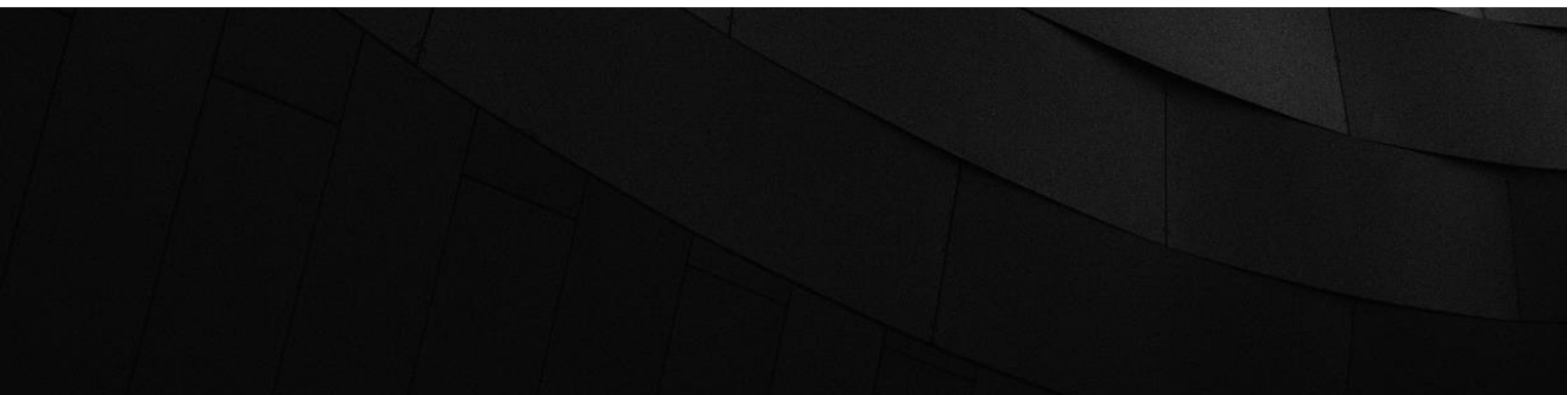


CHOOSI

HOME FEARS

OCTOBER 2018



KEY FINDINGS

Most Australians are worried about a potential break-in...

- The majority of Australians worry about a potential break-in at their home and are concerned about the security of their home and possessions
- Many are also becoming more concerned about the security of their home and possessions over recent years, attributing this to becoming more cautious with age and increased crime rates in their neighbourhood
- Furthermore, many of those who are partnered/married and/or have children are more concerned now than before they lived with their partner/got married or had children

How safe are Australian neighbourhoods really?

- Australians do not typically research the crime statistics of an area prior to purchasing or renting a home in that area
- A break-in experience or reports of break-ins or other crime in or around the neighbourhood would make most Australians more concerned about the security of their home and possessions or even consider moving away from the neighbourhood

Australians are more worried about home security during Christmas/New Year

- Australians tend to worry more about a potential break-in and be more concerned about the security of their home and possessions and during Christmas/New Year
- The increase in concern is most commonly attributed to the presence of new possessions to tempt potential criminals and knowing others who've been broken into during Christmas/New Year. Some also attribute this to the home being unoccupied

Social media could be putting Australians at greater risk of a break-in during Christmas/New Year

- Australians appear to be underestimating the increased risk of a break-in during this period and may be putting themselves at greater risk when they post about their Christmas gifts or holidays on social media
- Most are typically not worried about posting pictures and/or videos of Christmas gifts on social media themselves or about their friends or family doing so
- Furthermore, most typically post pictures and/or videos of their holidays on social media and they are typically not worried about doing so or about their friends or family doing so

Australians rely on physical barriers and neighbours, but also technology, for home security

- Nearly all Australians have physical barriers to protect their home and possessions
- Australians also rely on neighbours for home security purposes, telling them whenever they are going to be away and trusting them to keep an eye out on their home and possessions while they are away
- Others rely on home security devices, such as an alarm system or CCTV, with many already having the latest technology in place or having upgraded to the latest technology recently
- Australians have spent an average of \$760 on home security devices in the last five years. There is a strong view that the money spent on home security devices makes them feel more secure and that it is worth it for greater peace of mind

- Furthermore, many Australians take extra precautions to protect their home and possessions during Christmas/New Year, particularly by making the home look occupied as much as possible and having others collect all mail and deliveries

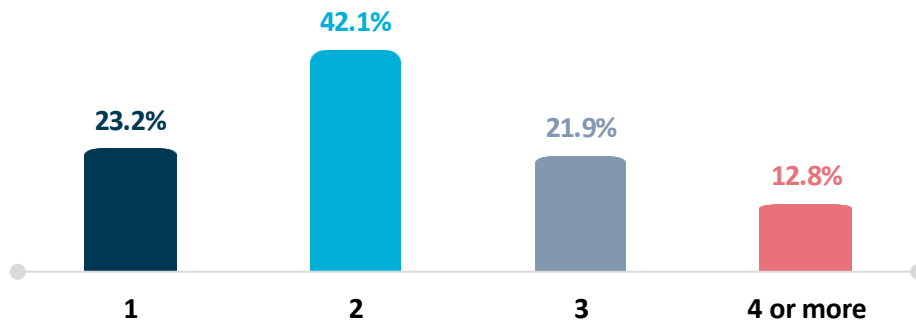
A happy family makes a happy home, not the latest technology

- A happy family makes a happy home. A happy home is less about the latest décor, the latest technology products or the latest household appliances/items
- Many Australians have the latest technology products in their home and believe it is important for them to have the latest technology products in their home
- However, many also think these technology products create disconnect in their relationship with their family
- If money was not an object, Australians would prefer acreage living to city living. They would also prefer buying a property as opposed to renting a property, although the majority believe renting is 'the new black'

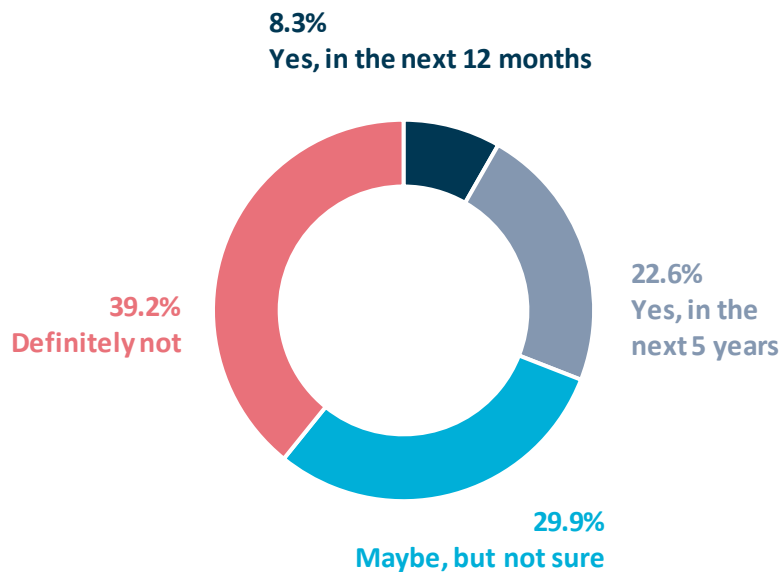
MAIN FINDINGS

ABOUT YOU

How many children do you have? Do you plan on having children?



Source: CoreData Home Fears Survey (October 2018)
Question: How many children do you have?

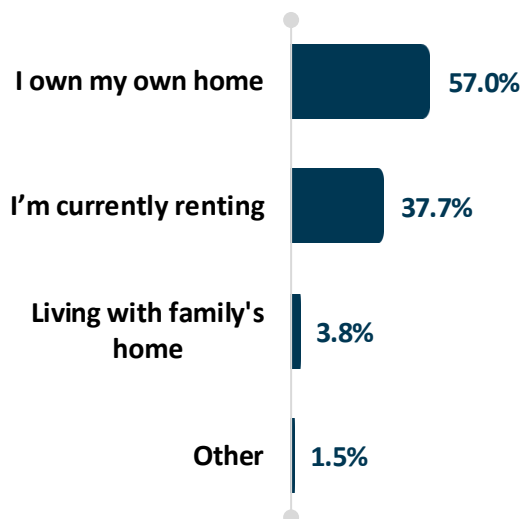


Source: CoreData Home Fears Survey (October 2018)
Question: Do you plan on having children?

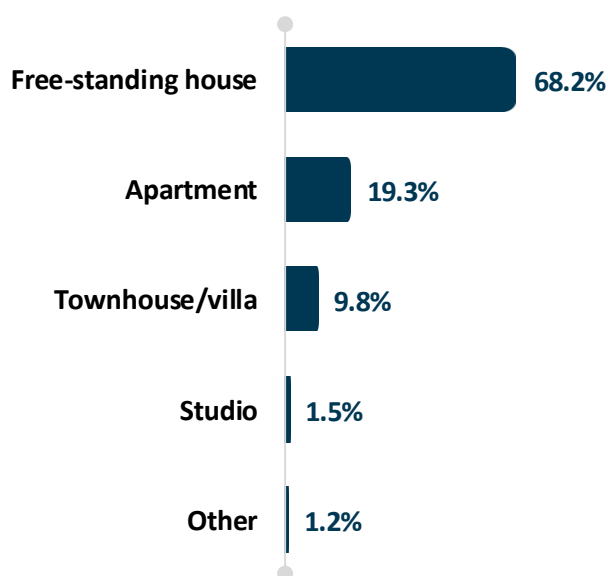
Among respondents with children, close to a quarter (23.2%) have one child, while more than two in five (42.1%) have two. More than a third (34.7%) have three or more children.

Among those without children, three in 10 (30.9%) are planning to have children in the next 12 months or in the next five years, while a similar proportion (29.9%) are unsure. Close to two in five (39.2%) are definitely not planning to have children.

Which of these best describes you? Which of these best describes the property type you are currently living in?



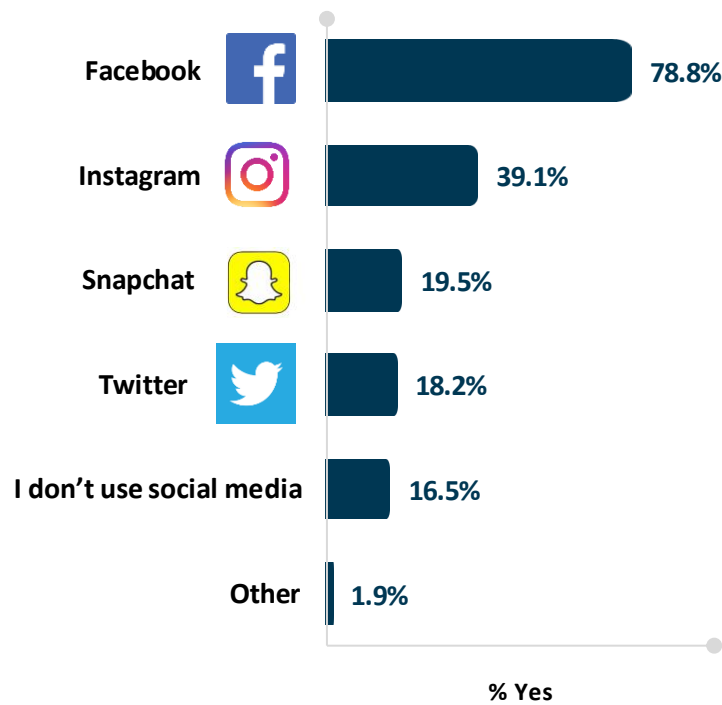
Source: CoreData Home Fears Survey (October 2018)
Question: Which of these best describes you?



Source: CoreData Home Fears Survey (October 2018)
Question: Which of these best describes the property type you are currently living in?

Close to three in five (57.0%) respondents own their own home, while close to two in five (37.7%) are currently renting. The majority (68.2%) are living in free-standing houses, while close to one in five (19.3%) are living in apartments.

Which of the following social media platforms do you use?

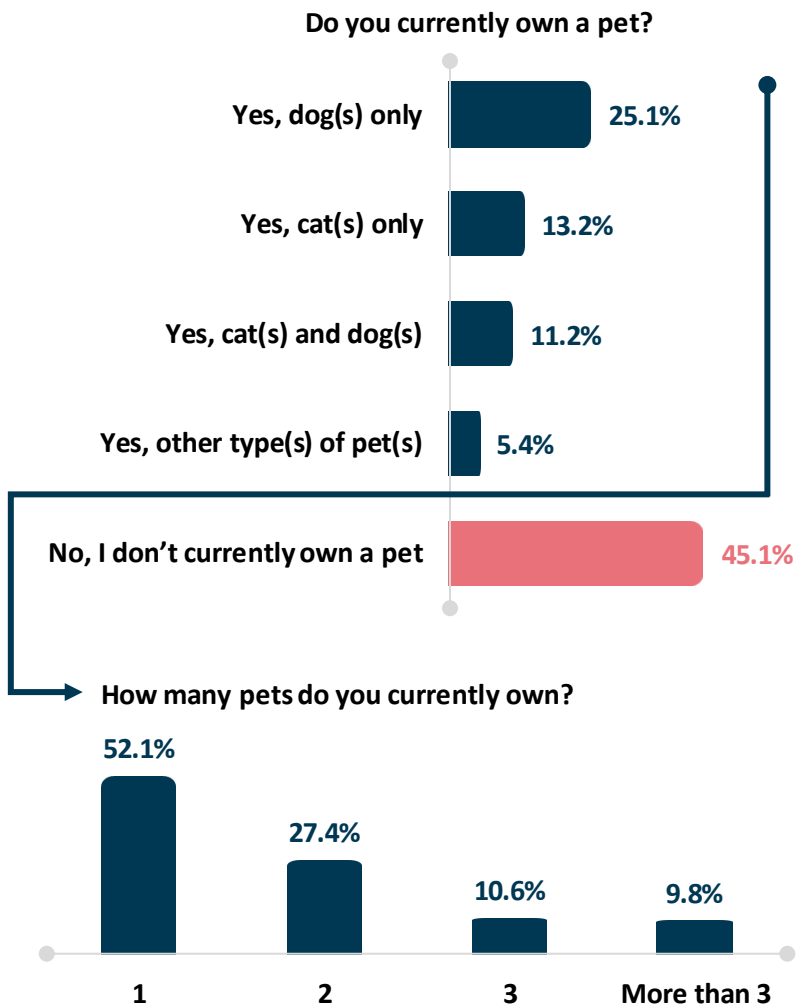


Source: CoreData Home Fears Survey (October 2018)

Question: Which of the following social media platforms do you use?

*Multiple answers allowed

The large majority (78.7%) of respondents are on Facebook, while close to two in five (39.1%) are on Instagram. Similar proportions say they use Snapchat (19.5%) or Twitter (18.2%). However, one in six (16.5%) do not use social media.



Source: CoreData Home Fears Survey (October 2018)

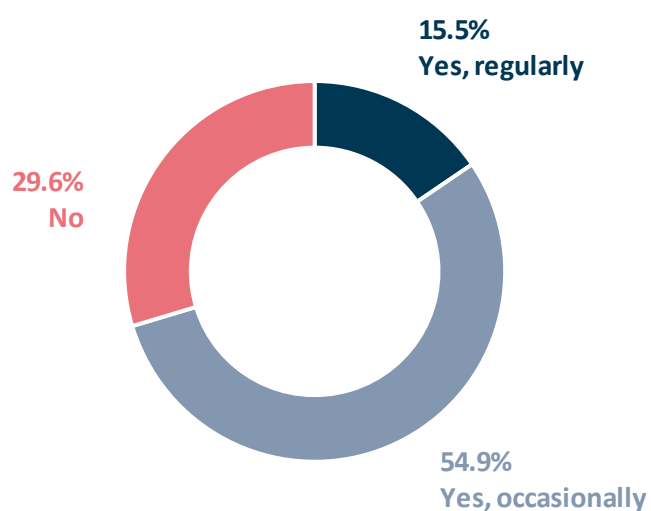
Question: Do you currently own a pet? How many pets do you currently own?

More than half (54.9%) of respondents currently own at least one pet. Of those, more than half (52.1%) have one pet, more than one in four (27.4%) have two pets, while one in five (20.4%) have three or more pets.

