

ADT Summer Safety Survey

KRC Research conducted an online survey among a representative sample of n=1187 adults 18 years of age and older. This survey was conducted from May 2 to May 3, 2023.

While reading this document, please note that percentages may not sum to 100 due to rounding.

Survey Results

1. Thinking about your upcoming travel plans for the summer, about how many trips are you planning where you are away from your home for 3 or more days?

	Total	Total Planning a Summer Trip
Base: All respondents	n=1187	n=607
Planning at least 1 trip this summer	50%	100%
1	18%	36%
2	15%	30%
3	10%	21%
4 or more	4%	14%
Not planning any trips this summer for 3 or more days	50%	0%
I am not planning any trips away from home this summer for 3 or more days but have traveled away from home for 3 or more days in the past	28%	-
I am not planning any trips away from home this summer for 3 or more days and have not traveled away from home for 3 or more days in the past	22%	-

2. When it comes to travel and vacations what are your biggest worries? Please select up to 3.

	Total	Total Planning a Summer Trip
Base: All respondents	n=1187	n=607
High cost of travel (e.g., airfare, gas, inflation making travel more expensive)	48%	44%
Flight delays or cancellations	27%	32%
Bad weather at your destination	27%	28%
Getting sick	25%	26%
Forgetting an important item (medicine, passport, etc.)	22%	27%
Having your luggage lost	18%	20%
A home break-in while you're gone	15%	14%
Getting to the airport on time/missing a flight	12%	12%
Fire at home while you're gone	9%	11%
Hotel or resort losing your reservation	8%	8%
A pipe breaking causing flooding or water damage at home while you are gone	7%	9%
Flooding at home due to weather while you're gone	4%	5%
Other	10%	5%

3. When it comes to preparing for a trip away from home, which of the following are on your checklist? Please select all that apply.

	Total	Total Planning a Summer Trip
Base: All respondents	n=1187	n=607
Bring a charger	66%	69%
Check to make sure all windows and doors are locked	62%	63%
Check for my photo ID/passport	48%	53%
Share my travel itinerary with a loved one	38%	41%
Water my plants	37%	40%
Pack sunscreen	32%	39%
Clear the fridge	32%	36%
Set my security alarm	24%	28%
Set a timer for my lights	20%	21%
Turn the main water line off	14%	16%
Post about my upcoming trip on social media	8%	12%
None of the above	10%	2%

4. Please indicate whether or not each of the following is true for you.

Percentages reflect those who said “true” (%)	Total	Total Planning a Summer Trip
Base: All respondents	n=1187	n=607
I have a security system or home monitoring technology in place to protect my home when I am away on vacation	45%	53%
I have shared details about my vacation(s) on social media such as the location I am visiting and how long I will be staying	24%	33%
I have had a package stolen while on vacation	15%	22%
My home has been broken into or vandalized while on vacation	13%	20%

Percentages reflect those who said “true” (%)	Total	1 trip	2 trips	3 trips	4+ trips
Base: All respondents	n=1187	n=229	n=177	n=123	n=78
I have a security system or home monitoring technology in place to protect my home when I am away on vacation	45%	44%	56%	61%	58%
I have shared details about my vacation(s) on social media such as the location I am visiting and how long I will be staying	24%	22%	33%	43%	47%
I have had a package stolen while on vacation	15%	16%	23%	25%	30%
My home has been broken into or vandalized while on vacation	13%	12%	23%	26%	29%

**Note that the incidence of each increases as the number of intended trips this summer increases.*

5. Please rate your level of agreement with each of the following statements.

Top 2 Box: Strongly / Somewhat Agree (%)	Total	Total Planning a Summer Trip
Base: All respondents	n=1187	n=607
I feel completely prepared whenever I'm about to go on vacation	75%	80%
I could do a better job of protecting my home prior to going on vacation	60%	66%
I am nervous to leave my home when I go on vacation	49%	48%
I worry that my home will be broken into when I go on vacation	46%	48%

Top Box: Strongly Agree (%)	Total	Total Planning a Summer Trip
Base: All respondents	n=1187	n=607
I feel completely prepared whenever I'm about to go on vacation	25%	27%
I could do a better job of protecting my home prior to going on vacation	16%	17%
I worry that my home will be broken into when I go on vacation	14%	16%
I am nervous to leave my home when I go on vacation	14%	15%