



## Home Safety:

A Nationally Representative Multi-Mode Survey

### October 2021 Results

#### ***Overview of Methodology***

Consumer Reports fielded a nationally representative multi-mode survey of Americans to identify safety improvements Americans made to their current home and the reasons for doing so. The results are based on interviews conducted from October 15-27, 2021.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample of adult U.S. residents who live in a single-family detached home. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total NORC collected 2,069 interviews, 2,021 by web mode and 48 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 +/-2.89 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

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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.

**Prepared by CR Survey Research Department, November 2021**

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SCREEN1. [IF RESPONDENTS SELECTED 'NO', 'UNSURE', OR THEY DIDN'T ANSWER, THEY DID NOT QUALIFY FOR THE SURVEY.]

Do you live in a one-family house detached from any other house?	
	<b>Total</b>
	%
Yes	100
No	0
Unsure	0
<b>Base: All respondents</b>	<b>2,069</b>

Note: The full sample was 2,436 and 336 were excluded from the survey because they did not qualify.

SCREEN2.

Can you freely make changes to your home without needing to get approval first (such as from a landlord, condo board, homeowners' association, etc.)?	
	<b>Total</b>
	%
Yes	80
No	17
Unsure	3
<b>Base: Respondents who live in a one-family detached home</b>	<b>2,069</b>

HOME1.

Do you own or rent your home?	
	<b>Total</b>
	%
Own	84
Rent	11
Other	5
<b>Base: Respondents who live in a one-family detached home</b>	<b>2,069</b>

HOME2.

<b>How long have you been living in your current home?</b>	
	<b>Total</b>
	<b>%</b>
Less than one year	5
1 year to less than 5 years	25
5 years to less than 10 years	21
10 years to less than 15 years	13
15 years to less than 20 years	9
20 years or more	26
<b>Base: Respondents who live in a one-family detached home</b>	<b>2,068</b>

HOME3. [RANDOMIZE RESPONSE OPTIONS HOLDING 'OTHER' AND 'NONE OF THESE' AT END, IN THAT ORDER. 'NONE OF THESE' WAS EXCLUSIVE.]

<b>Since moving into your current home, which, if any, of the following steps have you taken to make your home safer?</b>	
	<b>Total</b>
	<b>%</b>
<b>Respondents selected all that apply.</b>	
Updated fire, smoke, and carbon monoxide devices and systems (such as smoke detectors, fire extinguishers, carbon monoxide detectors, home fire sprinkler)	59
Updated outdoor lighting (such as motion-sensing security lights or lights on timers for paths, steps, near doorways, etc.)	53
Installed a home security system	32
Updated outdoor walkways, steps, railings, and access points to prevent slips, trips, and falls	31
Inspected and updated electrical wiring and systems	31
Installed a video doorbell	26
Installed bathroom safety features (such as grab bars, non-slip surfaces, etc.)	21
Bought a generator	20
Installed a water filtration system	18
Had my home inspected for lead paint hazards	11
Anchored furniture to the wall	11
Installed a radon mitigation system	5
Other	3
None of these	10
<b>Base: Respondents who live in a one-family detached home</b>	<b>2,069</b>

HOME4. [SHOW IF RESPONDENT SELECTED ANY RESPONSE IN HOME3 OTHER THAN 'NONE OF THESE'. RANDOMIZE RESPONSE OPTIONS HOLDING 'OTHER' AND 'NOTHING IN PARTICULAR' AT END, IN THAT ORDER. 'NOTHING IN PARTICULAR' WAS EXCLUSIVE.]

<b>Which, if any, of the following led you to take steps to make your home safer?</b>	
	<b>Total</b>
<b>Respondents selected all that apply.</b>	<b>%</b>
I was impacted by a power failure or natural disaster	12
I learned about it as a possible issue while reading or watching the news	10
My neighbor, friend, relative, coworker had their home burglarized	6
Someone broke into my home	5
I had a test done that revealed a problem	5
My neighbor, friend, relative, co-worker had an accident in their home or on their property	4
There was an accident in my home or on my property	2
Other	7
Nothing in particular; I was just taking preventative steps to avoid future problems	63
<b>Base: Respondents who live in a one-family detached home and have taken steps to make their home safer</b>	<b>1,870</b>

HOME5. [ONLY SHOW RESPONSES THAT WERE NOT SELECTED IN HOME3 EXCEPT FOR 'OTHER' AND 'I DON'T HAVE ANY PLANS TO MAKE SAFETY IMPROVEMENTS TO MY HOME OR PROPERTY IN THE NEXT YEAR'. RANDOMIZE RESPONSE OPTIONS HOLDING 'OTHER' AND 'I DON'T HAVE ANY PLANS TO MAKE SAFETY IMPROVEMENTS' AT END, IN THAT ORDER. 'I DON'T HAVE ANY PLANS TO MAKE SAFETY IMPROVEMENTS' WAS EXCLUSIVE.]