HOME SECURITY

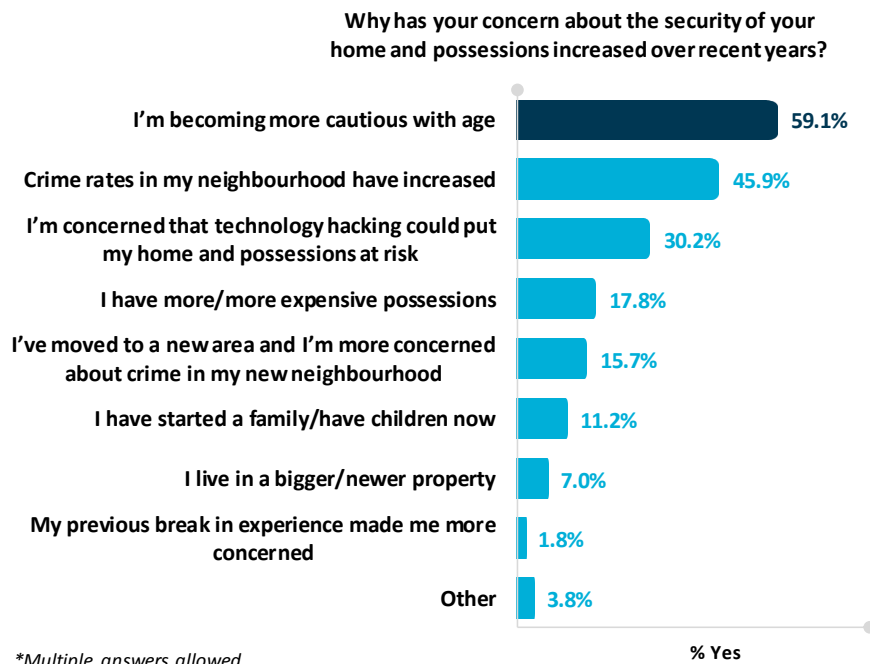
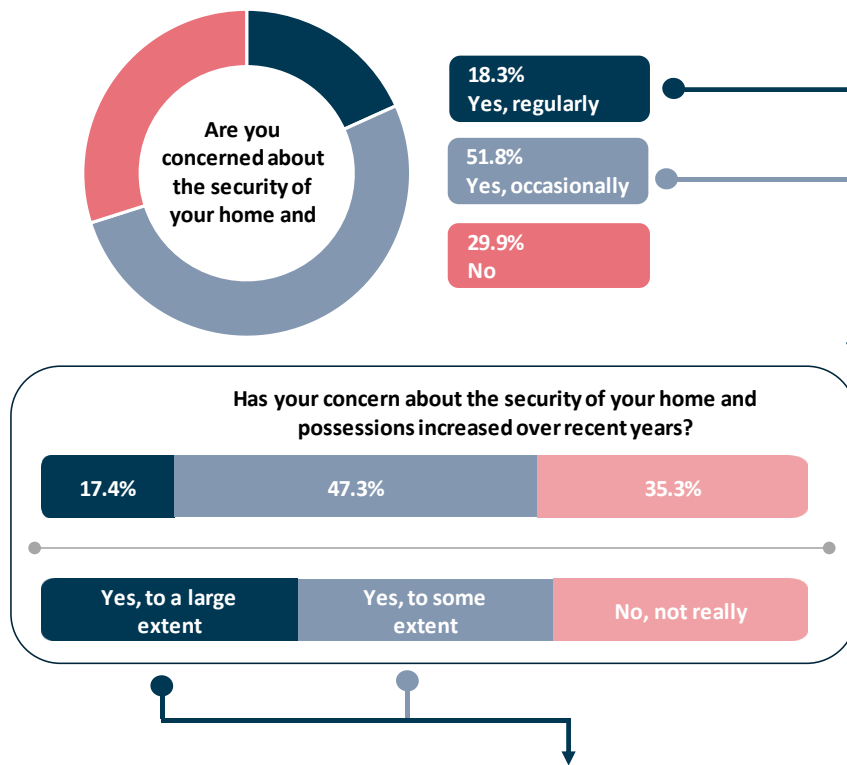
- The majority of Australians worry about a potential break-in at their home and are concerned about the security of their home and possessions
- Many are also becoming more concerned about the security of their home and possessions over recent years, attributing this to becoming more cautious with age and increased crime rates in their neighbourhood
- Furthermore, many of those who are partnered/married and/or have children are more concerned now than before they lived with their partner/got married or had children
- Some Australians have an action plan in case of a break-in at their home, although many only have a vague plan. The vast majority would call the police if they caught someone trying to break in to their home.

Do you ever worry about a potential break-in at your home?



Source: CoreData Home Fears Survey (October 2018)

Question: Do you ever worry about a potential break-in at your home?



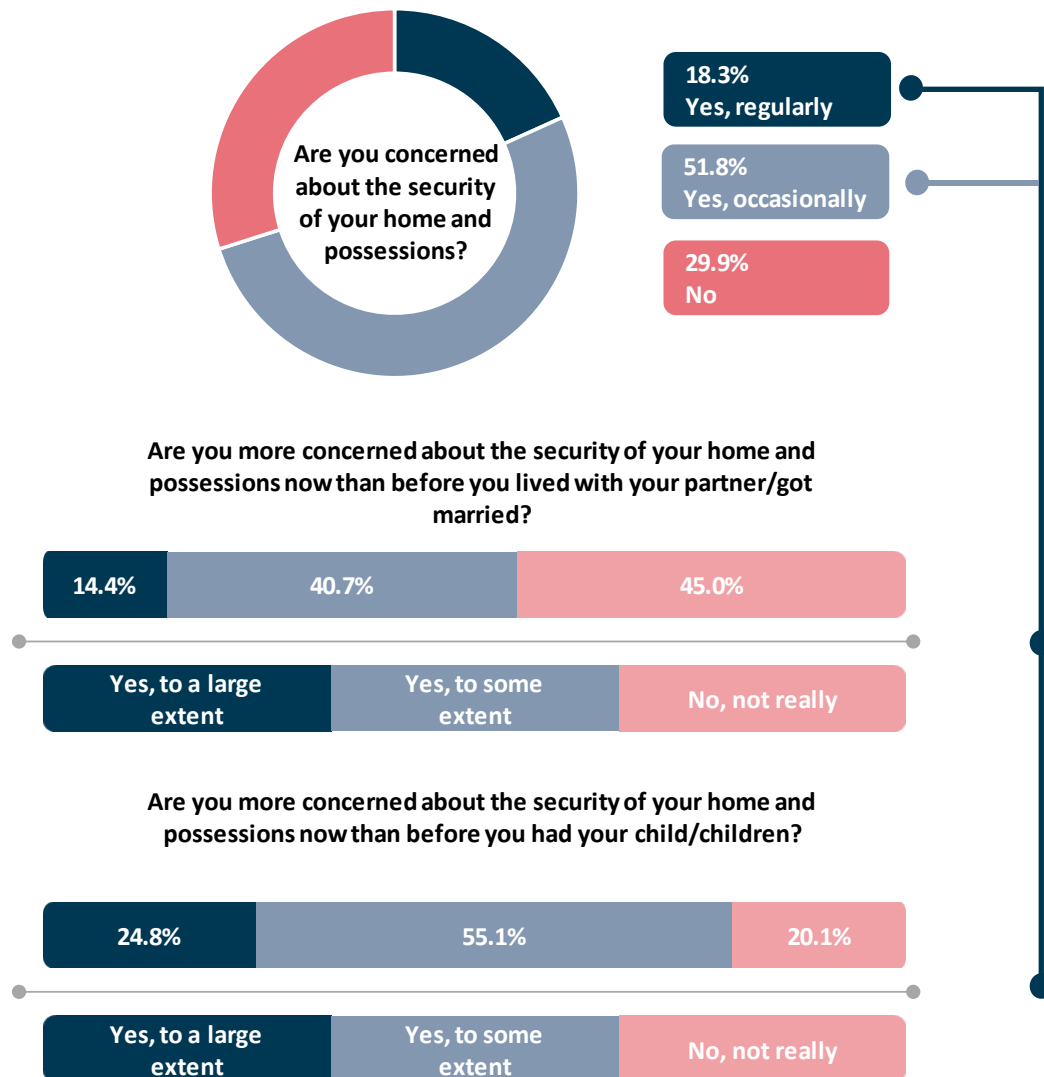
Source: CoreData Home Fears Survey (October 2018)
 Question: Are you concerned about the security of your home and possessions? Has your concern about the security of your home and possessions increased over recent years? Why has your concern about the security of your home and possessions increased over recent years?

Seven in 10 (70.4%) respondents worry about a potential break-in at their home and a similar proportion (70.1%) are concerned about the security of their home and possessions.

Among those who are concerned about the security of their home and possessions, close to two-thirds (64.7%) say their concern has increased over recent years. They attribute this rise in

concern primarily to becoming more cautious with age (59.1%) and to crime rates increasing in their neighbourhoods (45.9%).

They also cite the possibility of technology hacking (30.2%) and having more expensive or generally more possessions (17.8%). Others attribute this concern to moving to a new area and becoming concerned about crime there (15.7%) and having started a family or having children (11.2%).



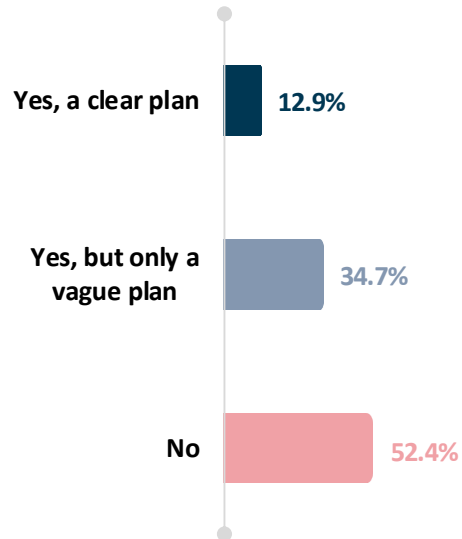
Source: CoreData Home Fears Survey (October 2018)

Question: Are you concerned about the security of your home and possessions? Are you more concerned about the security of your home and possessions now than before you lived with your partner/got married? Are you more concerned about the security of your home and possessions now than before you had your child/children?

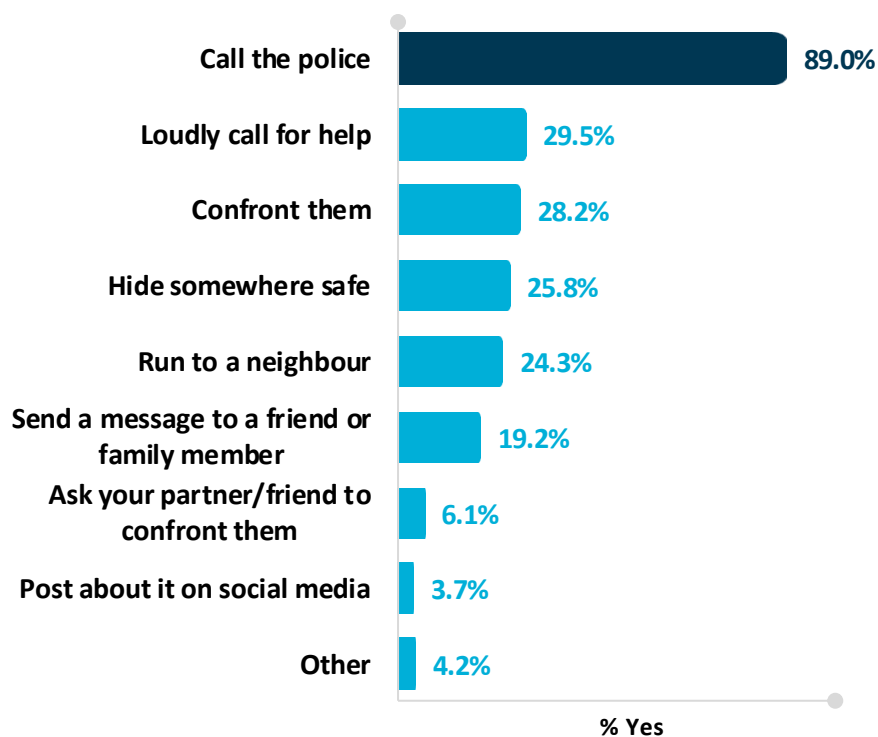
Among married or partnered respondents who are concerned about the security of their home and possessions, more than half (55.1%) are more concerned now than before they got married or lived with their partner.

Among those with children who are concerned about the security of their home and possessions, the large majority (79.9%) are more concerned now than before they had children.

Do you have an action plan in case of a break-in at your home? Which of the following would you do if you caught someone trying to break in to your home?



Source: CoreData Home Fears Survey (October 2018)
Question: Do you have an action plan in case of a break-in at your home?



Source: CoreData Home Fears Survey (October 2018)

Question: Which of the following would you do if you caught someone trying to break in to your home?

*Multiple answers allowed

Close to half (47.6%) of respondents say they have an action plan in case of a break-in at their home, although more than one in three (34.7%) admit it is only a vague plan.

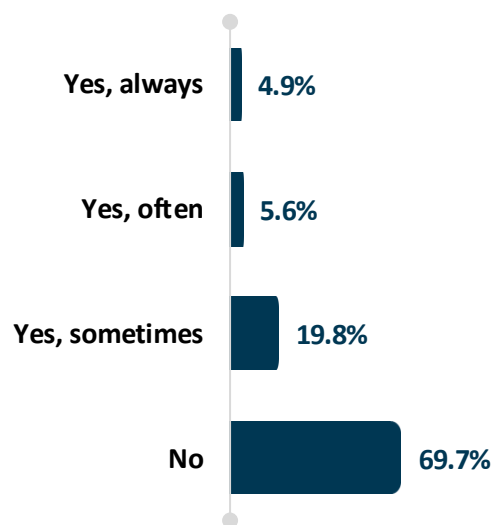
The vast majority (89.0%) say they would call the police if they caught someone trying to break in to their home, while similar proportions say they would loudly call for help (29.5%) or confront the intruder (28.2%).

Around a quarter say they would hide somewhere safe (25.8%) or run to a neighbour for help (24.3%), while close to one in five (19.2%) would send a message to a friend or a family member.

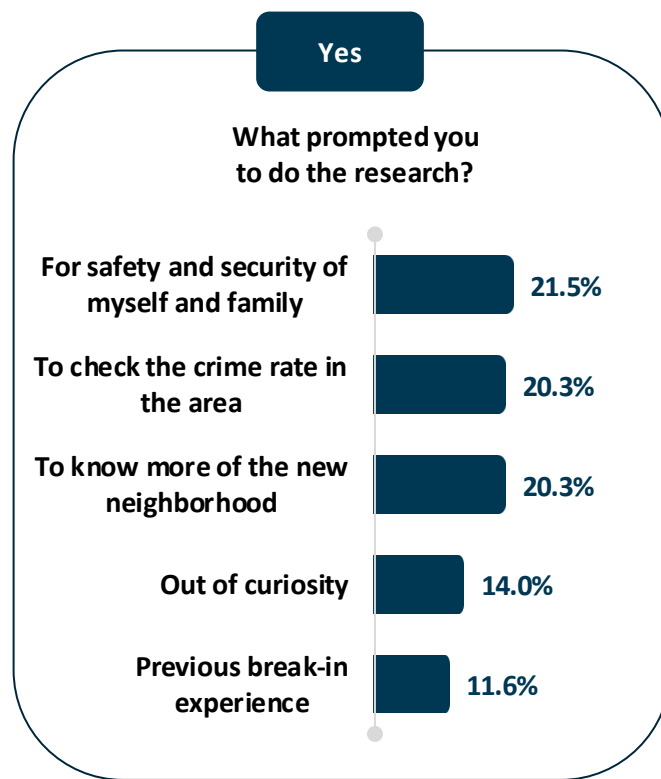
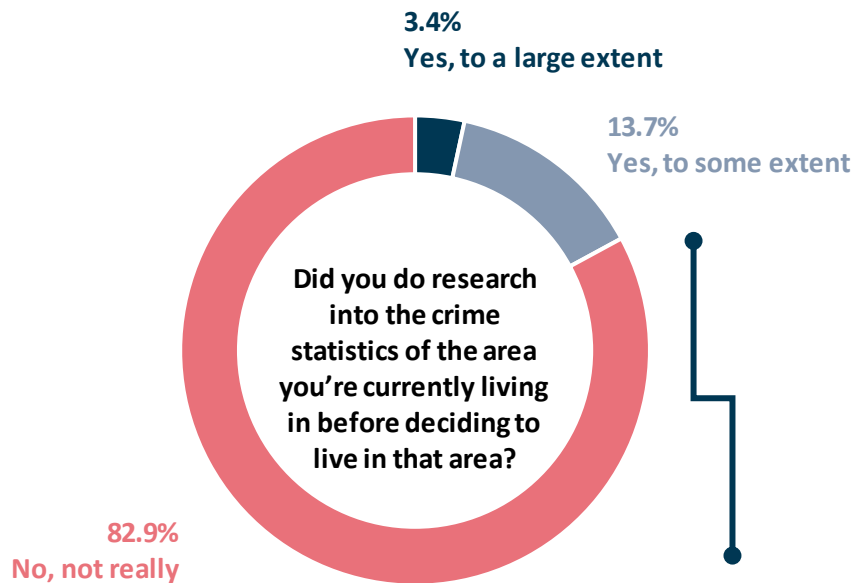
THE NEIGHBOURHOOD

- Australians do not typically research the crime statistics of an area prior to purchasing or renting a home in that area
- A break-in experience or reports of break-ins or other crime in or around the neighbourhood would make most Australians more concerned about the security of their home and possessions or even consider moving away from the neighbourhood
- The majority of Australians believe 'safer' neighbourhoods are in high demand and wouldn't live in a neighbourhood with a high crime rate, even if it was cheaper. Most Australians also feel Australia has lost its sense of community

Have you ever researched the crime statistics of an area prior to purchasing or renting a home in that area?



