



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

January 2020 Results—Video Doorbells

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. January 2020 results are based on interviews conducted from January 9-21, 2020. This document focuses on the section of the omnibus survey related to Video Doorbells.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. In total NORC collected 1,142 interviews, 1,023 by web mode and 119 by phone mode. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-3.77 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

Note that the January omnibus contained seven blocks of questions (items on electric bikes, electric-only vehicles, perceptions of drug safety, video doorbells, consumer satisfaction, CBD, and global warming) and respondents saw these sections in a random order.

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Q16.

Does your home have doorbell wiring for the main door of your primary residence?	
You may or may not have a wired doorbell. For this question we are only concerned about the wiring.	
	Total
	%
Yes	53
No	39
Unsure	8
Base: All respondents	1,141

Q17.

Does your home have a video doorbell?	
A video doorbell connects to your home WiFi network and sends real time notifications to your smartphone or tablet when someone is at your door	
	Total
	%
Yes	15
No	83
Unsure	2
Base: All respondents	1,139

Q17A. [SHOW IF Q17 = 'NO.']

Would you consider getting a video doorbell for your home?	
	Total
	%
Yes	52
No	32
Unsure	16
Base: Respondents who do not currently have a video doorbell for their home	942

Q18. [SHOW IF Q17 = 'YES.']

Does your video doorbell require you to change or recharge the battery?	
	Total
	%
Yes	49
No, it doesn't have a battery	39
Unsure	12
Base: Video doorbell owners	170

Q19. [SHOW IF Q17 = 'YES.' BRAND RESPONSES SHOWN IN ALPHABETICAL ORDER. 'OTHER' AND 'UNSURE' SHOWN AT THE END WITH A TEXT BOX TO CAPTURE 'OTHER'.]

What is the brand of the video doorbell you use for the main door of your primary residence?	
	Total
	%
Ring	53
Google Nest	12
Maximus	4
Skybell	4
Arlo	3
Simplisafe	2
Zmodo	1
Geeni	1
Netvue	<1
August	0
Eufy	0
Remo+	0
Wisenet	0
Other	7
Unsure	12
Base: Video doorbell owners	170

Q20. [SHOW IF Q17 = 'YES.']

Do you pay for a storage plan for the video doorbell?	
<i>Storage plans allow you to save and view videos taken by the doorbell for a period of time determined by the plan you choose.</i>	
	Total
	%
Yes	50
No	50
Base: Video doorbell owners	169

Q20A. [SHOW IF Q17A = 'YES.']

If you were to get a video doorbell, would you also consider paying for a storage plan for it?	
<i>Storage plans allow you to save and view videos taken by the doorbell for a period of time determined by the plan you choose.</i>	
	Total
	%
Yes	60
No	39
Unsure	1
Base: Respondents who do not have a video doorbell but would consider getting one	493

Q21. [SHOW IF Q17 = 'YES.']

Have you shared any video footage from your doorbell with law enforcement?	
	Total
	%
Yes	11
No, though I have reason to consider doing so	9
No, there have not been any activities where I needed to do so	80
Base: Video doorbell owners	168

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