

2023

Home Security Trends Report

Explore people's experiences, habits, and perceptions of home security and safety.



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How many homes in the United States are protected by a security system? For those that don't use one, why not?

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We believe everyone deserves to feel safe. That's why Cove works to remove barriers to home protection.

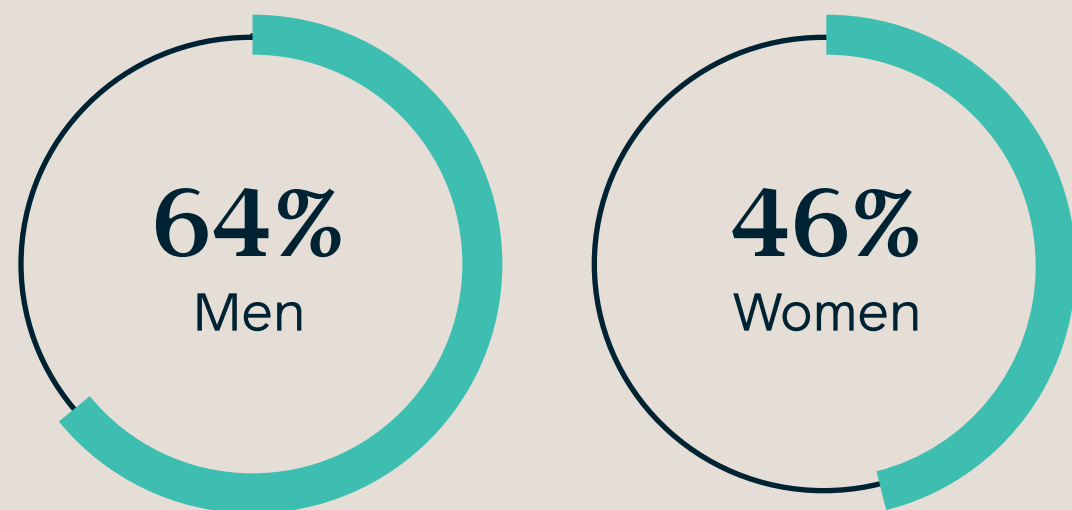
Data was collected in August 2023 by TrendCandy, an independent market research firm, through a survey of 1,000 U.S. residents ages 18 and up. The margin of error for this study is +/-3.1% at the 95% confidence level.



There are 142 million homes in the United States, and **1/2 don't have a security system.**

In fact, our research revealed large discrepancies in home security use by both gender and age.

