



2016 Edition

ADT New Zealand Secure Homes Report





INTRODUCTION

ADT Security's Secure Homes Report 2016 edition takes a look at the issue of residential crime and reveals the latest attitudes, trends and behaviours towards home security. This includes the impact and cost of a break-in, the perception and adoption of new security technology and the role of social media and its link to home break-ins.

Keeping the home and family safe is a key priority for New Zealanders, which is why it is important to ensure your home is protected from intruders. Recent police statistics show the number of break-ins is increasing across New Zealand and this is consistent with our own research findings.

By understanding the nature of crime and the latest trends in home security, you can be better informed about the best ways to manage your own home security and enjoy greater peace of mind for you and your family.

ADT Security's Secure Homes Report 2016 edition was an online survey conducted by research company Perceptive Research who surveyed 1,013 homeowners and renters around New Zealand in late 2015. For further information about the report contact us directly on 0800 111 238, or visit www.adtsecurity.co.nz.

KEY FINDINGS

HOME SECURITY RISKS

Police statistics show the number of break-ins is increasing across New Zealand with 72,780 reported burglaries in 2016.¹

The emotional cost of losing irreplaceable items can be more devastating than the physical loss of stolen property. ADT Security's Secure Homes Report 2016 edition revealed the growing problem of crime in New Zealand.



People who have experienced a break-in

2014

32%

↑ 2015

43%



Of those who experienced a break-in, % broken into during the past 12 months

2014

7%

↑ 2015

13%



Break-ins by forced entry through a window

2014

46%

2015

46%



People who have installed an alarm

2014

36%

↓ 2015

34%



Homeowners worried about a break-in while away on holiday

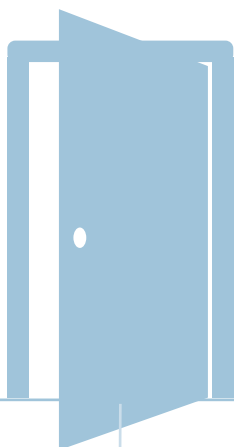
2015

65%

¹ New Zealand Crime Statistics 2016. http://www.stats.govt.nz/browse_for_stats/people_and_communities/crime_and_justice/crime-stats-sep16-MR.aspx

OUR RESEARCH SHOWS...

NEW ZEALANDERS ARE LETTING BURGLARS IN TOO EASILY



50% of people surveyed
have accidentally
left the house or gone to bed with
doors and windows unlocked in the
last 3 months



14% of those who have forgotten to
lock up **HAVE EXPERIENCED A BREAK-IN**
in the last 12 months



29% of survey participants **HIDE A SPARE KEY** for
tradespeople/cleaners or family members

↑ **THIS IS A 3% INCREASE COMPARED TO 2014**

Higher income households most at risk



13%

of those who earn between NZ\$120,000
and NZ\$150,000 have experienced a
break-in in the past 12 months.

**COMPARED TO 6% OF THE GENERAL
POPULATION SURVEYED**

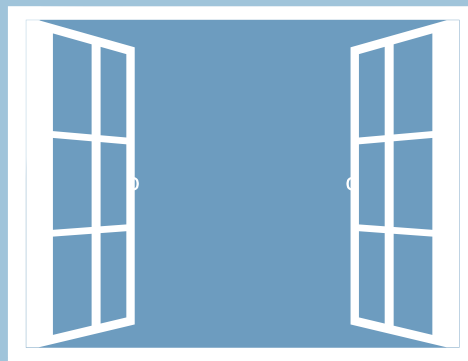
WHAT'S CHANGED?

HOW BURGLARS ARE BREAKING INTO NEW ZEALAND HOMES

46%

FORCED ENTRY THROUGH A WINDOW

THIS REMAINS UNCHANGED
SINCE 2014



↓ **11%**
forced entry through
the back door
13% IN 2014

↑ **16%**
forced entry through
a front door
12% IN 2014

↑ **8%**
gained entry
through a garage
6% IN 2014

↓ **7%**
gained entry
through an
unlocked window
9% IN 2014

↓ **1%**
gained entry
through a balcony
2% IN 2014

Outdoor theft a growing concern



68% of respondents have **PURCHASES DELIVERED TO THEIR HOME** when they are not there

53% of these people worry about their deliveries being stolen



37% of survey participants have **HAD GOODS STOLEN** from their home's outdoor areas

OUR RESEARCH SHOWS...

