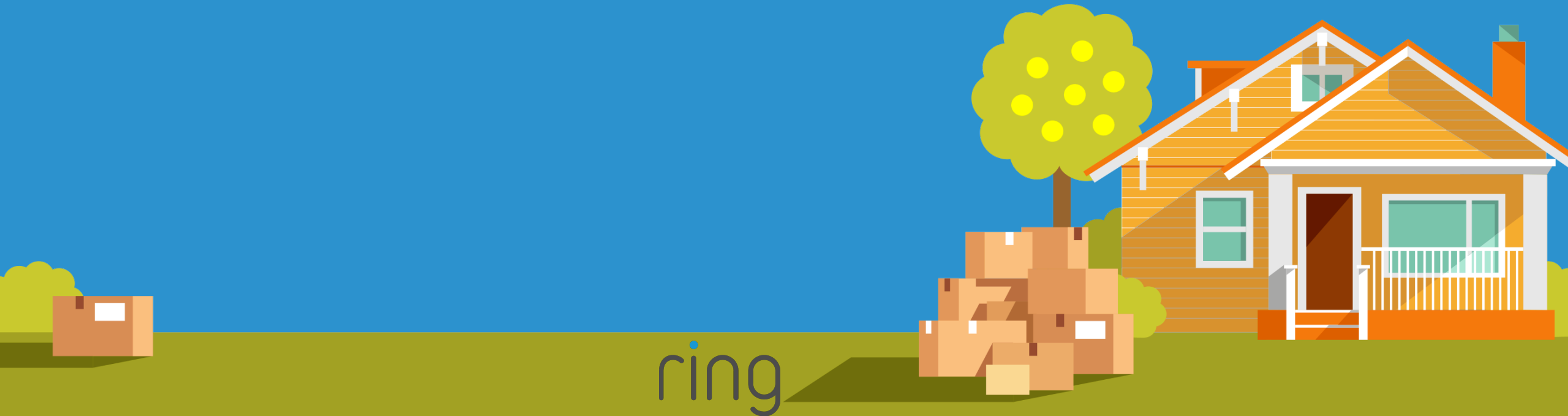


Home Security

Smart Technology Protecting Consumers' Homes



ring

INTRODUCTION

This report presents the research findings from the study commissioned by Ring and produced by Fluent Research.

The study was conducted online with a nationally representative sample of 1,001 homeowners ages 18 to 74, who own a smartphone.

In addition, we surveyed a separate sample of 100 current users of Ring products.

The data was collected in October-November 2017.





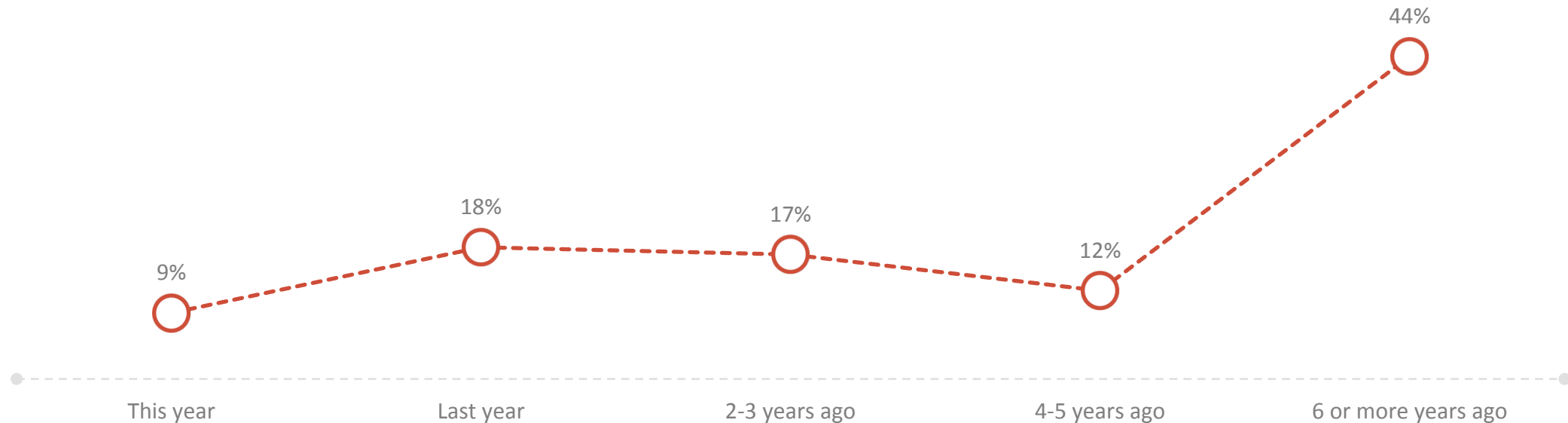
Neighborhood Crime

More than one in four
U.S. homeowners (28%)
have been a victim of
home burglary



One in four reported burglaries occurred within this or last year

When the home burglary occurred (among victims of home burglary)