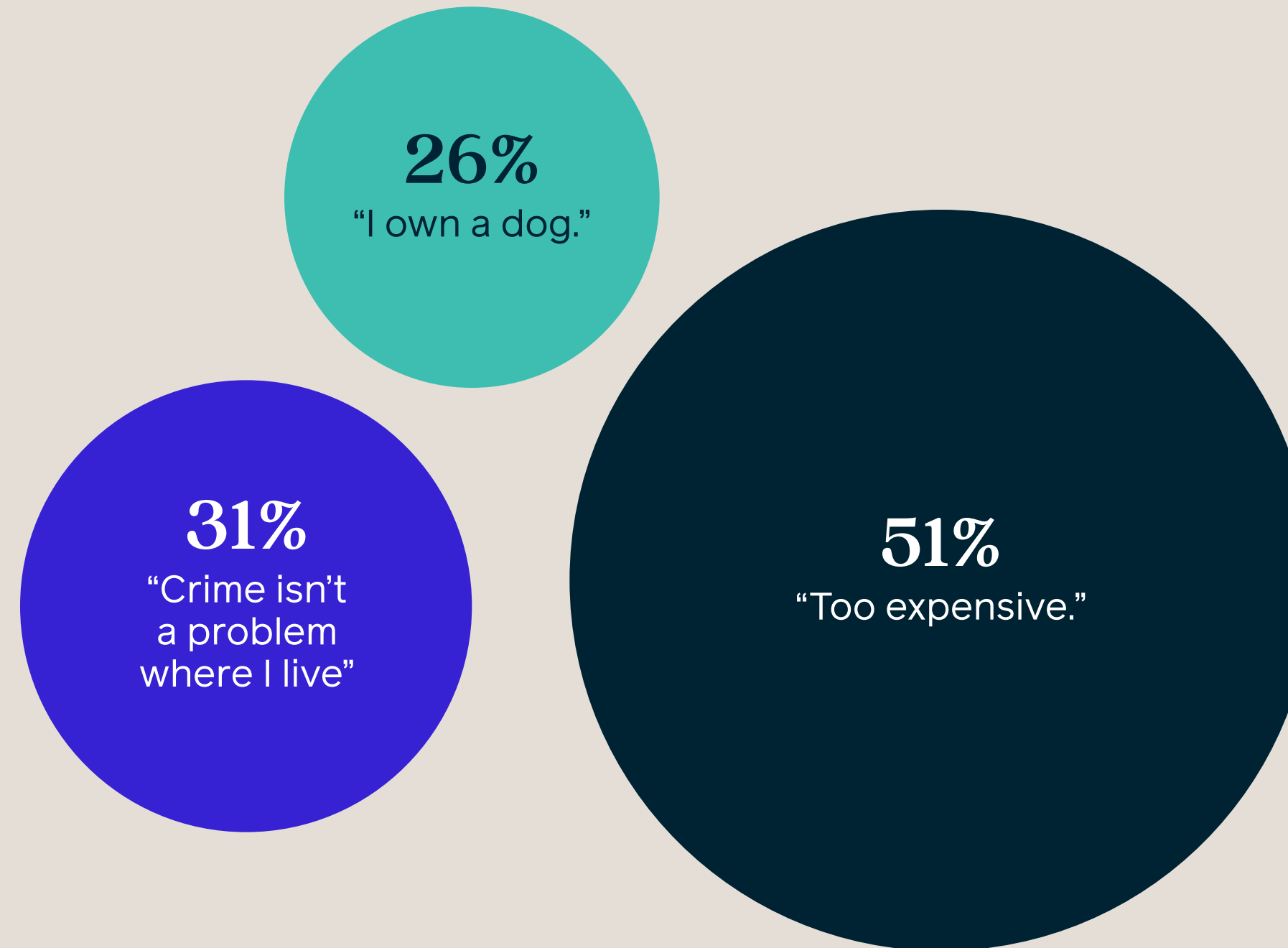
Men (64%) were much more likely than women (46%) to own a security system.



And a whopping 68% of Baby Boomers didn't use one, compared to 69% of Millennials who did.

Why are people opting for no security system?

Top 3 Reasons



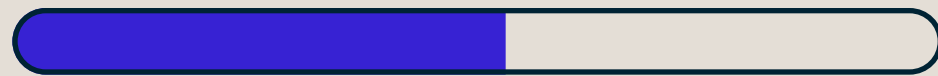
Gen X was more concerned about cost than any other age group, with 69% saying that a home security system is too expensive.

And even though only 42% of Baby Boomers owned a dog—compared to 60% of Gen X, 74% of Millennials, and 72% of Gen Z—they had the most faith in their furry friend to protect their home. When asked if they worried their dog would be friendly toward a home intruder, 46% responded with “definitely not.”

Break-In Insights



1 in 4 households surveyed have experienced a break-in.



53% of those break-ins went unsolved.



If the burglar was caught, **39%** of the time it was someone the respondent knew.

