would do nothing.
- Respondents cited personal records (75%) and personal computers/laptops (69%) as the two items they would be most concerned about being stolen.
- The survey results also indicated homeowners and renters are now just as worried about identity fraud (62%) as they are about the threat of violence (61%) and theft or vandalism of property (60%).

ADT SECURITY TIPS FOR SECURING YOUR HOME

Whether you live in a rural or urban setting, every home in every neighbourhood is a target for burglary. Listed below are some simple tips to help you protect your family and home.

- **Inform your neighbours** of your holiday plans so that they can keep an eye on your property and be sure to provide them with emergency contact details.
- **Consider hanging old clothes on the line** to give the impression someone is home or not away for an extended period of time.
- **Lower the telephone ringing volume** so that it cannot be heard from outside your home and avoid leaving a recorded message indicating that you are away.
- **Make sure you or your children don't reveal holiday plans** to strangers or online at websites such as Facebook, Myspace, Twitter or Foursquare.
- **Ensure your house has good exterior lighting;** it is preferable to install sensor lights at entry and exit points of the house, as light acts as a deterrent to thieves. If possible, time these outside lights to switch on automatically at night.
- If you are going away, **leave a car in the driveway**, if possible, or arrange for a neighbour to keep a car there and move it around from time to time.
- **Consider installing a monitored alarm system.** While some people place their faith in an unmonitored alarm in the hope that it will deter intruders, these are unfortunately often ignored by neighbours, especially if they frequently go off.

If an alarm system is in place the following additional steps are recommended:

- **Ensure your alarm is in working order** and has been serviced within the last 12 months.
- **Advise your security company** that you are going away.
- If you are hiring a house sitter, make sure they **know how to use your alarm.**
- **Ensure you have clear signage** indicating that you have an alarm system to deter burglars.



ABOUT OUR RESEARCH

ADT Security commissioned online market research panel Pure Profile to conduct this survey of 2000 homeowners and renters around Australia during October 2010. For the purposes of the research, the generations are grouped as follows: Generation Y (born 1980-1994), Generation X (born 1965-1979), Baby Boomers (born 1946 -1964) and Builders (born before 1946).

ABOUT ADT SECURITY

With more than a century's worth of experience and providing electronic security solutions to more than seven million residential, commercial and retail customers worldwide, ADT Security is the world's largest electronic security company. ADT Security's products include alarm systems and integrated security applications that link access control, CCTV, electronic article surveillance and source tagging systems.

Whether your home is large or small, we offer a wide range of comprehensive security solutions to suit your needs, application and budget.

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