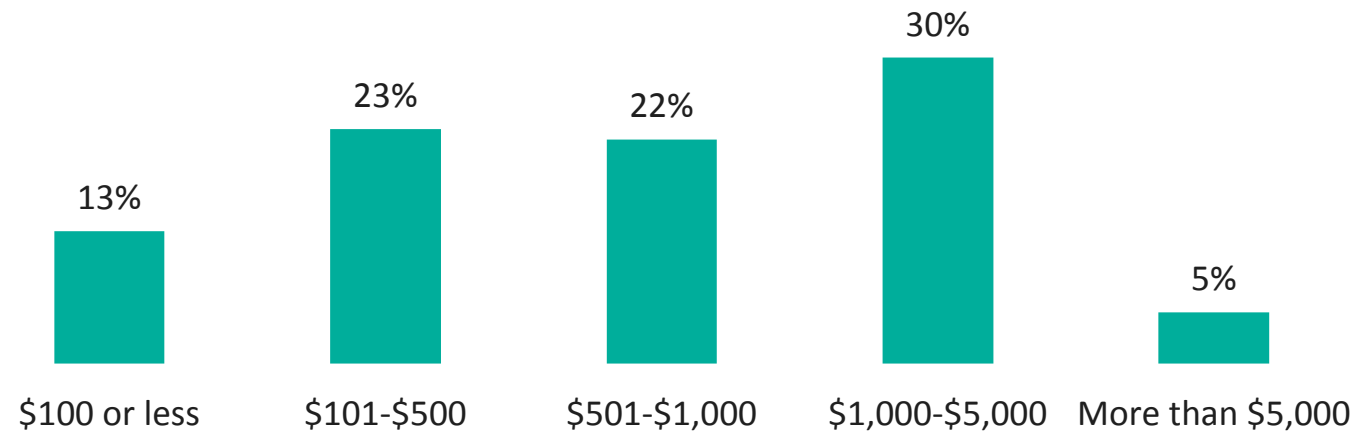


When did the burglary occur? (among those who had a burglary, N=279)

The average value of stolen goods in the last burglary was \$2,000



The dollar value of what was stolen in the burglary
(among victims of burglary)



Approximately, what was the dollar value of what was stolen during that burglary? (among those who had a burglary, N=279)

Nearly one third of U.S. homeowners (30%) report that someone in their neighborhood has been a victim of home burglary in the last year



Home burglaries are on the rise and only 25% of homeowners say that crime in the neighborhood is not a problem



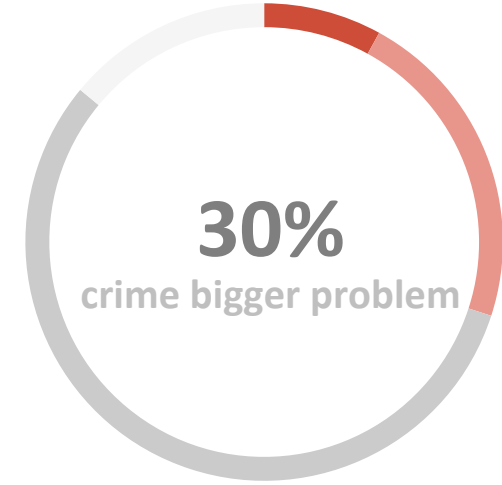
How big a problem is crime in the neighborhood

- A very big problem 5%
- A moderate problem 21%
- A small problem 49%
- Not a problem 25%



Home burglaries a bigger problem than in past years

- Much more of a problem 16%
- Somewhat more of a problem 34%
- The same as in past years 40%
- Less of a problem 10%



Neighborhood crime a bigger problem than in past years

- Much more of a problem 8%
- Somewhat more of a problem 22%
- The same as in past years 56%
- Less of a problem 14%

How much of a problem is crime in your neighborhood? (Total N=1,001)

To what extent do you feel that home burglaries are more of a problem now than in past years? (Total N=1,001)

To what extent do you feel that crime in your neighborhood is more of a problem now than in past years? (Total N=1,001)

45% of homeowners prevent neighborhood crime by having a neighborhood watch



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