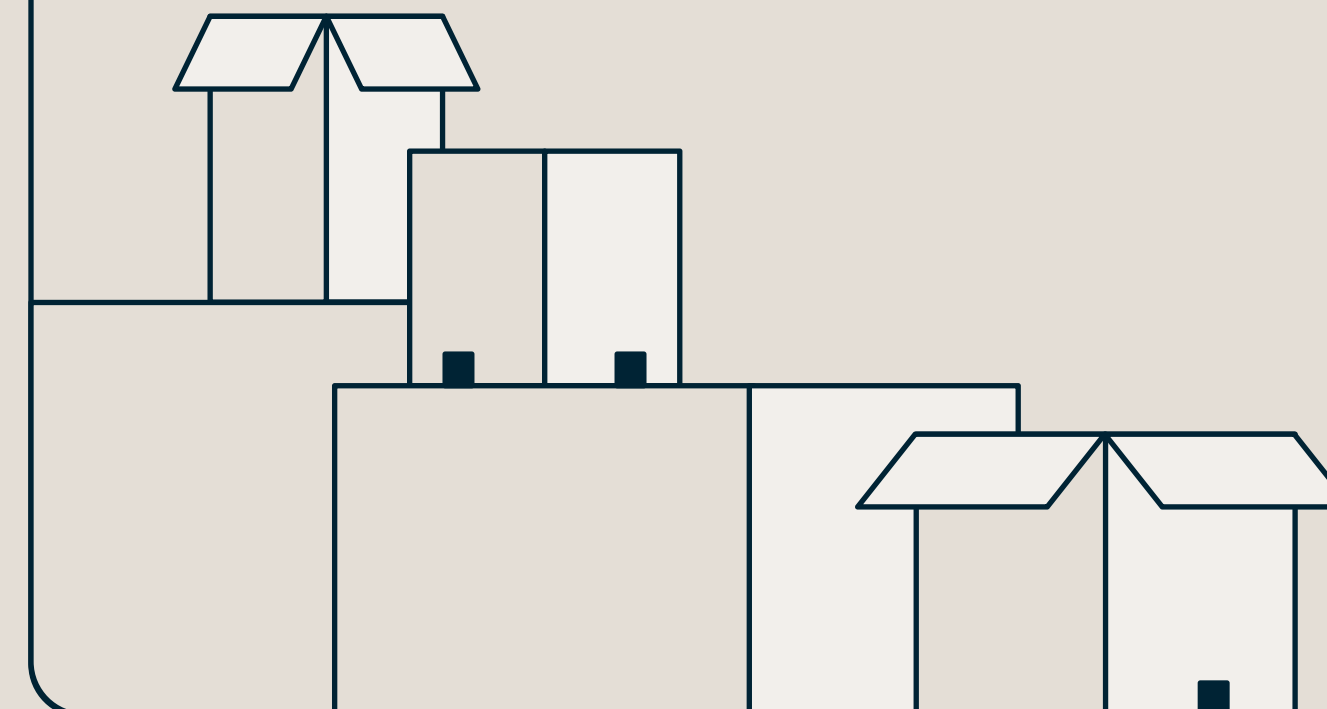


Interestingly, 38% of men and 14% of women believe they could successfully confront a burglar.

Beware of porch pirates!

It's not just valuables inside the home that are at risk. We learned that **39%** of respondents have had an item stolen from their porch, and **23%** have experienced a porch theft in the past 12 months.

21% of stolen packages were worth at least \$100. Unfortunately, 70% of respondents who were victims of porch pirates were not reimbursed.



Unexpected visitors. Unlocked doors. Social media posts. We asked our respondents a series of questions about their habits and comfort levels regarding potential home security threats, and some of the results may surprise you.

Who's at the door?

51% of homeowners “definitely” or “probably” won’t answer the door if they don’t know who it is.

And 31% of women will “definitely not” answer the door for a stranger, compared to just 17% of men.

To lock or not to lock?

54% of homeowners were “definitely not” comfortable leaving their doors unlocked at night.

That number dropped to **34%** during the daytime, despite burglaries being more common during daylight hours while people are at work or school (fbi.gov).

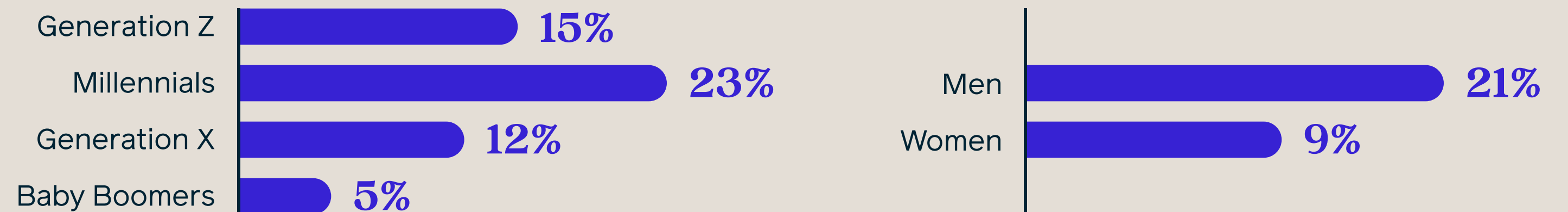
Location sharing in real time?



57% of respondents post about their travels on social media while they’re gone.