Source: CoreData Home Fears Survey (October 2018)
Question: Have you ever researched the crime statistics of an area prior to purchasing or renting a home in that area?



**Top 5 responses only*

Source: CoreData Home Fears Survey (October 2018)

Question: Did you do research into the crime statistics of the area you're currently living in before deciding to live in that area? What prompted you to do the research?

Only three in 10 (30.3%) respondents have researched the crime statistics of an area prior to purchasing or renting a home in that area.

This figure is lower when asked if they have done research into the crime statistics of the area they are currently living in, with only one in six (17.1%) saying they have done so. Among those who have

done their research, the family's safety and security is a key consideration that has prompted them to conduct their research.

"Being broken in to before and my house and car being vandalised prompted me to do a research. It was very traumatic. Parts of our boat has recently been stolen as well." (Female, 30 years old, NSW)

"I just want to make sure it's a relatively safe suburb. I can't prevent theft all together but moving to an unsafe suburb makes theft much more likely to occur." (Female, 35 years old, WA)

"I just wanted to live in an environment that is relatively safe for me and my family." (Female, 25 years old, SA)

"My partner will always check the area before we move there. You don't want to move into a high crime area." (Male, 28 years old, WA)

"I wanted to know if the area I was choosing is a relatively safe place to live." (Female, 36 years old, NSW)

*"Crime in the area is a good indication of the people that live there." (Male, 56 years old, QLD)
"We were planning a family." (Female, 37 years old, VIC)*

"Knowing that there are 'good' and 'bad' areas and the fact that I would be a young female living alone and I wanted to feel safe and secure in my home." (Female, 34 years old, QLD)

"To get a good understanding of my area in terms of crime rate and background of neighbourhood, schools etc." (Female, 40 years old, VIC)

Would the following make you consider moving from your neighbourhood? How much do you agree with the following statements?

Experiencing a break-in



Reports of other crime in/around the neighbourhood

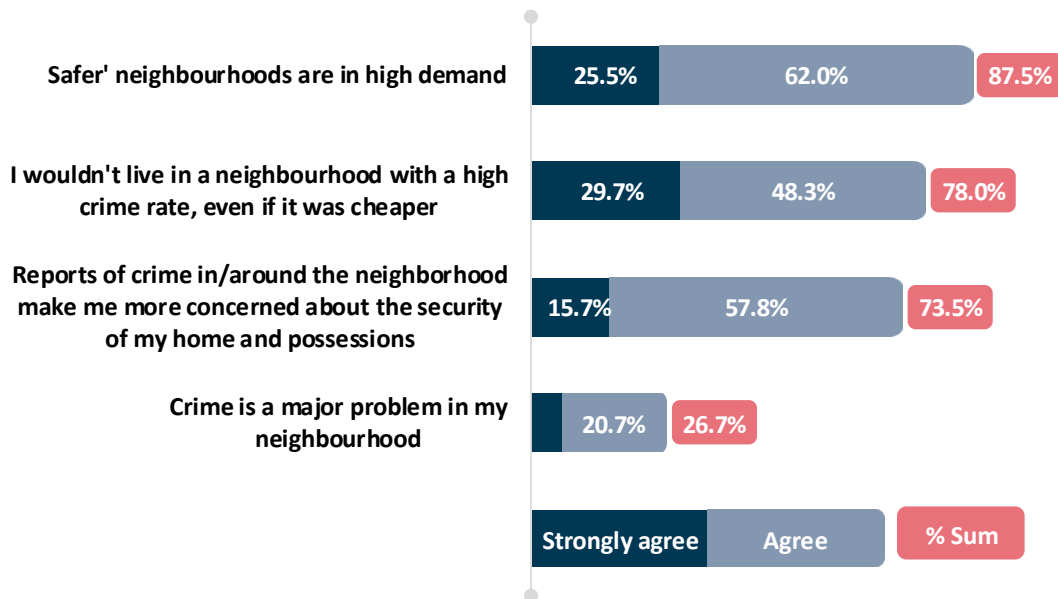


Reports of break-ins in/around the neighbourhood



Source: CoreData Home Fears Survey (October 2018)

Question: Would the following make you consider moving from your neighbourhood?



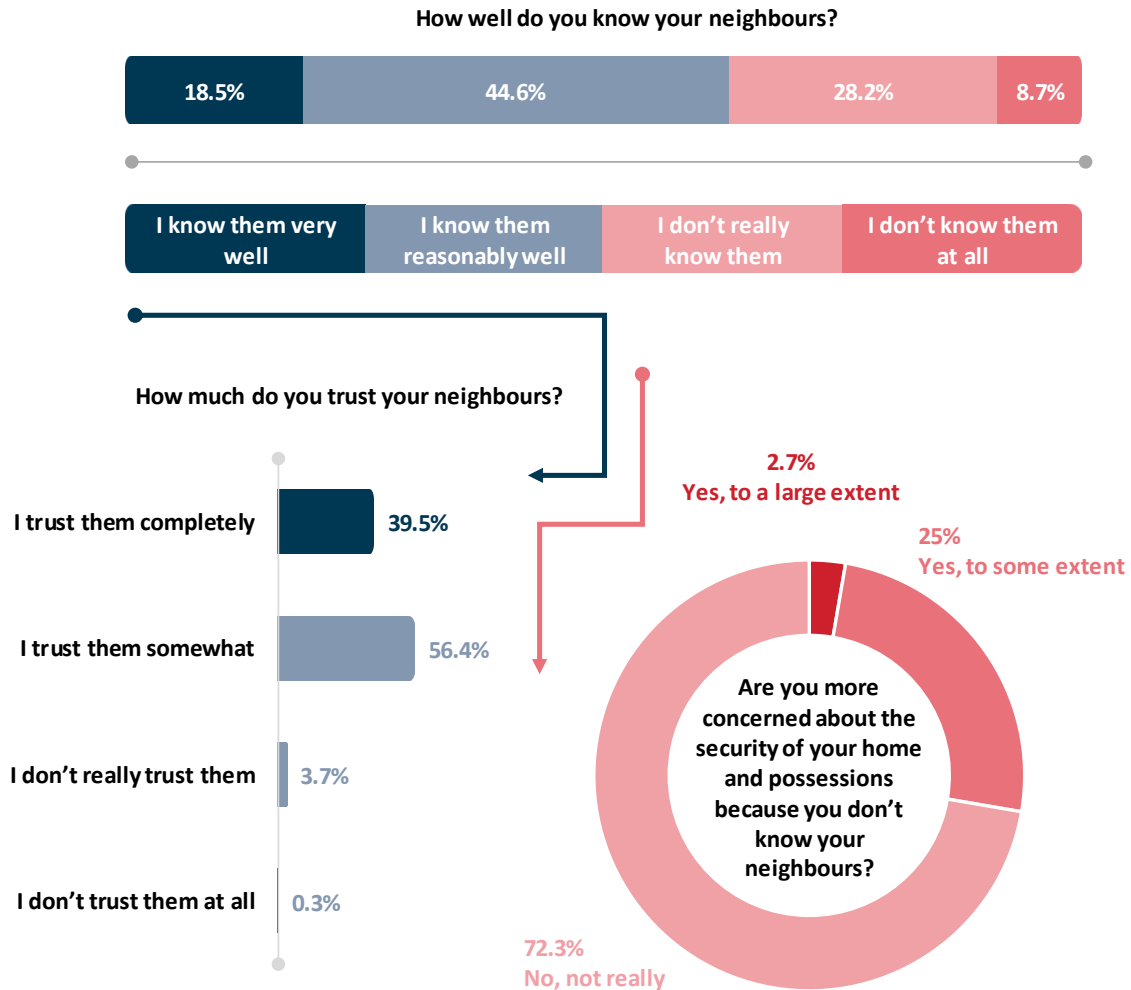
Source: CoreData Home Fears Survey (October 2018)

Question: How much do you agree with the following statements?

More than three in five (62.1%) respondents say experiencing a break-in would make them consider moving from their neighbourhood. Similar proportions say reports of break-ins (46.5%) or other crime (48.1%) in or around the neighbourhood would be enough to make them consider moving.

The vast majority (87.5%) of respondents believe ‘safer’ neighbourhoods are in high demand, while the large majority (78.0%) would not live in a neighbourhood with a high crime rate, even if it was cheaper. Close to three in four (73.5%) say reports of crime in or around their neighbourhood make them more concerned about the security of their home and possessions.

More than a quarter (26.7%) also say crime is a major problem in their neighbourhood.



Source: CoreData Home Fears Survey (October 2018)

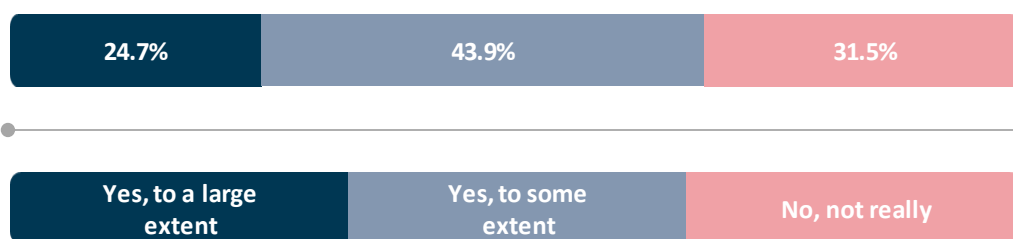
Question: How well do you know your neighbours? How much do you trust your neighbours? Are you more concerned about the security of your home and possessions because you don't know your neighbours?

The majority (63.1%) of respondents claim to know their neighbours reasonably or very well, while the remainder (36.9%) do not really know or do not know their neighbours at all.

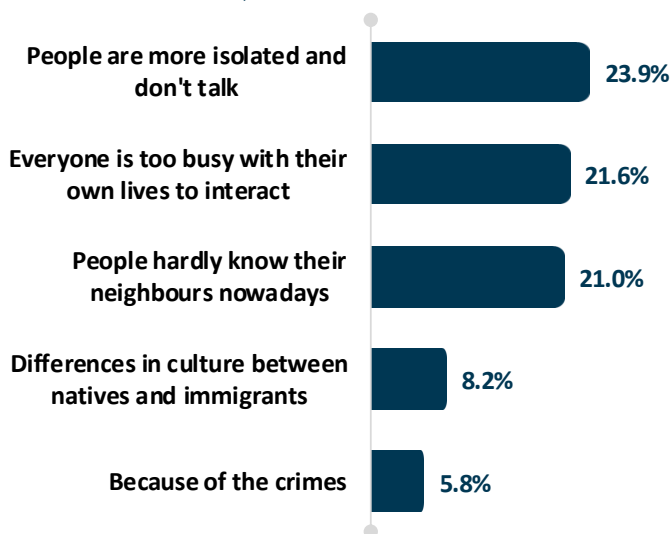
Among those who know their neighbours, the overwhelming majority (95.9%) trust their neighbours completely or at least to some extent.

Among those who do not know their neighbours, close to three in 10 (27.7%) are more concerned about the security of their home and possessions because they do not know their neighbours.

Do you feel Australia has lost its sense of community?



Why do you feel Australia has lost its sense of community?



*Top 5 responses only

Source: CoreData Home Fears Survey (October 2018)

Question: Do you feel Australia has lost its sense of community? Why do you feel Australia has lost its sense of community?

More than two in three (68.6%) respondents feel Australia has lost its sense of community. 'People are more isolated' and 'everyone is too busy' are the top reasons cited by respondents who feel that Australia has lost its sense of community.

"People are too busy doing their own thing and too focused on material wealth. They don't have the time and/or the interest in getting to know the people and community around them unless they are involved in sport or sometimes through school if they have children that attend."
(Female, 58 years old, NSW)

"People have lost touch with their neighbours as they are too busy to care and are also time poor, with working full time to make ends meet and raising children. Extended families (aunties, uncles, grandparents) have virtually disappeared." (Female, 57 years old, QLD)

"People have become insular and don't socialise with their neighbours. There isn't the community connection within an area like it was years ago. Everyone remains suspicious of others." (Female, 56 years old, TAS)

*"People lead busy lives. Everyone is always rushing to and from various places and people are more insular. They spend more time on social media rather than mixing in the community."
(Female, 61 years old, VIC)*

"Different thinking these days, high migrant intake with some of them having an ideology that does not integrate." (Male, 72 years old, SA)

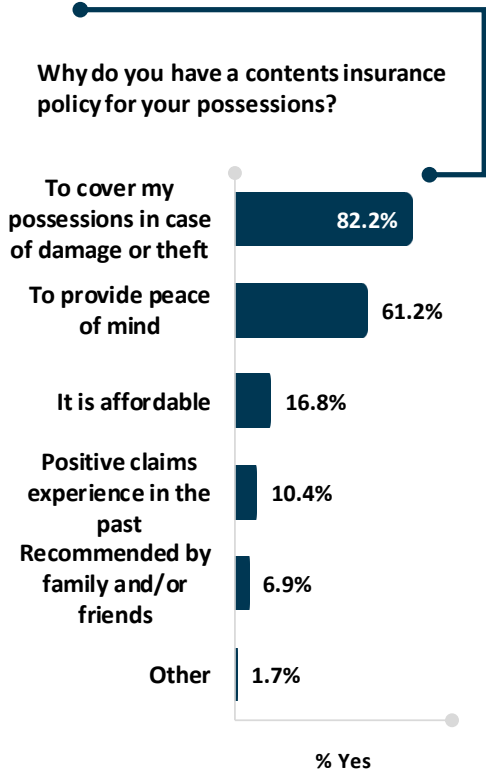
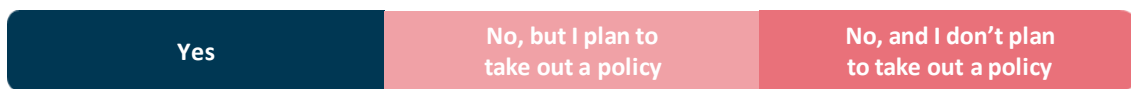
"People just don't talk to their neighbors like they use too." (Female, 70 years old, WA)

"Young families stay more to themselves." (Female, 67 years old, QLD)

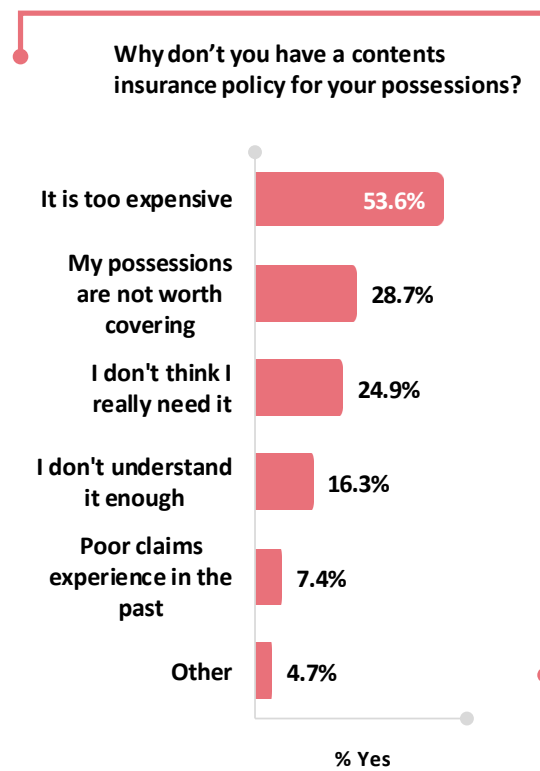
CONTENTS INSURANCE

- Most Australians have a contents insurance policy for their possessions to cover these in case of damage of theft and give them peace of mind
- Many of those who have contents insurance policy update it annually, primarily to reflect the accurate value of their possessions
- Those who are not planning to take out a contents insurance policy most commonly attribute this to a view that it is too expensive

Do you have a contents insurance policy for your possessions?



*Multiple answers allowed



*Multiple answers allowed

Source: CoreData Home Fears Survey (October 2018)

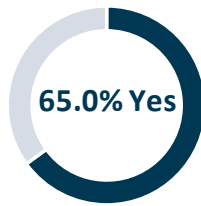
Question: Do you have a contents insurance policy for your possessions? Why do you have a contents insurance policy for your possessions? Why don't you have a contents insurance policy for your possessions?

Close to two-thirds (65.0%) of respondents have a contents insurance policy for their possessions, while more than one in seven (15.0%) plan to take out one. One in five (20.0%) are not planning to take out a policy.

Among those who have a contents insurance policy for their possessions, the vast majority (82.2%) say this is to cover their possessions in case of damage or theft, while more than three in five (61.2%) say the policy provides them with peace of mind. One in six (16.8%) say it is because contents insurance is affordable.

