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38% of Americans Own Home Security Systems – and It's Not for the Reasons You Think

Safety.com Home Security Ownership Survey challenges assumptions about home security

FORT MILL, SOUTH CAROLINA – Safety.com today announces the results of a survey in which 3,001 American adults expressed their attitudes and approaches toward home security. Among other illuminating findings, the results reveal that although Americans are more proactive than reactive when it comes to home protection, only 38% actually own a home security system or products.

View the complete [2019 Safety.com Home Security Report](http://www.safety.com/home-security-survey), including survey results and discussion, at www.safety.com/home-security-survey

The survey broached questions on home security systems and product ownership, motivation behind these purchases, and how attitudes vary between demographics. Key findings include:

- 38% of households own some kind of home security system or product. Cameras are the most popular home security product: 18.2% own a security camera or video doorbell. 16.2% own a professionally monitored home security system, the second leading option.
- 49.6% of home security owners cited a general desire for increased security as the leading motivation behind their purchase(s), while a cumulative 21.9% cited an event such as a move, break-in or attempted break-in as their main stimulus.
- 33.3% of non-owners cite price as the biggest barrier to home security ownership. 20.3% don't own home security products because they believe their neighborhood is safe; 17.8% believe their home is secure enough without them.
- The leading alternatives to home security devices are dogs and firearms.

Safety.com senior content strategist Kristin Arnold describes the intent behind this research: “Many people hold assumptions that home security is more popular among certain demographics, or for certain reasons, like being victimized by a break-in. Since we could not find a source to confirm or challenge those assumptions, we conducted this survey to find out ourselves.”

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Safety.com is a free resource dedicated to helping households of all kinds feel safer and more secure in their homes. Its team of technology writers and home security industry watchdogs provides comparison tools, “best-of” lists and educational content to help readers find their ideal security products and services.