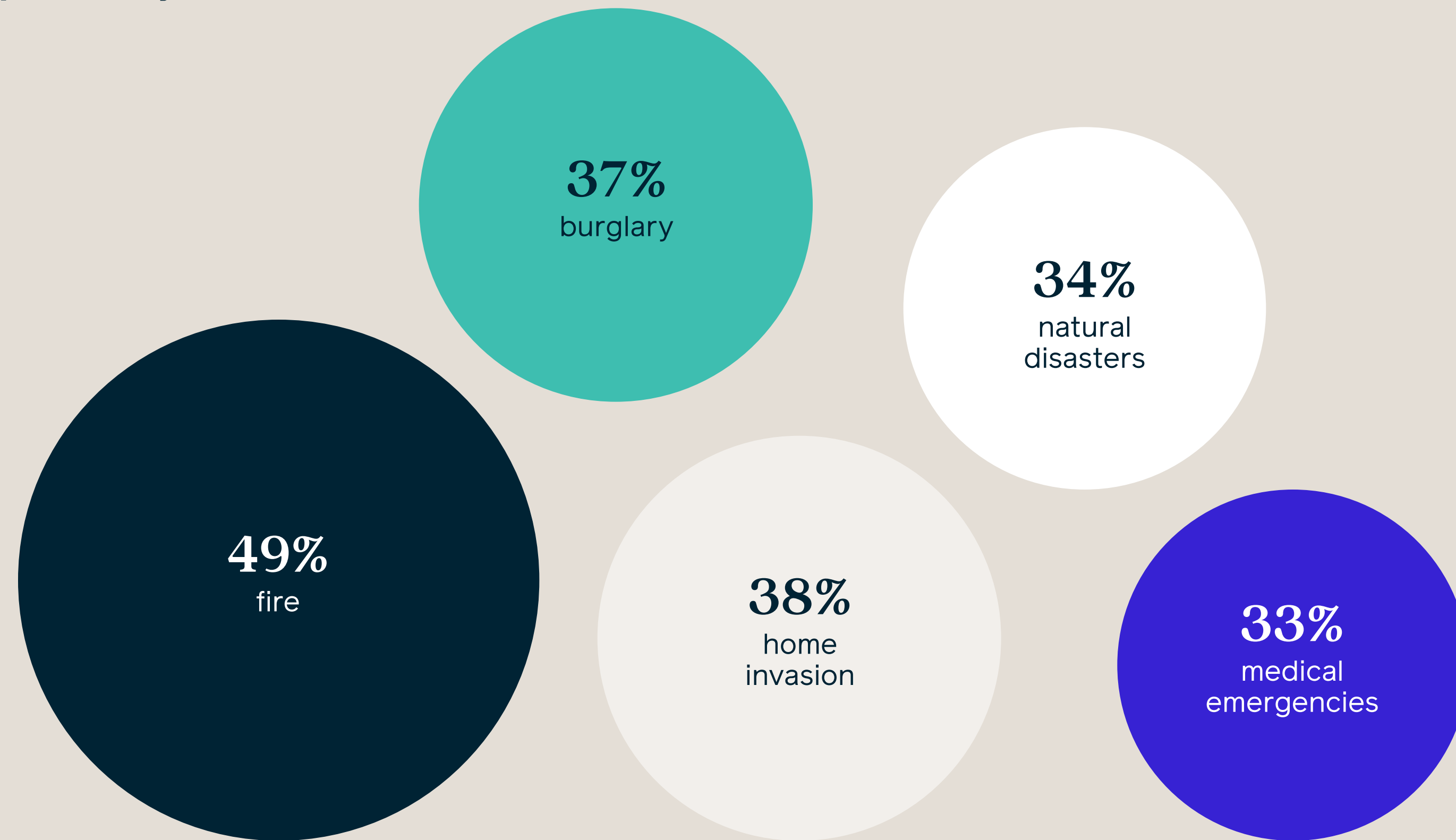
22% of Millennials “always” post on social media while traveling, compared to 13% of Generation Z, 7% of Generation X, and 1% of Baby Boomers.

Respondents Who Said They "Definitely" Felt Comfortable Leaving Doors Unlocked at Night



What threats were our respondents most worried about?

Top 5 Safety Concerns



Home invasion was the top concern for the younger generations, while fire was the top concern for Gen X and Baby Boomers.

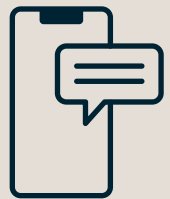
A combined **78%** of respondents “probably” (38%) or “definitely” (41%) felt completely safe in their homes, but answers varied greatly by age and gender.

Only 31% of Gen Z answered “definitely”—significantly lower than the other age groups.

In addition, only 36% of women felt completely safe in their homes, compared to 48% of men.