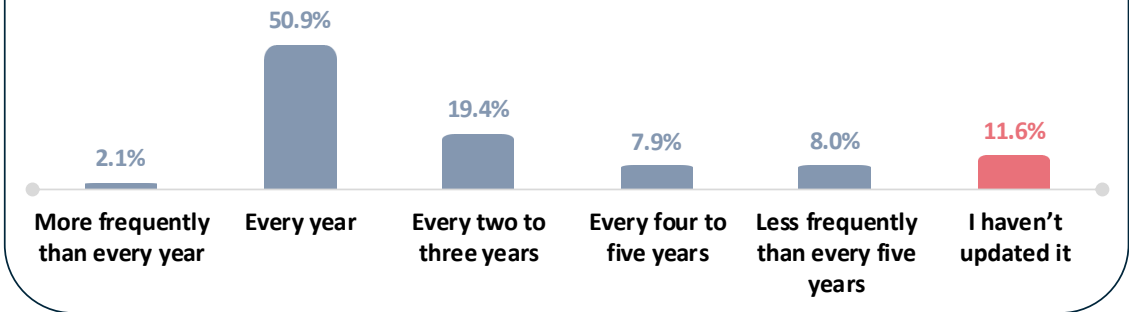
Among those who do not have contents insurance policy for their possessions, more than half (53.6%) attribute this to the policy being too expensive, while close to three in 10 (28.7%) say their possessions are not worth covering. One in four (24.9%) do not think they really need the policy, while one in six (16.3%) admit they do not understand it enough.

Do you have a contents insurance policy for your possessions?

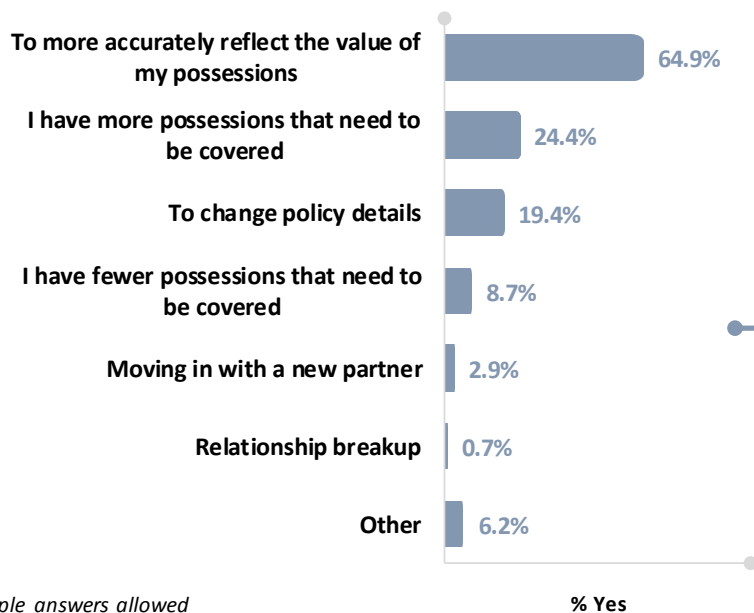


Yes

How often do you update your contents insurance policy?



What typically prompts you to update your contents insurance policy?



*Multiple answers allowed

% Yes

Source: CoreData Home Fears Survey (October 2018)

Question: Do you have a contents insurance policy for your possessions? How often do you update your contents insurance policy? What typically prompts you to update your contents insurance policy?

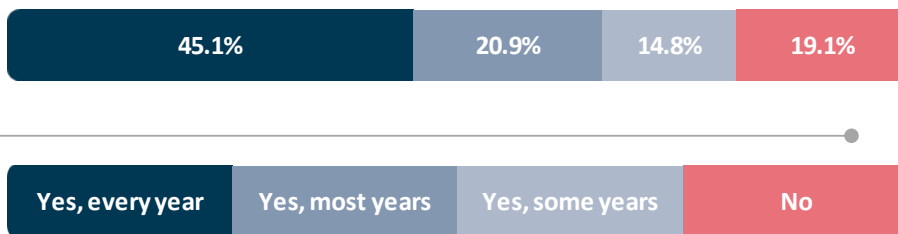
Among those who have a contents insurance policy for their possessions, more than half (53.0%) update it annually or more frequently than every year, close to one in five (19.4%) update it every two to three years and close to one in six (15.9%) update it less frequently than every four years. One in nine (11.6%) have not updated their policy at all.

Those who have updated their contents insurance policy most commonly cite a desire to more accurately the value of their possessions (64.9%). Other reasons include having more possessions to be covered (24.4%) and changing policy details (19.4%).

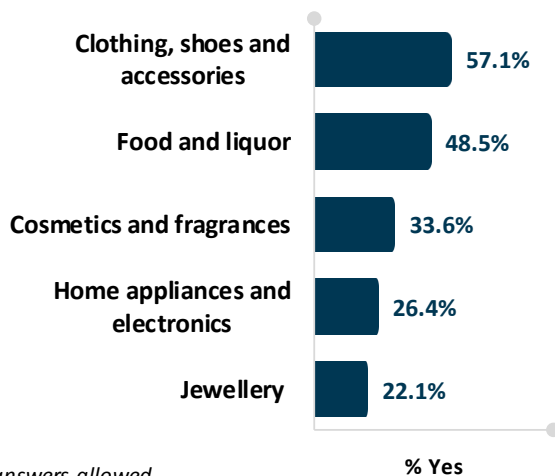
CHRISTMAS GIFTS

- The vast majority of Australians typically receive gifts from their family and friends for Christmas but most do not typically 'protect' them from damage or theft
- Australians say they receive an average of \$336 worth of Christmas gifts from their family and friends in a typical year or an estimated \$7 billion annually across Australia
- They also typically spend an average of \$468 on Christmas gifts for their family and friends or Australia-wide, this translates to an average of \$9.16 billion annually
- Most Australians do not typically post pictures and/or videos of Christmas gifts on social media and most are typically not worried about doing so or about their friends or family doing so
- Some are worried about this however, and most commonly cite not wanting to tempt potential criminals with their new possessions

Do you typically receive gifts from your family and friends for Christmas?



Which of the following gifts do you typically receive from your family and friends for Christmas?



In a typical year, how much do you think the Christmas gifts that you receive from your family and friends are worth?



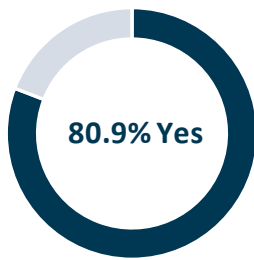
*Multiple answers allowed
*Top 5 responses only

Source: CoreData Home Fears Survey (October 2018)
Question: Do you typically receive gifts from your family and friends for Christmas? Which of the following gifts do you typically receive from your family and friends for Christmas? In a typical year, how much do you think the Christmas gifts that you receive from your family and friends are worth?

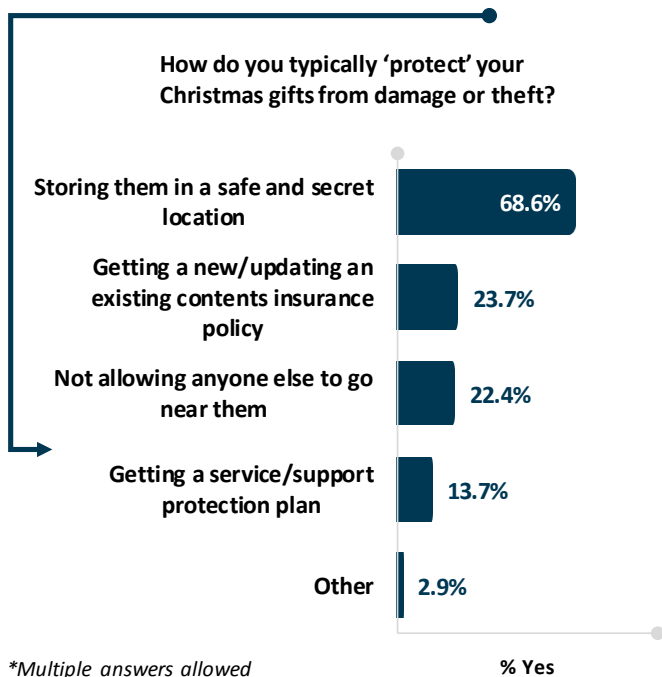
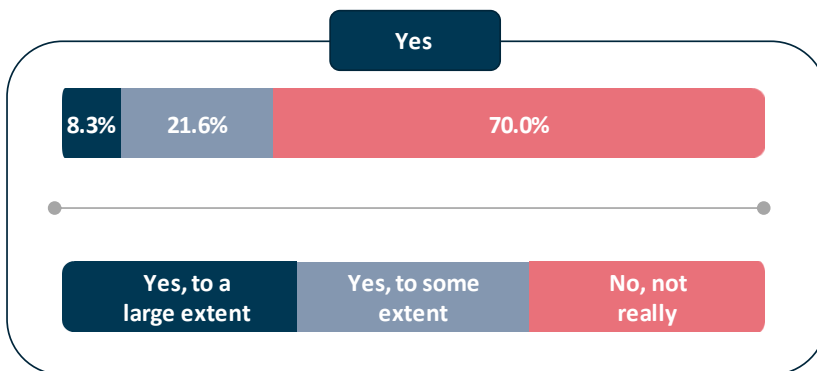
The vast majority (80.8%) of respondents typically receive gifts from their family and friends for Christmas, with clothing, shoes and accessories (57.1%), food and liquor (48.5%) and cosmetic and fragrances (33.6%) being the most popular types of gifts. Other gifts they typically receive include home appliances and electronics (26.4%) and jewellery (22.1%).

Respondents say they receive an average of \$336 worth of Christmas gifts from their family and friends in a typical year. This translates to an estimated \$7 billion annually across Australia.

Do you typically receive gifts from your family and friends for Christmas?



Do you typically 'protect' your Christmas gifts from damage or theft?



*Multiple answers allowed

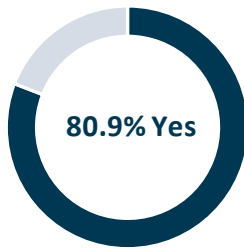
Source: CoreData Home Fears Survey (October 2018)

Question: Do you typically receive gifts from your family and friends for Christmas? Do you typically 'protect' your Christmas gifts from damage or theft? How do you typically 'protect' your Christmas gifts from damage or theft?

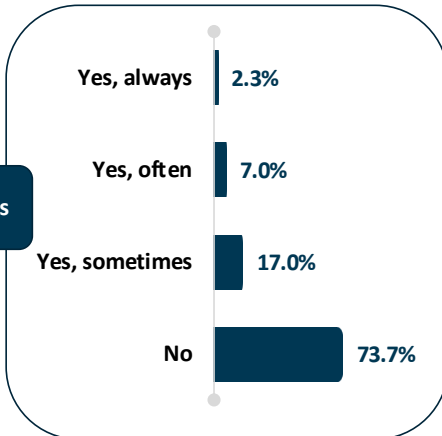
Among those who typically receive gifts from their family and friends for Christmas, three in 10 (29.9%) typically 'protect' their Christmas gifts from damage or theft, most commonly by storing them in a safe and secret location (68.6%).

Other means of 'protection' include getting a new contents insurance policy or updating an existing one (23.7%), not allowing anyone else to go near them (22.4%) and getting a service or support protection plan (13.7%).

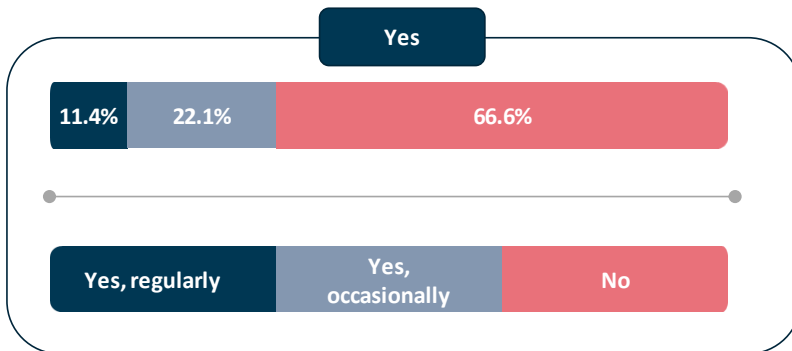
Do you typically receive gifts from your family and friends for Christmas?



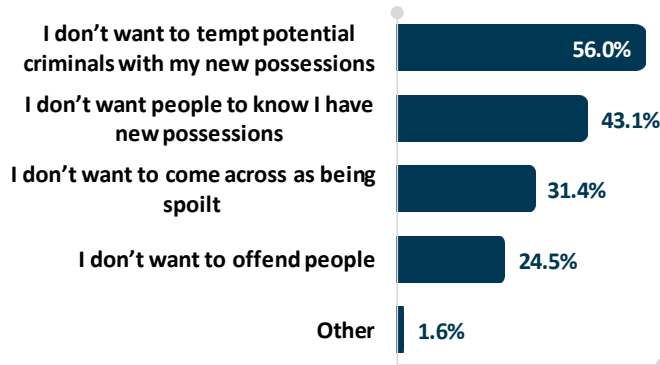
Do you typically post pictures and/or videos of your Christmas gifts on social media?



Do you ever worry about posting pictures and/or videos of your Christmas gifts on social media?



Why do you worry about posting pictures and/or videos of your Christmas gifts on social media?



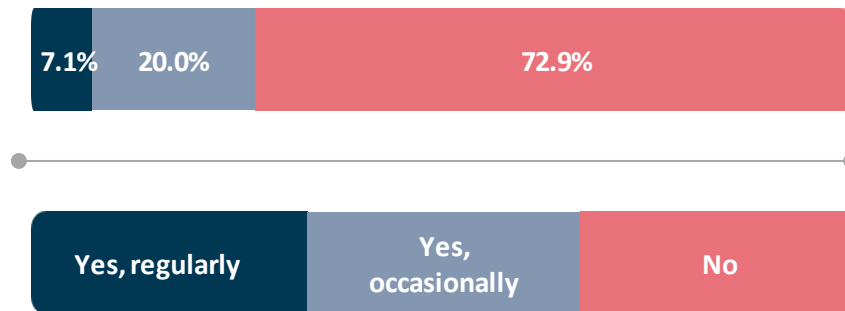
*Multiple answers allowed

% Yes

Source: CoreData Home Fears Survey (October 2018)

Question: Do you typically receive gifts from your family and friends for Christmas? Do you typically post pictures and/or videos of your Christmas gifts on social media? Do you ever worry about posting pictures and/or videos of your Christmas gifts on social media? Why do you worry about posting pictures and/or videos of your Christmas gifts on social media?

Do you ever worry about friends or family posting pictures and/or videos of your Christmas gifts on social media?



Source: CoreData Home Fears Survey (October 2018)

Question: Do you ever worry about friends or family posting pictures and/or videos of your Christmas gifts on social media?

Among those who typically receive gifts from their family and friends for Christmas and also use social media, more than a quarter (26.3%) post pictures and/or videos of their Christmas gifts on their social media accounts. One in three (33.5%) worry about posting these pictures and/or videos on social media.

Among those who worry, close to three in five (56.0%) cite not wanting to tempt potential criminals with their new possessions, while more than two in five (43.1%) do not want others to know they have new possessions. They also worry about posting on social media because they do not want to come across as being spoiled (31.4%) or they do not want to offend people (24.5%).

When asked if they ever worry about friends or family posting pictures of their Christmas gifts on social media, more than a quarter (27.1%) do worry at least occasionally.

In a typical year, how much do you spend on Christmas gifts for your family and friends? Do you ...?

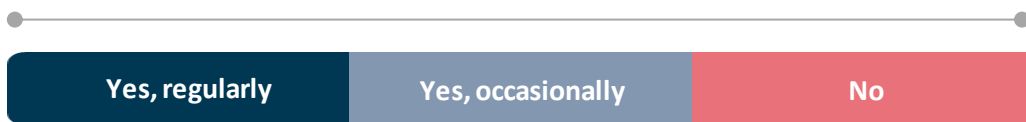


Source: CoreData Home Fears Survey (October 2018)
 Question: In a typical year, how much do you spend on Christmas gifts for your family and friends?

Purchase Christmas gifts for family and/or friends overseas



Send Christmas gifts for family and/or friends overseas

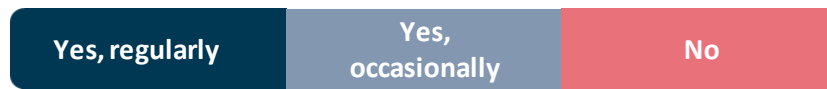


Source: CoreData Home Fears Survey (October 2018)
 Question: Do you ...?

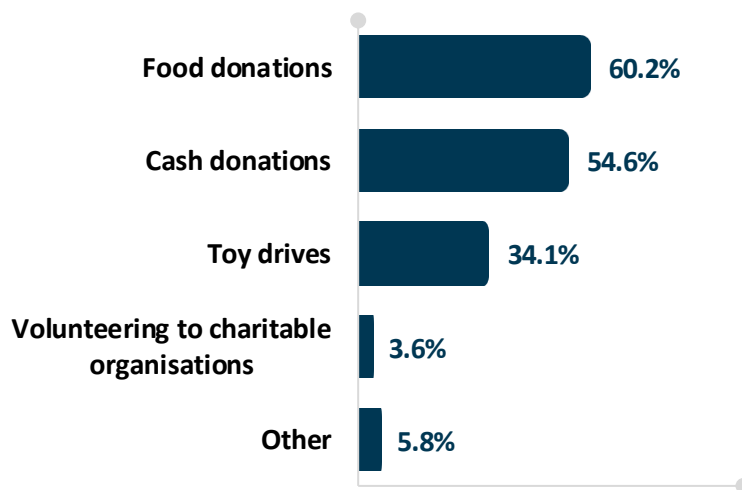
Respondents say they typically spend an average of \$468 on Christmas gifts for their family and friends. Across Australia, this translates to an average of \$9.16 billion annually.