KIDS' ONLINE HABITS MAY BE RISKING HOME SECURITY



SOCIAL MEDIA COULD BE LINKED TO HOME BREAK-INS with our research revealing participants with children aged 6 to 20 living at home, and who have posted sensitive content to social media, were more at risk of experiencing a home break-in.

66% of those with children who have posted their whereabouts on social have experienced a break-in

63% of those with children who have posted new gifts and valuables have experienced a break-in

61% of those with children who have posted photos of their home have experienced a break-in

Of those children living at home using social media,
31% post sensitive content

6%
have revealed their
holiday plans online



12%
have posted their
whereabouts on social media



8%
have posted photos of new
gifts and valuable items



9%
have posted photos of their home

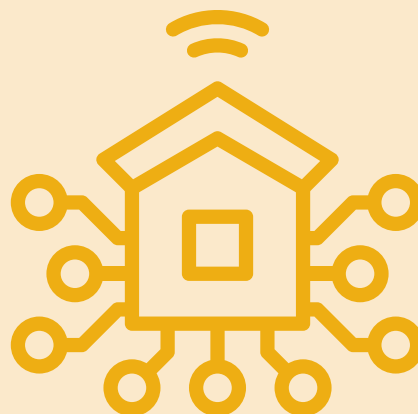
WHAT'S NEW

HOME PROTECTION TECHNOLOGY ON THE RISE

New Zealanders are **INCREASINGLY ADOPTING SECURITY TECHNOLOGY** to protect the home, with almost a quarter of residents supporting physical security barriers with home security technology.

34% HAVE INSTALLED MOTION SENSORS WITH LIGHTING

COMPARED TO 33% IN 2014



↑ **12%**

Have a **monitored home alarm system** installed by a security company

10% IN 2014

↑ **22%**

Have a **stand-alone alarm** installed by a security company

18% IN 2014

55%

More than half surveyed find the idea of monitored home security appealing.

YET 74% OF PEOPLE WHO HAVE EXPERIENCED A BREAK-IN DID NOT HAVE AN ALARM AT THE TIME.

Parents need to discuss the risks:

54%

More than half of parents have rarely or never spoken to their kids about the risks social media posts can have on their home security.

77%

Of those surveyed have not personally reviewed the privacy settings of their children's social media accounts in the past 12 months.

39%

of parents surveyed have never discussed social media safety with their children.

25%

of parents surveyed talk about it once a month.

ONLY
7%

of parents surveyed talk about it every day.



HOW TO PROTECT

HOME SECURITY TIPS

Every home in every neighbourhood is a target for burglary

These simple tips can help protect your home and family:

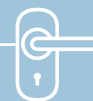
Ensure that locks on **doors and windows are secure** as they can be the first line of defence.



Ensure **spare keys aren't left outside, especially in obvious places**. Thieves know to look in mailboxes, under doormats and above doorways for keys. Don't make it easy for them to enter your home.



Don't leave the packaging of new appliances on the footpath in front of your house. You're just advertising that you have new goods worth stealing. Instead tear up the box and put it in the recycling.



If living in an **apartment or multi-storey home**, be sure to lock doors and windows as burglars can scale exterior walls.



If your home has a **shed or garage**, ensure it is properly secured – not only could items be stolen, but items in the shed or garage can be used to help break into your property.



Make sure you or your **children don't reveal holiday plans to strangers** online via social media, including Facebook, Twitter and Instagram.



A **monitored home alarm system** can be one of the most effective home security measures. It's possible to isolate certain zones of the home to be monitored, so alarms can be activated even when the home is occupied. In the event that an ADT alarm is triggered, a signal is sent to a 24 hour Security Response Centre where trained operators take appropriate action.



Inform your neighbours if you are going away on holiday so that they can keep an eye on your property and be sure to leave them 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.





ABOUT OUR RESEARCH

ADT Security's Secure Homes Report 2016 edition was an online survey conducted by research company Perceptive Research who surveyed 1,013 homeowners and renters around New Zealand in late 2015.

ABOUT ADT SECURITY

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

www.adtsecurity.co.nz





Security

0800 111 238

www.adtsecurity.co.nz