

# TRAVEL & HOME SECURITY TRENDS

## SURVEY FINDS LARGE NUMBERS OF U.S. HOMEOWNERS NOT TAKING BASIC HOME SECURITY PRECAUTIONS WHILE AWAY ON VACATION

According to a June 2022 survey commissioned by **Selective Insurance** and conducted online by The Harris Poll among over 1,400 homeowners:



**77% of U.S. homeowners** plan to **take a vacation** between July and December 2022.



**49% of U.S. homeowners** who own a home **use a professionally monitored or self-monitored home security system/device** while on vacation.

### 94% OF U.S. HOMEOWNERS TAKE ACTION TO KEEP THEIR UNOCCUPIED HOMES SAFE WHILE ON VACATION. THE MOST COMMON ACTIONS ARE:



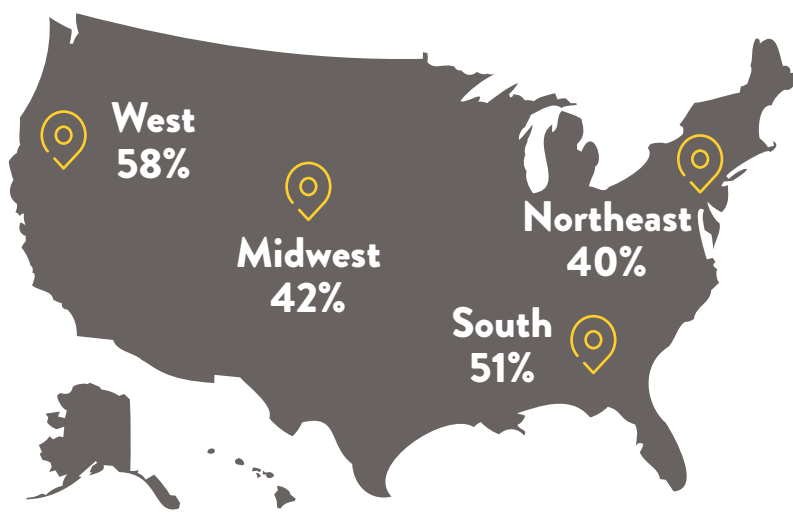
U.S. homeowners use the following types of security systems/devices while away on vacation:

**33% USE A SELF-MONITORED SECURITY SYSTEM/DEVICE**

**22% USE A PROFESSIONALLY MONITORED SECURITY SYSTEM/DEVICE**

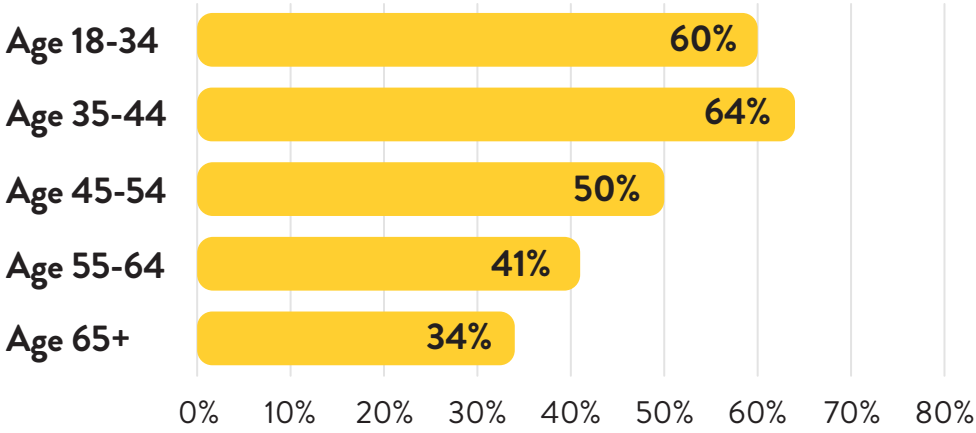
### U.S. HOMEOWNERS BY GEOGRAPHIC REGION WHO USE A SECURITY SYSTEM/DEVICE WHILE ON VACATION

Regionally, U.S. homeowners residing in the **South and West** are more likely to use a security system to keep their homes safe when unoccupied while they are on vacation than those in the Northeast and Midwest regions.



### U.S. HOMEOWNERS BY AGE WHO USE A SECURITY SYSTEM/DEVICE WHILE ON VACATION

Homeowners aged 18-54 are **far more likely to use a security system/device** to keep their homes safe when unoccupied while they are on vacation than homeowners who are 55+.



### U.S. HOMEOWNERS WITH CHILDREN WHO USE A SECURITY SYSTEM/DEVICE WHILE ON VACATION

Homeowners with children in their household are **significantly more likely to use a security system/device** to keep their home safe when it is unoccupied while they are on vacation than those who do not have children in their household.



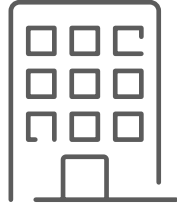
**CHILDREN: 60%**



**NO CHILDREN: 42%**

### U.S. HOMEOWNERS BY COMMUNITY TYPE WHO USE A SECURITY SYSTEM/DEVICE WHILE ON VACATION

Homeowners in **urban areas** are **more likely to use a security system/device** to keep their home safe when it is unoccupied while they are on vacation than those in rural and suburban areas.



**URBAN: 63%**



**SUBURBAN: 49%**



**RURAL: 31%**

**Survey Method:** This survey was conducted online within the United States by The Harris Poll on behalf of **Selective Insurance** from June 23 – June 27, 2022, among 2,053 U.S. adults ages 18 and older of whom 1,444 are homeowners. The Harris Poll's online polls' sampling precision is measured using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Katelyn Leondi at Katelyn.Leondi@Selective.com.

**Source:** Selective Insurance survey conducted online by The Harris Poll June 2022. For more details about the survey and homeowners insurance coverage, please visit [www.selectiveinsurance.com](http://www.selectiveinsurance.com)

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