More than one in three (34.5%) purchase Christmas gifts for family and/or friends overseas, while more than one in four (26.2%) send Christmas gifts for family and/or friends overseas.

Do you participate in charitable activities over the Christmas season?



What types of charitable activities do you participate in over the Christmas season?



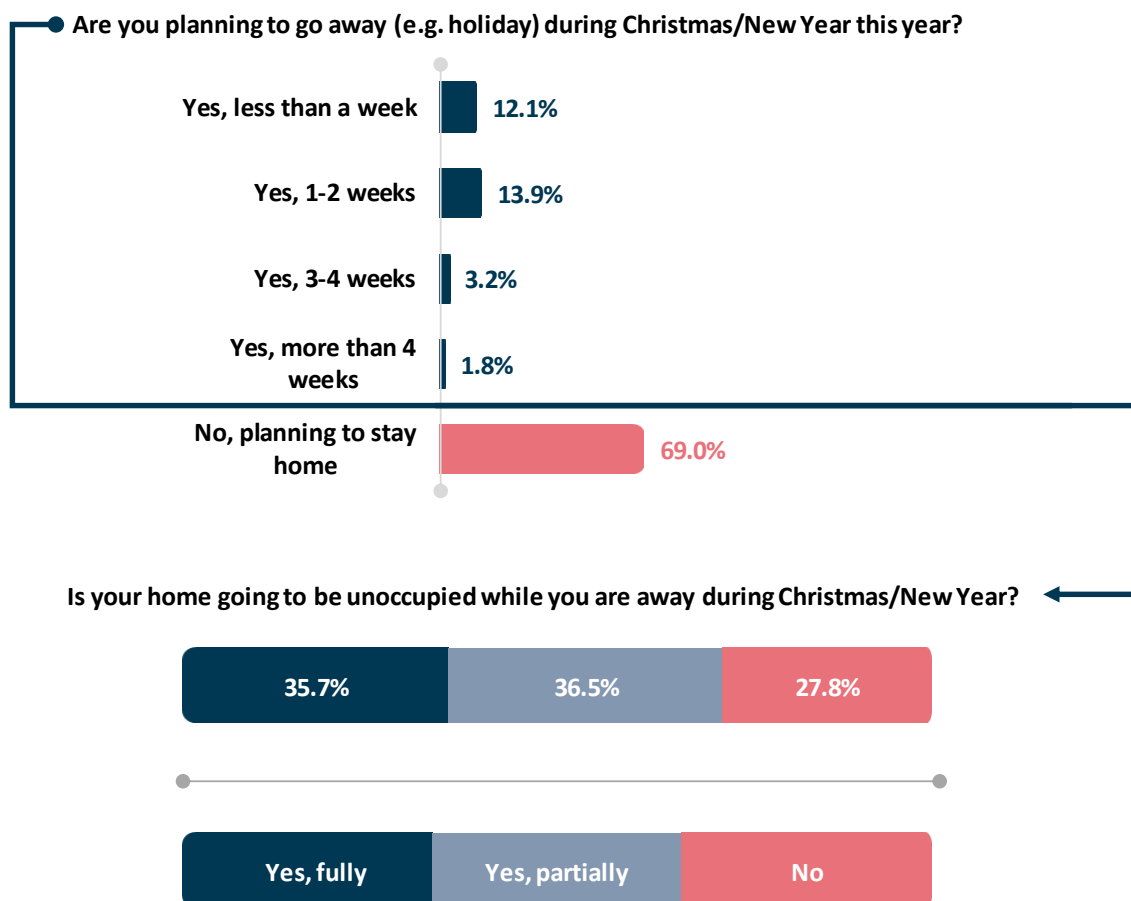
*Multiple answers allowed % Yes

Source: CoreData Home Fears Survey (October 2018)
 Question: Do you participate in charitable activities over the Christmas season? What types of charitable activities do you participate in over the Christmas season?

More than two in five (43.6%) respondents participate in charitable activities over the Christmas season, including food (60.2%) and cash (54.6%) donations, as well as toy drives (34.1%).

GOING AWAY DURING CHRISTMAS/NEW YEAR

- Some Australians are planning to go away during the upcoming Christmas/New Year period, with most leaving their home unoccupied while they are away
- Most Australians typically post pictures and/or videos of their holidays on social media and they are typically not worried about doing so or about their friends or family doing so
- Some are worried about this however, and most commonly cite not wanting to tempt potential criminals when their home is unoccupied

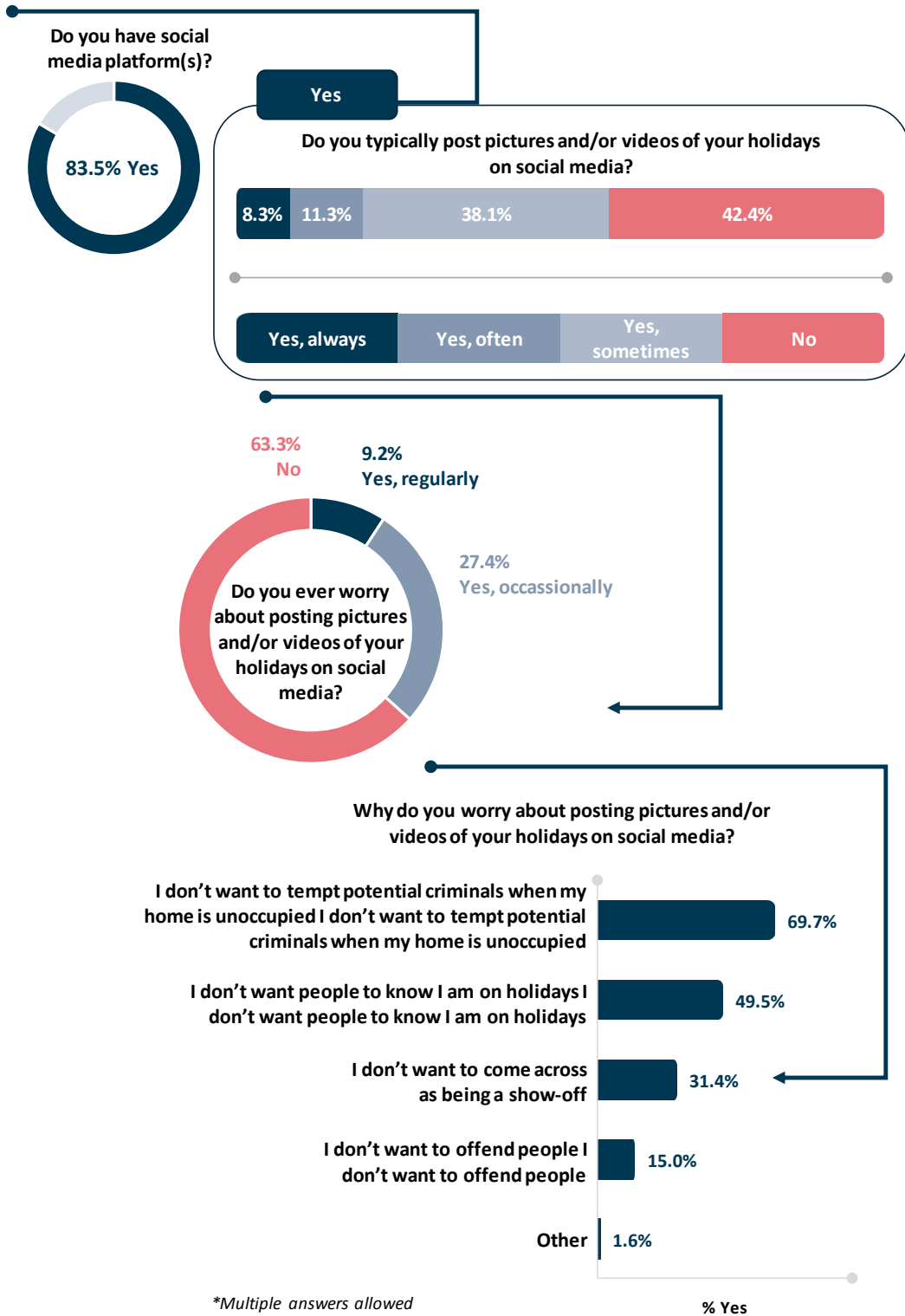


Source: CoreData Home Fears Survey (October 2018)

Question: Are you planning to go away (e.g. holiday) during Christmas/New Year this year? Is your home going to be unoccupied while you are away during Christmas/New Year?

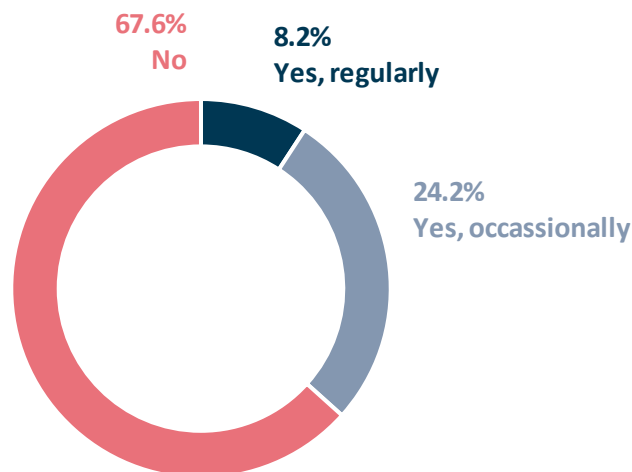
More than three in 10 (31.0%) respondents are planning to go away during the Christmas/New Year period this year, with one in four (26.0%) saying they plan to be away for up to two weeks.

Among those who plan to go away during the Christmas/New Year period this year, the large majority (72.2%) say their home is going to be unoccupied while they are away.



Source: CoreData Home Fears Survey (October 2018)
 Question: Do you have social media platform (s) (Which of the following social media platforms do you use)? Do you typically post pictures and/or videos of your holidays on social media? Do you ever worry about posting pictures and/or videos of your holidays on social media? Why do you worry about posting pictures and/or videos of your holidays on social media?

Do you ever worry about friends or family posting pictures and/or videos of your holidays on social media?



*Source: CoreData Home Fears Survey (October 2018)
Question: Do you ever worry about friends or family posting pictures and/or videos of your holidays on social media?*

Among those who use social media, close to three in five (57.7%) typically post pictures and/or videos of their holidays on social media. However, less than two in five (36.6%) worry about posting these pictures and/or videos on social media.

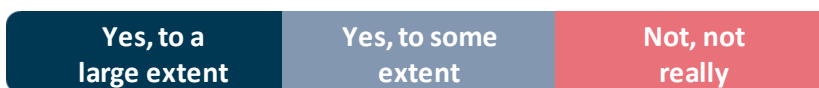
Among those who worry about posting about their holidays on social media, seven in 10 (69.7%) cite not wanting to tempt potential criminals when their home is unoccupied (69.7%), while close to half (49.5%) do not want others to know they are away. Others do not want to come across as being a show-off (31.4%) or to offend people (15.0%).

When asked if they ever worry about friends or family posting pictures of their holidays on social media, close to a third (32.4%) say they do worry at least occasionally.

HOME SECURITY DURING CHRISTMAS/NEW YEAR

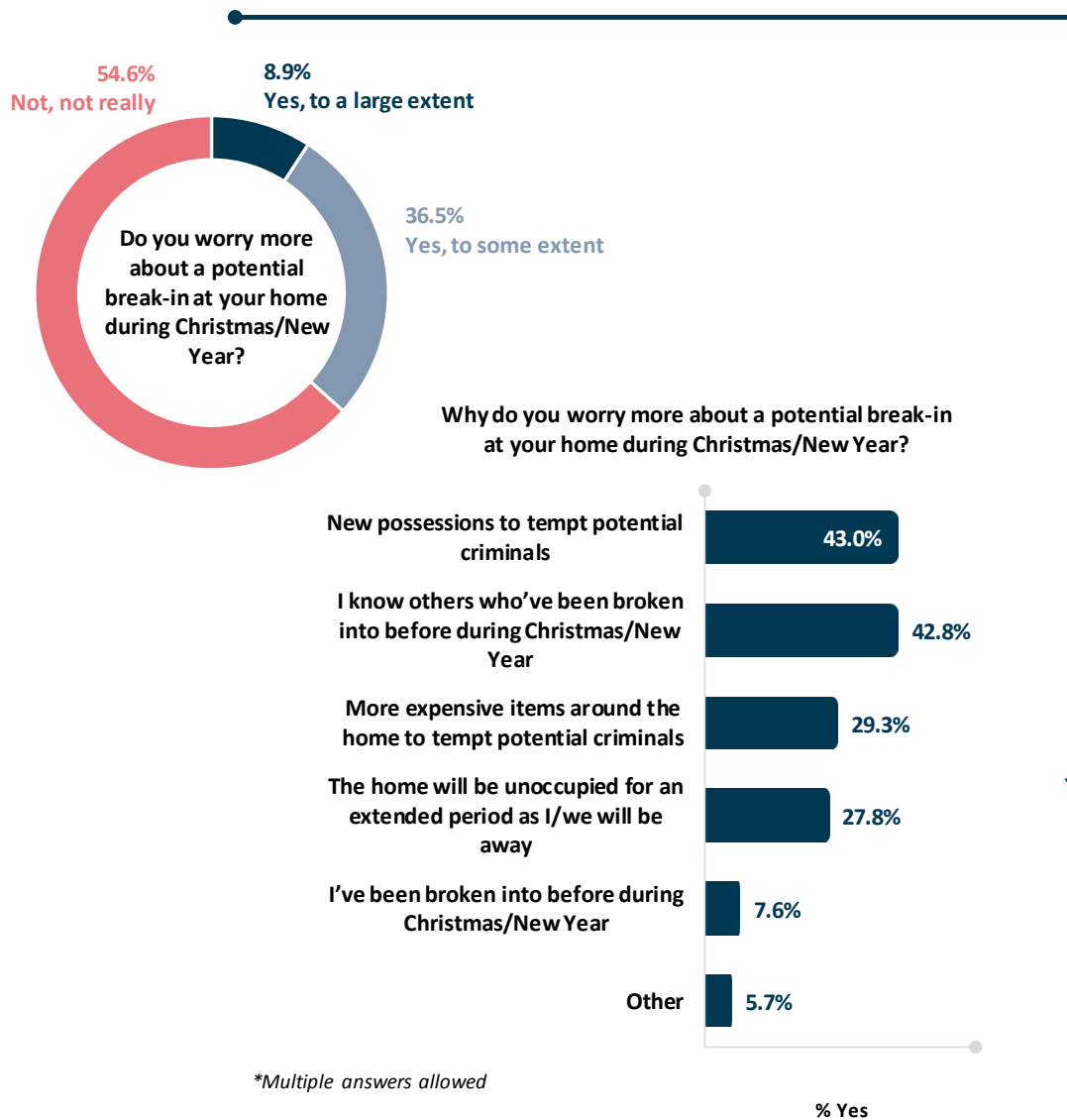
- Many Australians are more concerned about the security of their home and possessions and worry more about a potential break-in during Christmas/New Year
- The increase in concern is most commonly attributed to the presence of new possessions to tempt potential criminals and knowing others who've been broken into during Christmas/New Year
- However, Australians appear to be underestimating the increased risk of a break-in during this period. They also believe that people put themselves at greater risk when they post about their Christmas gifts or holidays on social media

Are you more concerned about the security of your home and possessions during Christmas/New Year?



Source: CoreData Home Fears Survey (October 2018)

Question: Are you more concerned about the security of your home and possessions during Christmas/New Year?

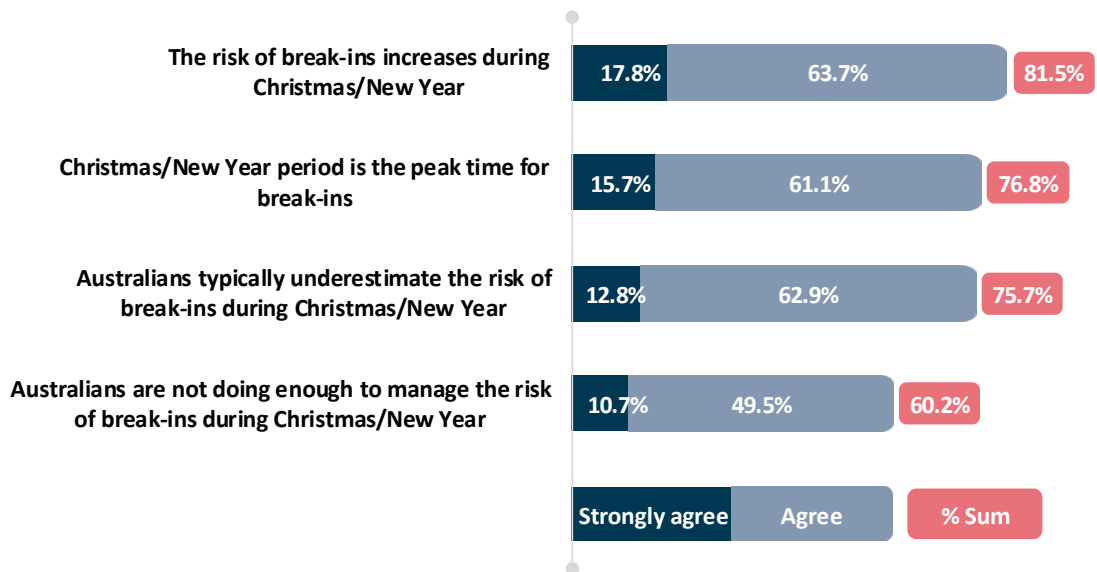


Source: CoreData Home Fears Survey (October 2018)
 Question: Do you worry more about a potential break-in at your home during Christmas/New Year?
 Why do you worry more about a potential break-in at your home during Christmas/New Year?