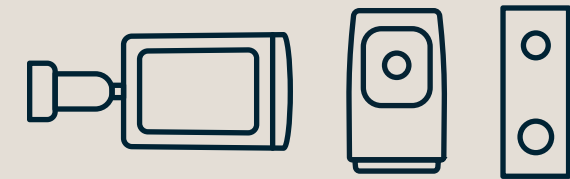
4 out of 5

respondents believe that wireless “plug and play” home security systems are equally or more effective than traditional hardwired systems.

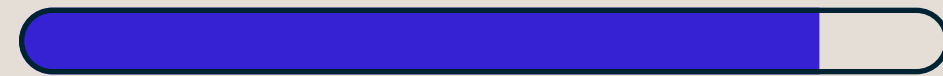


The **#1** feature respondents look for in a home security system is a user-friendly mobile app with alerts.

How comfortable are people with security cameras?

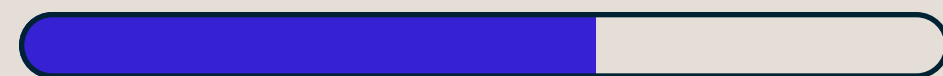


Respondents have a love-hate relationship with security cameras.



86% believe security cameras are important for a home security system.

“very important” (53%) + “somewhat important” (33%)

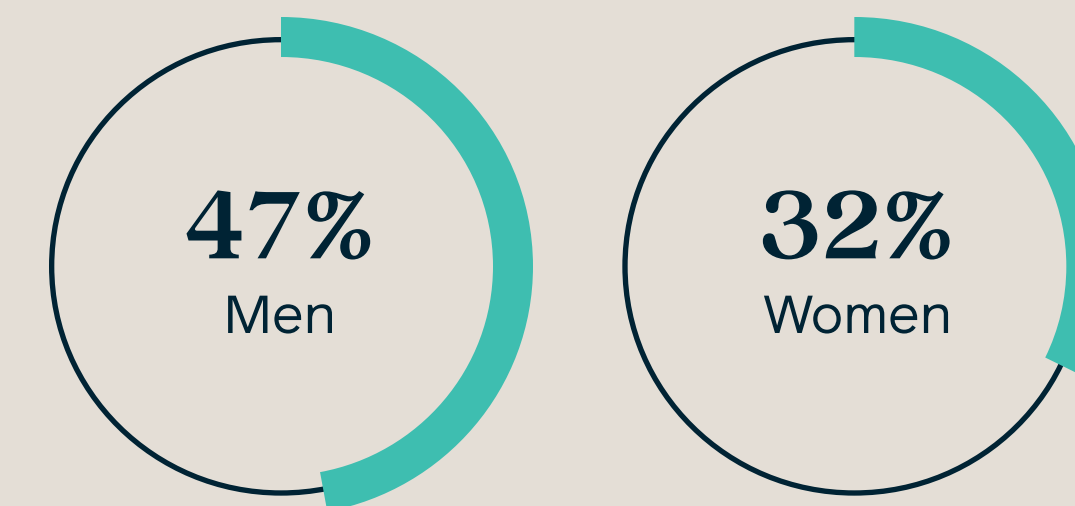


Yet, **62%** worry that their security company can spy on them through their security system.

It makes sense, then, that only **37%** of homeowners are “very comfortable” with security cameras in their homes, including bedrooms. But that comfort level varied greatly by both age and gender.

54% of Millennials and 45% of Gen Z were “very comfortable” with security cameras in their homes, while only 38% of Gen X and 18% of Baby Boomers felt the same.

Similarly, 47% of men were “very comfortable,” compared to 32% of women.



Everyone deserves to feel safe.

Cove is a leading home security provider, serving hundreds of thousands of customers throughout the United States with the #1 customer-rated home security system on the market.



Our Story

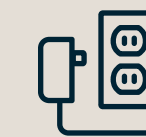
Cove was created to provide complete peace of mind without the headaches of traditional home security systems. In 2018, the founders drew upon their 30 years of combined experience in the home security industry to offer a better solution:



No contracts



Effective, affordable, and customizable equipment



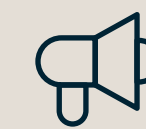
Easy DIY installation



60-day money-back guarantee



24/7 customer service



No salespeople or commissions

Our System

Our wireless system features professional-grade burglary and environmental sensors and state-of-the-art security cameras. We provide 24/7 professional monitoring for less than \$1 per day, and our rapid emergency response is up to 4 minutes faster than other companies.

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