Close to half (47.2%) of respondents are more concerned about the security of their home and possessions during Christmas/New Year, and a similar proportion (45.4%) worry more about a potential break-in at their home during this period.

Among those who worry more about a potential break-in at their home during Christmas/New Year, similar proportions point to new possessions to tempt criminals (43.0%) and knowing others who were broken into during this period. Close to three in 10 attribute this to having more expensive items around the home to tempt potential criminals (29.3%) and to their home being unoccupied while they are away (27.8%).

How much do you agree with the following statements?



Source: CoreData Home Fears Survey (October 2018)
 Question: How much do you agree with the following statements?

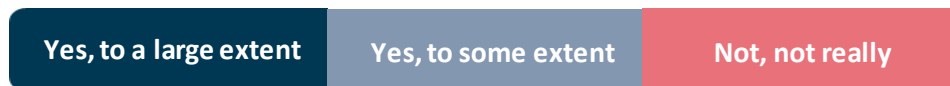
The vast majority (81.5%) of respondents believe the risk of break-ins increases during Christmas/New Year. Similar proportions say the Christmas/New Year period is the peak time for break-ins (76.8%) and that Australians typically underestimate the risk of break-ins during this time period (75.7%). Three in five (60.2%) also believe Australians are not doing enough to manage the risk of break-ins during the Christmas/New Year period.

Do you think Australians put themselves at greater risk of break-ins when ...?

They post about their holidays on social media, particularly during Christmas/New Year



They post about their Christmas gifts on social media



Source: CoreData Home Fears Survey (October 2018)

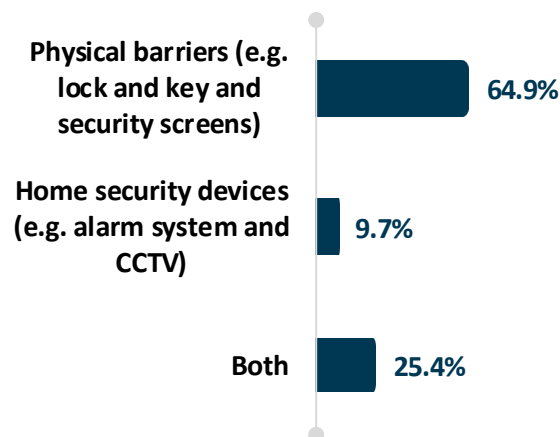
Question: Do you think Australians put themselves at greater risk of break-ins when ...?

The vast majority (83.5%) of respondents think Australians put themselves at greater risk of break-ins when they post about their holidays on social media, particularly during the Christmas/New Year period. A similar proportion (79.3%) hold the same view with regards to posting about their Christmas gifts on social media.

HOME SECURITY MEASURES

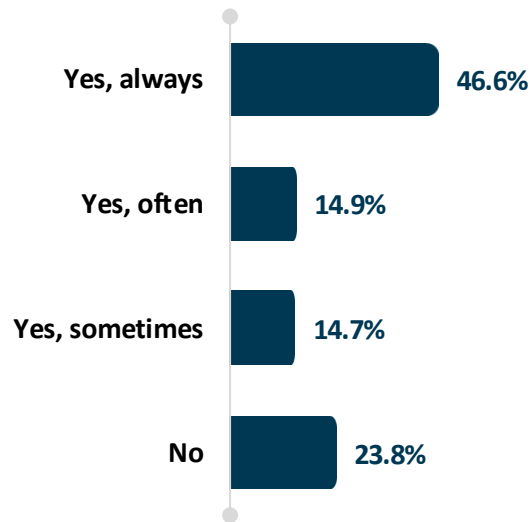
- Nearly all Australians have physical barriers to protect their home and possessions, while many have home security devices, such as an alarm system or CCTV
- Some have a guard dog or a vigilant family dog, while others also monitor their home and possessions through an app on their phone/tablet
- Many of those with home security devices either already have the latest technology in place or have upgraded to the latest technology
- Australians who have home security devices have spent an average of \$760 on these devices in the last five years or around \$5.14 billion across Australia in the same time period
- There is a strong view that the money spent on home security devices is worth it for greater peace of mind
- Many Australians take extra precautions to protect their home and possessions during Christmas/New Year, particularly by making the home look occupied as much as possible and having others collect all mail and deliveries
- The majority of Australians believe it is important to build a relationship with neighbours for home security purposes, telling them whenever they are going to be away and trusting them to keep an eye out on their home and possessions while they are away

What security measures do you have in place to protect your home and possessions?



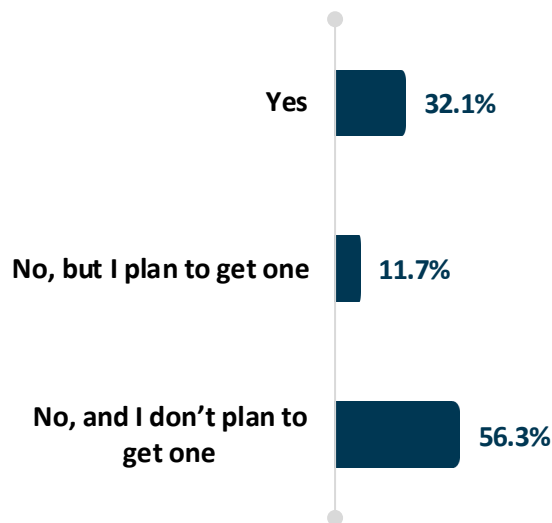
Source: CoreData Home Fears Survey (October 2018)
 Question: What security measures do you have in place to protect your home and possessions?

Do you activate the alarm system when you are not home?



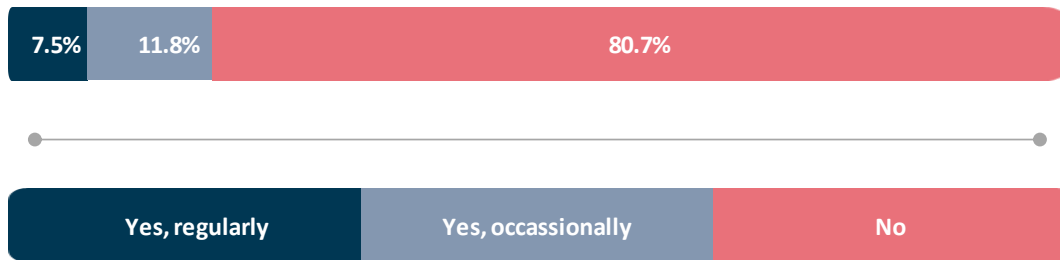
Source: CoreData Home Fears Survey (October 2018)
 Question: Do you activate the alarm system when you are not home?

Do you have a guard dog (or even just a vigilant family dog) to help protect your home and possessions?



Source: CoreData Home Fears Survey (October 2018)
 Question: Do you have a guard dog (or even just a vigilant family dog) to help protect your home and possessions?

Do you monitor your home and possessions through an app on your phone/tablet when you are not home?



Source: CoreData Home Fears Survey (October 2018)

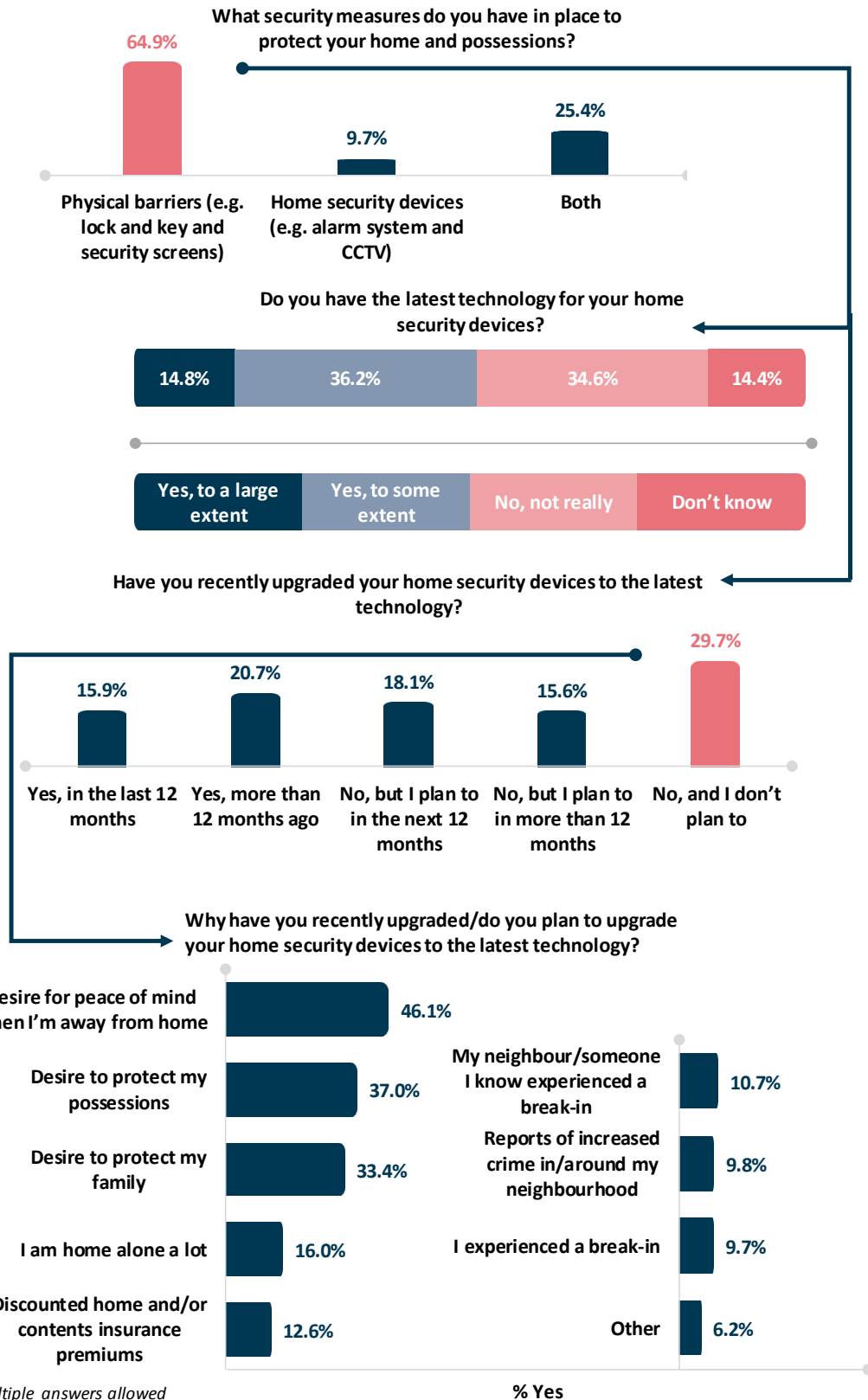
Question: Do you monitor your home and possessions through an app on your phone/tablet when you are not home?

Close to two-thirds (64.9%) of respondents have physical barriers in place, such as lock and key and security screens, as a security measure to protect their home and possessions, while close to one in 10 (9.7%) have home security devices, such as alarm systems and CCTVs.

Among those who have alarm systems, the large majority (76.2%) say they activate it whenever they are not at home.

Close to one in three (32.1%) have a guard dog or a vigilant family dog to help protect their home and possessions, while one in nine (11.7%) plan to get one.

Almost one in five (19.3%) say they monitor their home and possessions through an app on their phone or tablet when they are not home.



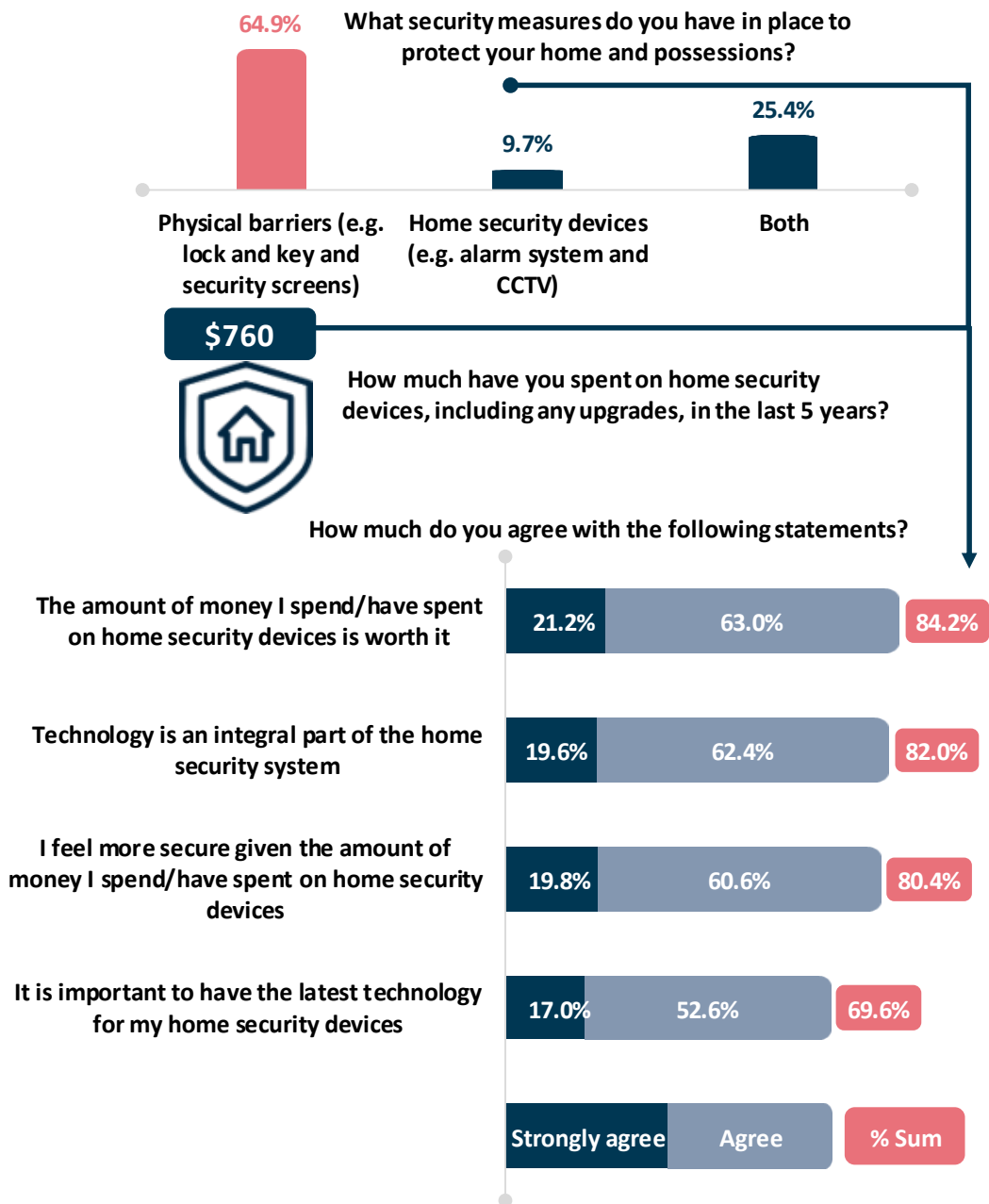
Source: CoreData Home Fears Survey (October 2018)

Question: What security measures do you have in place to protect your home and possessions? Do you have the latest technology for your home security devices? Have you recently upgraded your home security devices to the latest technology? Why have you recently upgraded/do you plan to upgrade your home security devices to the latest technology?

Among those who have home security devices, more than half (51.0%) say they have the latest technology for their home security devices, while one in seven (14.4%) are not sure.

More than a third (36.6%) of respondents who have home security devices have upgraded them to the latest technology, while a similar proportion (33.7%) are planning to. Close to three in 10 (29.7%) have no plans of upgrading to the latest technology.

Among those who have upgraded or are planning to upgrade their home security devices to the latest technology, close to half (46.1%) attribute this to a desire for peace of mind when they are away from home. Others cite a desire to protect their possessions (37.0%) or their family (33.4%).

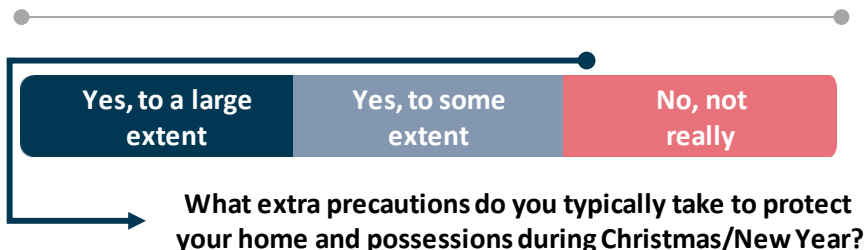


Source: CoreData Home Fears Survey (October 2018)
 Question: What security measures do you have in place to protect your home and possessions? How much have you spent on home security devices, including any upgrades, in the last 5 years? How much do you agree with the following statements?

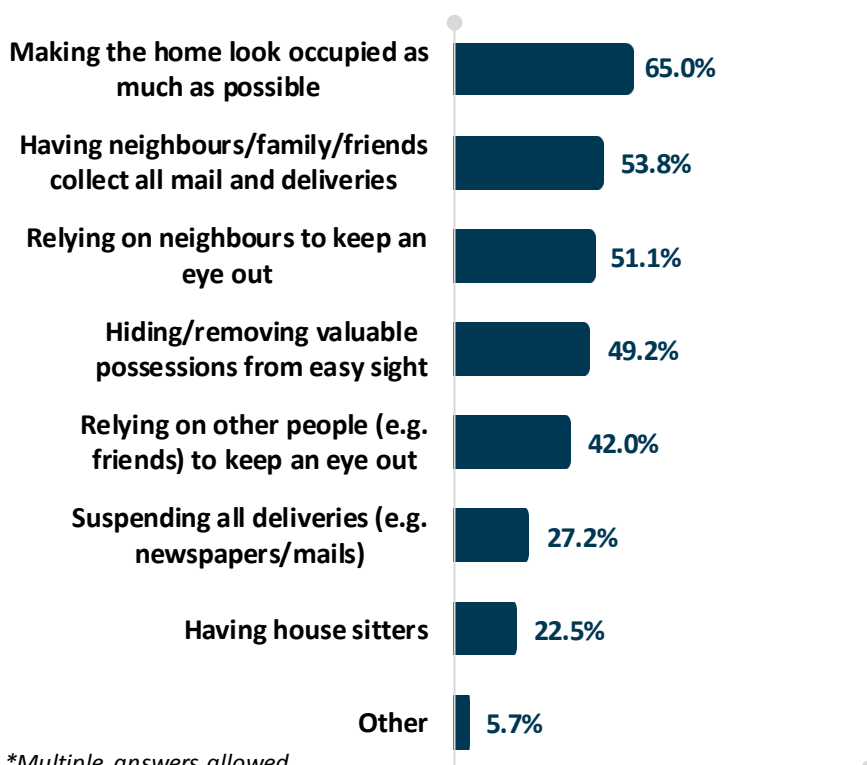
Respondents who have home security devices have spent an average of \$760 on these devices in the last five years. This amounts to around \$5.14 billion across Australia in the same time period.

The vast majority of respondents who have home security devices say the amount of money they spend or have spent on such devices is worth it (84.2%). Similar proportions think that technology is an integral part of the home security system (82.0%) or that they feel more secure given the amount of money they spend or have spent on these devices (80.4%). Close to seven in 10 (69.6%) feel it is important to have the latest technology for their home security devices.

Aside from the physical barriers and/or home security devices, do you typically take extra precautions to protect your home and possessions during Christmas/New Year?



What extra precautions do you typically take to protect your home and possessions during Christmas/New Year?



*Multiple answers allowed

Source: CoreData Home Fears Survey (October 2018)

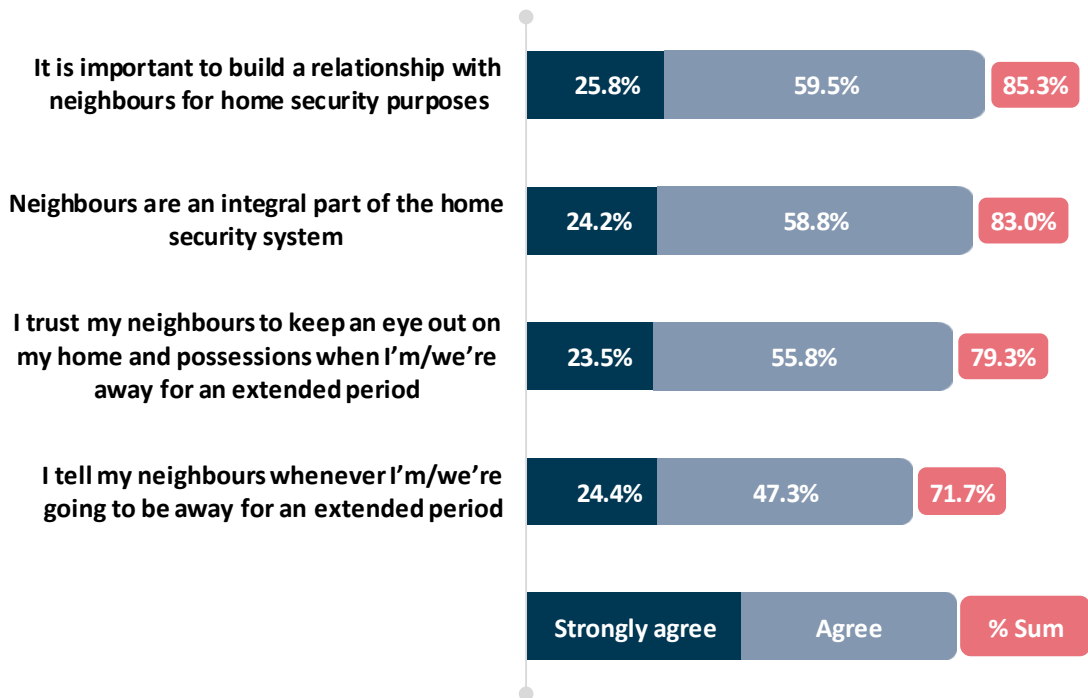
Question: Aside from the physical barriers and/or home security devices, do you typically take extra precautions to protect your home and possessions during Christmas/New Year? What extra precautions do you typically take to protect your home and possessions during Christmas/New Year?

Two in five (40.1%) respondents say they typically take extra precautions to protect their home and possessions during Christmas/New Year aside from the physical barriers and/or home security devices.

Of those who do take extra precautions, close to two-thirds (65.0%) do this by making their home look occupied as much as possible. Similar proportions have neighbours/family/friends collect all mail and deliverables (53.8%) or rely on their neighbours to keep an eye out on their home (51.1%).

Close to half (49.2%) hide or remove valuable possessions from plain sight, while more than two in five (42.0%) rely on other people like their family and friends to keep an eye out.

How much do you agree with the following statements?



Source: CoreData Home Fears Survey (October 2018)
 Question: How much do you agree with the following statements?

Similar proportions of respondents believe that neighbours are an integral part of the home security system (83.0%) or that it is important to build a relationship with neighbours for home security purposes (85.3%). Close to four in five (79.3%) trust their neighbours to keep an eye out on their home and possessions, while the large majority (71.7%) tell neighbours whenever they are going to be away for an extended period of time.

What is your number one tip for keeping the home and possessions secure during Christmas/New Year?



**Top 5 responses only
 Source: CoreData Home Fears Survey (October 2018)
 Question: What is your number one tip for keeping the home and possessions secure during Christmas/New Year?*

Locking up and staying home are the top tips given by respondents for keeping the home and possessions secure during the Christmas/New Year period.

*"Have your home secured at all times, even when you are at home. Keep all doors locked even when at home. Do not answer the door unless you can see or know who is knocking. Have a phone near you at all times in the event of emergency. Be alert and aware of strange people and / or vehicles in your street. If you can afford it, (which I cannot) install CCTV cameras around the outside of your home."
 (Female, 71 years old, NSW)*

*"Place everything out of sight that has any value; remove anything around the house where someone can climb up over the fence; always have the alarm on; and lock the roller door disengage the electronics on roller door."
 (Female, 68 years old, NSW)*

*"Taking precaution and locking up doors and windows; keeping the lights on and having somebody trustworthy house-watch your place while you are away."
 (Female, 20 years old, NSW)*

*"Make sure your locks are up to date and actually locked. Make sure your contents insurance is up to date."
 (Male, 36 years old, QLD)*

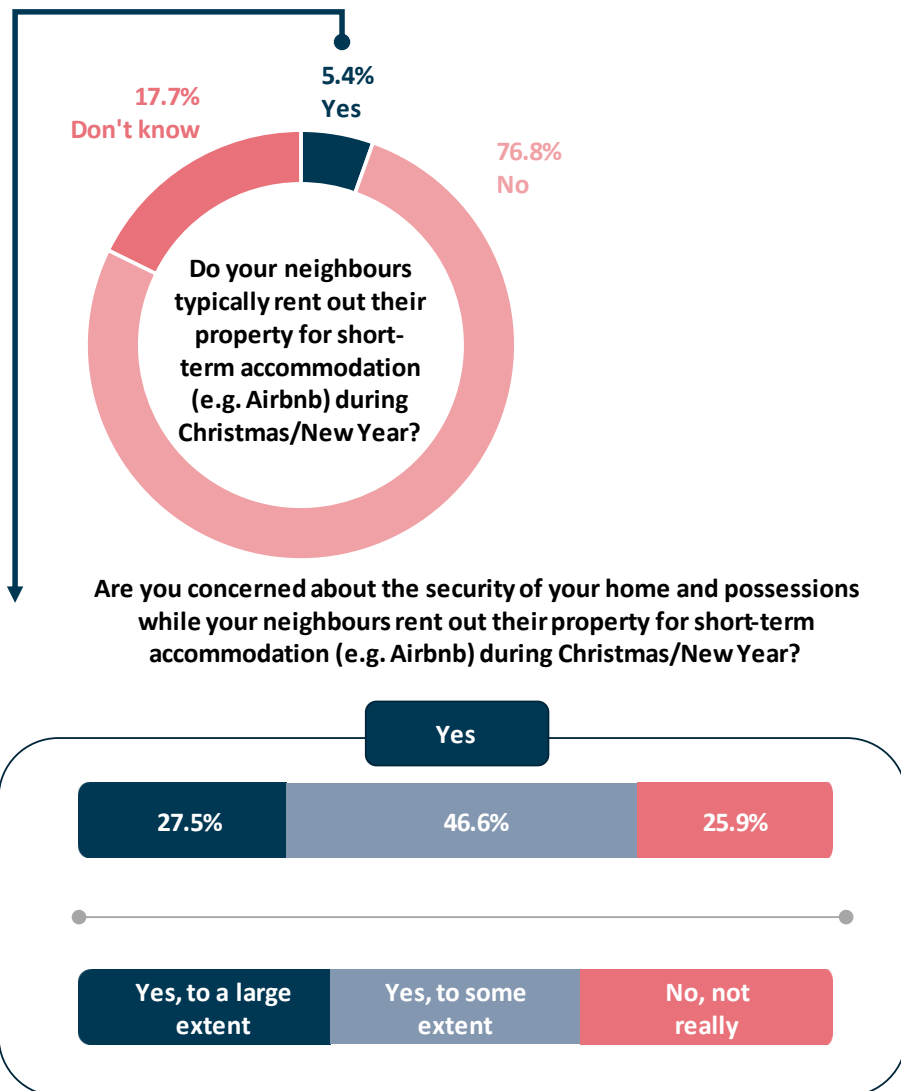
*"General good security around the house and asking neighbours to be aware of anything suspicious."
 (Female, 54 years old, ACT)*

*"First of all, keep a good relationship with neighbours like your family for home security purposes."
 (Male, 61 years old, WA)*

*"Put lights and radio on a timer so as to make the impression that there are people in the house."
 (Male, 71 years old, WA)*

"Install safety screens to windows and doors." (Female, 56 years old, TAS)

"Be vigilant." (Female, 70 years old, QLD)



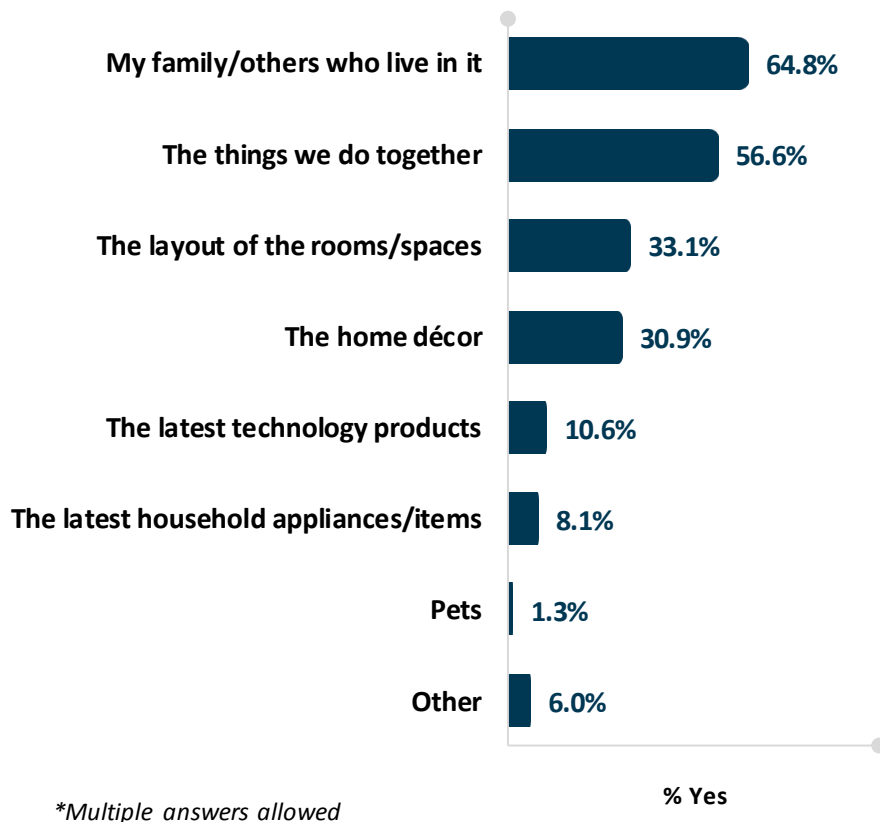
Source: CoreData Home Fears Survey (October 2018)
 Question: Do your neighbours typically rent out their property for short-term accommodation (e.g. Airbnb) during Christmas/New Year? Are you concerned about the security of your home and possessions while your neighbours rent out their property for short-term accommodation (e.g. Airbnb) during Christmas/New Year?

Only a small minority (5.4%) of respondents say their neighbours typically rent out their property for short-term accommodation during Christmas/New Year. Among these, the large majority (74.1%) are concerned about the security of their own home and possessions while their neighbours rent out their property during this period.

THE HAPPY HOME

- A happy family makes a happy home. A happy home is less about the latest décor, the latest technology products or the latest household appliances/items
- Interestingly, Australians spend an average of \$504 on home décor products and \$751 on technology products every year or Australia-wide, these translate to approximately \$9.4 billion and \$14.2 billion respectively annually
- Many Australians have the latest technology products in their home and believe it is important for them to have the latest technology products in their home
- However, many also think these technology products create disconnect in their relationship with their family
- If money was not an object, Australians would prefer acreage living to city living. They would also prefer buying a property as opposed to renting a property, although the majority believe renting is ‘the new black’

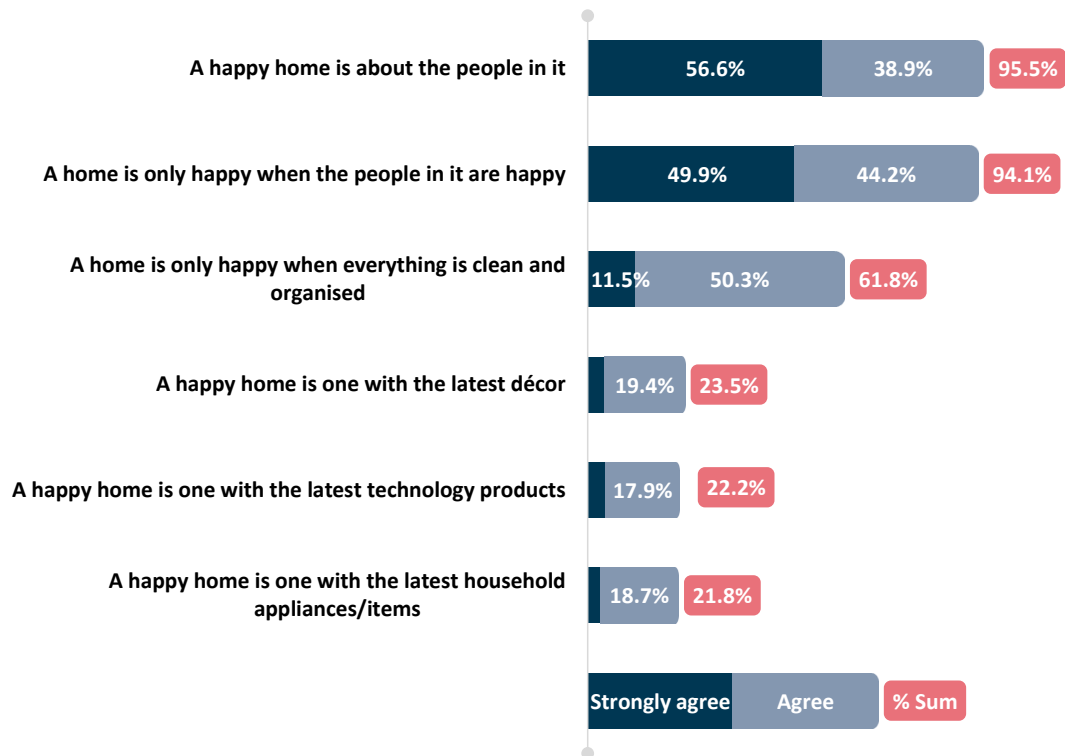
What do you think makes your home happy?



Source: CoreData Home Fears Survey (October 2018)
 Question: What do you think makes your home happy?

Close to two-thirds (64.8%) of respondents think their family or the other people who live in it makes their home a happy one, while close to three in five (56.6%) say it is the things they do together. Similar proportions attribute the happiness of their home to the layout of the home (33.1%) or the décor (30.9%), while one in 10 (10.6%) point to the latest technology products.

How much do you agree with the following statements?



Source: CoreData Home Fears Survey (October 2018)
 Question: How much do you agree with the following statements?

The overwhelming majority of respondents believe that a happy home is about the people in it (95.5%) or that a home is only happy when the people in it are happy (94.1%). More than three in five (61.8%) also say that a home is only happy when everything is clean and organised.

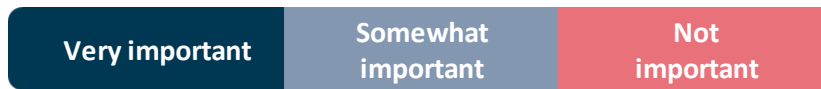
To a much lesser extent, respondents believe that a happy home is one with the latest décor (23.5%), the latest technology products (22.2%) or the latest household appliances or items (21.8%).

Do you have the latest technology products in your home?



Source: CoreData Home Fears Survey (October 2018)
 Question: Do you have the latest technology products in your home?

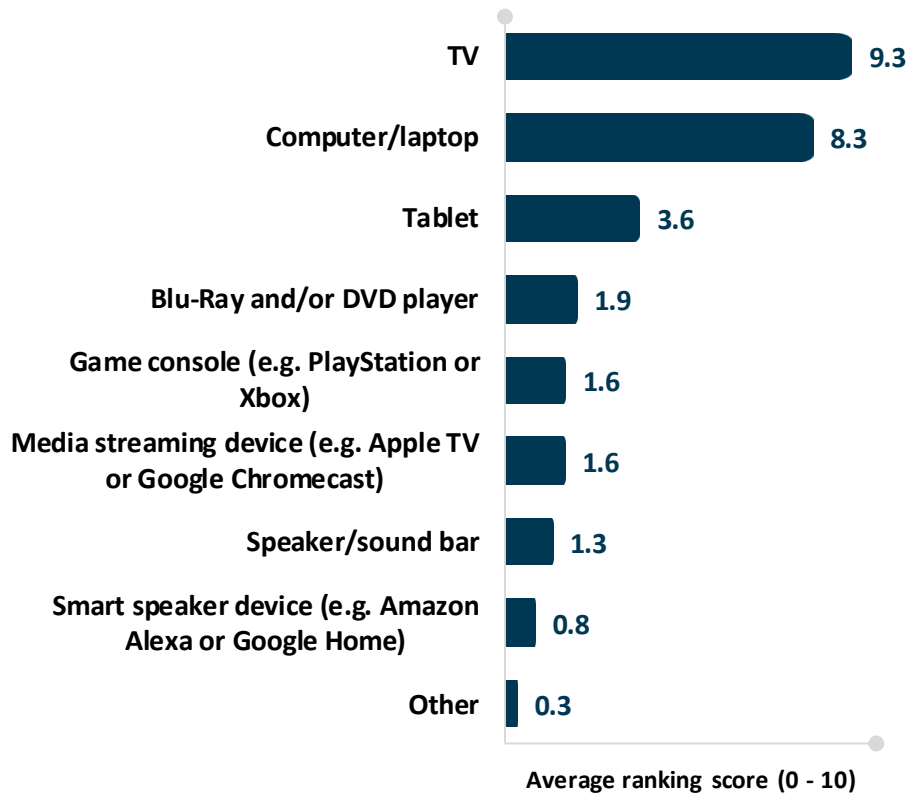
How important is it for you have the latest technology products in your home?



Source: CoreData Home Fears Survey (October 2018)
 Question: How important is it for you have the latest technology products in your home?

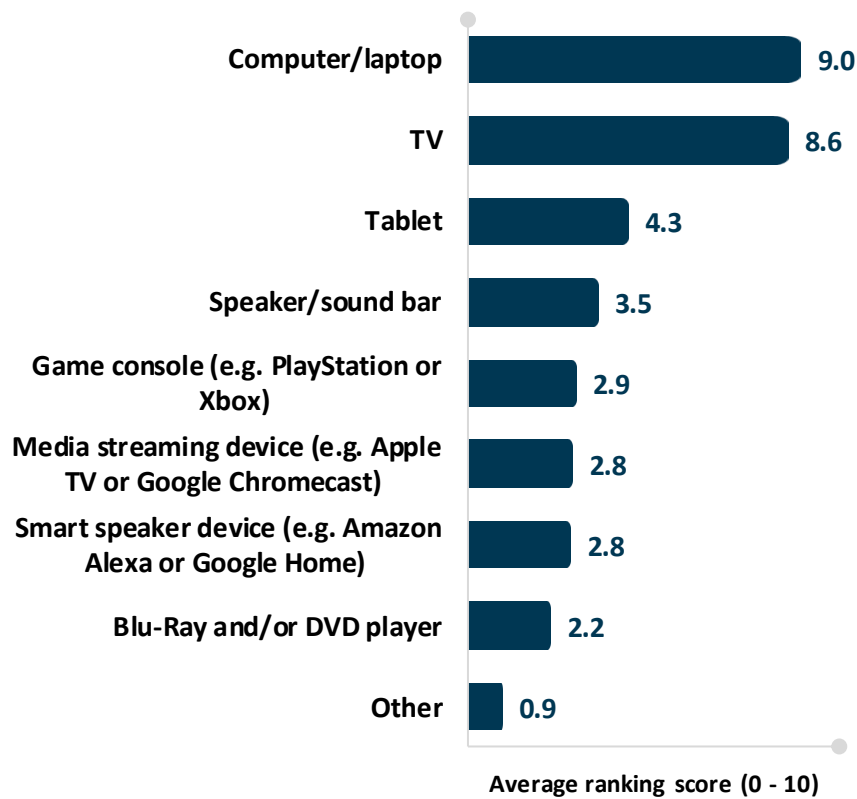
Close to half (46.3%) of respondents have the latest technology products in their home, and two in five (40.8%) feel it is important for them to have the latest technology products in their home.

Apart from personal devices (e.g. mobile phones or wearables) and home security devices, which of the following technology products do you use most in your home?



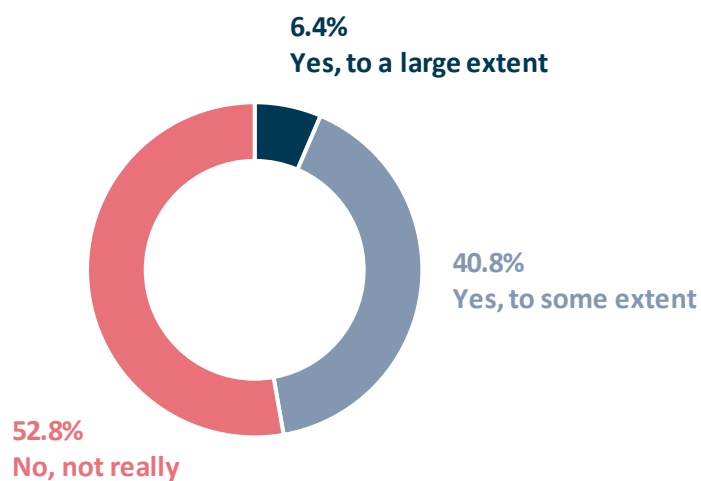
Source: CoreData Home Fears Survey (October 2018)
 Question: Apart from personal devices (e.g. mobile phones or wearables) and home security devices, which of the following technology products do you use most in your home?

Which of the following technology products would you like to have/have the latest of (i.e. upgrade) in your home?



Source: CoreData Home Fears Survey (October 2018)
 Question: Which of the following technology products would you like to have/have the latest of (i.e. upgrade) in your home?

Do you think these technology products create disconnect in your relationship with your family/others who live in your home?



Source: CoreData Home Fears Survey (October 2018)
 Question: Do you think these technology products create disconnect in your relationship with your family/others who live in your home?

Respondents rank the 'TV' as the technology product they use the most in their home apart from personal devices such as mobile phones with an average ranking score of 9.3. This is followed by 'computer or laptop' (8.3) and 'tablet' (3.6).

When asked which technology products they would like to have or to have the latest version of in their home, respondents rank 'computer or laptop' as their top answer with an average ranking score of 9.0. This is followed by 'TV' (8.6) and 'tablet' (4.3).

Interestingly, close to half (47.2%) of respondents think these technology products create disconnect in their relationship with their family or with other people who live in their home.

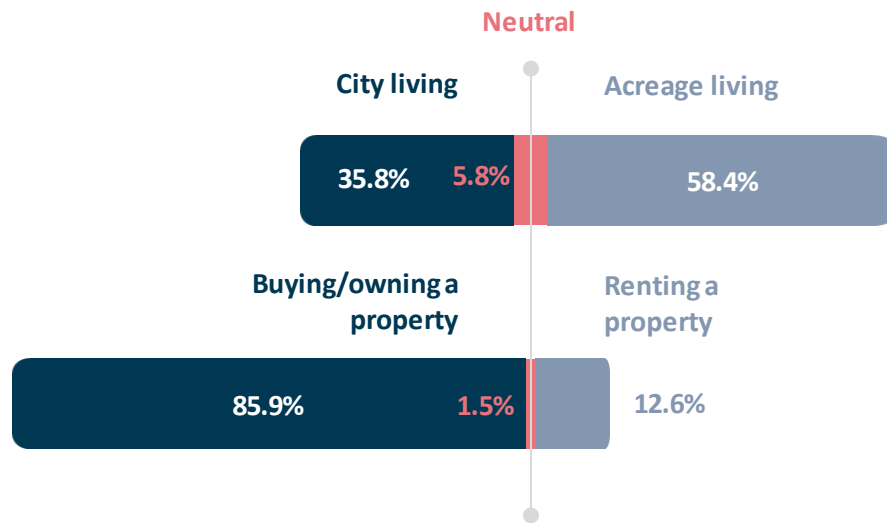
How much do you typically spend on the following products for your home annually?



Source: CoreData Home Fears Survey (October 2018)
Question: How much do you typically spend on the following products for your home annually?

Respondents spend an average of \$504 on home décor products and \$751 on technology products every year. Across Australia, these translate to approximately \$9.4 billion and \$14.2 billion respectively annually.

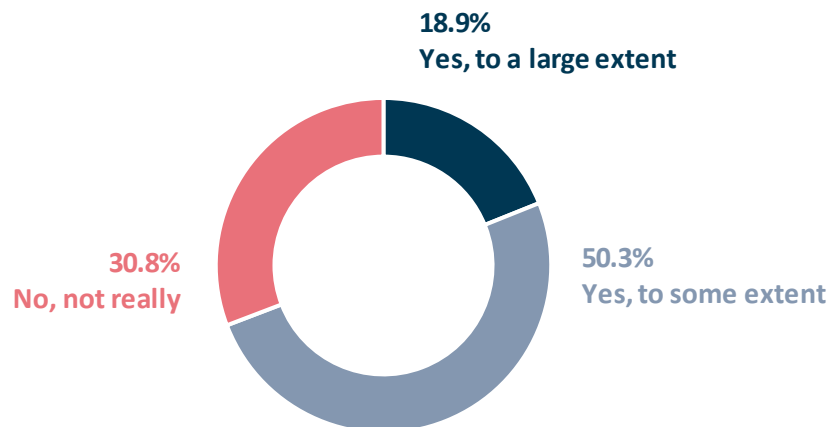
Ideally, if money wasn't an object, which of the following would you prefer?



Source: CoreData Home Fears Survey (October 2018)

Question: Ideally, if money wasn't an object, which of the following would you prefer?

Is renting a property becoming increasingly popular compared to buying/owning a property for Australians these days?



Source: CoreData Home Fears Survey (October 2018)

Question: Is renting a property becoming increasingly popular compared to buying/owning a property for Australians these days?

If money was not an object, more respondents prefer acreage living to city living (58.4% vs. 35.8%). This gap widens considerably when asked if they prefer buying/owning to renting a property, with a much stronger preference for the former (85.9% vs. 12.6%).

However, close to seven in 10 (69.2%) respondents think renting a property is becoming increasingly popular compared to buying or owning a property for Australians these days.

At what age did you buy your first property?



Source: CoreData Home Fears Survey (October 2018)
 Question: At what age did you buy your first property?

Are you planning to buy your first property?



Realistically speaking, at what age do you think you will buy your first property?



Source: CoreData Home Fears Survey (October 2018)
 Question: Are you planning to buy your first property? Realistically speaking, at what age do you think you will buy your first property?

Flowchart 87 to 88; 86 a separate chart

Among those who own their own home, the average age of respondents buying their first property is 28 years.

Among those who are currently renting, more than half (51.6%) plan to buy their first property in the future. On average, they think they will buy their first property at age 38.

DEMOGRAPHICS

Gender	
Female	51.2%
Male	48.8%

Age band	
18 - 29 years old	21.0%
30 - 39 years old	18.3%
40 - 49 years old	17.4%
50 - 59 years old	16.3%
60 years old and above	26.9%

State	
ACT	2.1%
NSW	20.6%
NT	0.7%
QLD	20.2%
SA	13.2%
TAS	3.6%
VIC	19.1%
WA	20.6%

Marital Status	
Single	32.5%
Living with partner/married	55.6%
Separated/divorced	9.6%
Widowed	2.3%
Other	0.0%

Living Situation	
Living alone (never had children)	15.9%
Living with flatmate(s) (never had children)	7.5%
Living with parents/siblings (never had children)	9.1%
Living with partner only (never had children)	11.5%
Living with your children (under 18 years) at home	19.5%
Living with your children (over 18 years) at home	5.8%
Living with your children (both over and under 18 years) at home	2.3%
Living alone (children have all left home)	8.5%
Living with partner only (children have all left home)	18.2%
Living with partner and children	1.6%
Other	0.1%

ABOUT COREDATA

CoreData Research is a global specialist financial services research and strategy consultancy. CoreData Research understands the boundaries of research are limitless and with a thirst for new research capabilities and driven by client demand; the group has expanded over the past few years into the Americas, Africa, Asia, and Europe.

CoreData Group has operations in Australia, the United Kingdom, the United States of America, Brazil, Singapore, South Africa and the Philippines. The group's expansion means CoreData Research has the capabilities and expertise to conduct syndicated and bespoke research projects on six different continents, while still maintaining the high level of technical insight and professionalism our repeat clients demand.

With a primary focus on financial services CoreData Research provides clients with both bespoke and syndicated research services through a variety of data collection strategies and methodologies, along with consulting and research database hosting and outsourcing services.

CoreData Research provides both business-to-business and business to- consumer research, while the group's offering includes market intelligence, guidance on strategic positioning, methods for developing new business, advice on operational marketing and other consulting services.

The team is a complimentary blend of experienced financial services, research, marketing and media professionals, who together combine their years of industry experience with primary research to bring perspective to existing market conditions and evolving trends.

CoreData Research has developed a number of syndicated benchmark proprietary indexes across a broad range of business areas within the financial services industry.

- Experts in financial services research
- Deep understanding of industry issues and business trends
- In-house proprietary industry benchmark data
- Industry leading research methodologies
- Rolling benchmarks

The team understands the demand and service aspects of the financial services market. It is continuously in the market through a mixture of constant researching, polling and mystery shopping and provides in-depth research at low cost and rapid execution. The group builds a picture of a client's market from hard data which allows them to make efficient decisions which will have the biggest impact for the least spend.



AUSTRALIA

SYDNEY

CoreData Pty Limited
Suite 7, Level 9, 66 Hunter St
Sydney, NSW, 2000

T: +61 2 9376 9600

E: sydney@coredata.com.au

PERTH

CoreData Pty Limited
191 St Georges Terrace,
Perth WA 6000

T: +61 8 6500 3216

E: perth@coredata.com.au

PHILIPPINES

CoreData Research Services Inc.
Unit E-1608 Philippine Stock
Exchange Centre,
Exchange Rd, Ortigas, Pasig City,
1605

T: +63 2 667 3996

E: info_ph@coredataresearch.com

UK

CoreData Research Ltd
6 Foster Lane,
London ECV 6HH
United Kingdom

T: +44 (0) 207 600 5555

E: info_uk@coredataresearch.com

US

CoreData Research LLC
15 Court Square, #450
Boston, 02108

T: +1 (857) 239 8398

E: info_us@coredataresearch.com