<b>Which, if any, of the following do you plan to do in the next year to make your home safer?</b>	
	<b>Total</b>
<b>Respondents selected all that apply.</b>	<b>%</b>
Install a video doorbell (N=1,501)	23
Update outdoor lighting (such as motion based security lights or lights on timers for paths, steps, near doorways, etc.) (N=973)	22
Update fire, smoke, and carbon monoxide devices and systems (such as smoke detectors, fire extinguishers, carbon monoxide detectors, home fire sprinkler) (N=810)	18
Install a home security system (N=1,392)	15
Update outdoor walkways, steps, railings, and access points to prevent slips, trips and falls (N=1,455)	15
Buy a generator (N=1,689)	13
Inspect and update electrical wiring and systems (N=1,439)	10
Install bathroom safety features (such as grab bars, non-slip surfaces, etc.) (N=1,669)	7
Install a water filtration system (N=1,690)	7
Install a radon mitigation system (N=1,969)	2
Anchor furniture to the wall (N=1,820)	2
Have my home inspected for lead paint hazards (N=1,864)	1
Other (N=2,069)	2
I don't have any plans to make safety improvements to my home or property in the next year (N=2,069)	47
<b>Base: Respondents who live in a one-family detached home and haven't already done each of the following in HOME3</b>	<b>2,069</b>

HOME6. [SHOW IF HOME4 = 'THERE WAS AN ACCIDENT IN MY HOME OR ON MY PROPERTY. ]

You mentioned that there was an accident in your home or on your property. Did the accident or any of the accidents result in anyone being seriously injured? By 'being seriously injured' we mean the accident required medical attention.	
	Total
	%
Yes	I/S
No	
Base: Respondents who live in a one-family detached home and say an accident in their home or on their property led them to make their home safer	46

Note: There was an insufficient sample size to report results for this question.

HOME7. [SHOW IF HOME4 = 'THERE WAS AN ACCIDENT IN MY HOME OR ON MY PROPERTY'. RANDOMIZE RESPONSE OPTIONS HOLDING 'OTHER' AND 'UNSURE' AT END, IN THAT ORDER. 'UNSURE' WAS EXCLUSIVE.]

What would you say was the cause of the accident(s)?	
	Total
	%
<i>Please select all that apply. If you've had more than one accident, please select the cause(s) for each.</i>	I/S
Carbon monoxide	
Electrical issues	
Fire	
Furniture tip over	
Hazardous materials	
Household cleaners	
Poor lighting	
Power failure	
Product malfunction	
Smoke	
Something falling on you	
Uneven or slippery surface	
Negligence (that is, the accident happened because of carelessness)	
Other	
Unsure	
Base: Respondents who live in a one-family detached home and say an accident in their home or on their property led them to make their home safer	44

Note: There was an insufficient sample size to report results for this question.

HOME8. [SHOW IF HOME7 = 'PRODUCT MALFUNCTION'. RANDOMIZE RESPONSE OPTIONS HOLDING 'OTHER' AT END.]

<b>You mentioned that a product malfunctioned. Which type of product malfunctioned?</b>	
	<b>Total</b>
<b>Respondents selected all that apply.</b>	<b>%</b>
Kitchen products (such as electric ranges or ovens, dishwashers, refrigerators, microwave, etc.)	1/5
Electronic products (such as TVs, computers, electronic games, etc.)	
Outdoor yard equipment (such as lawn mowers, blowers, weed wackers, snow blowers, etc.)	
Baby or children's products (such as bassinets or cradles, baby bouncer seats, baby exercisers, etc.)	
Portable or home generator	
Space heater	
Other	
<b>Base: Respondents who live in a one-family detached home and say an accident in their home or on their property that was caused by a product malfunction led them to make their home safer</b>	<b>2</b>

Note: There was an insufficient sample size to report results for this question.

HOME9. [SHOW IF HOME1 = 'RENT'.]

<b>Have you talked to your landlord about making any safety improvements to your home?</b>	
	<b>Total</b>
	<b>%</b>
Yes	33
No, I think some improvements are needed but I haven't talked to my landlord yet	36
No, because I don't think any improvements are needed	30
<b>Base: Respondents who are renters in a one-family detached home</b>	<b>217</b>

HOME10. [SHOW IF HOME9 = 'YES!']

Did your landlord make any of the safety improvements that you asked for?	
	Total
	%
Yes, my landlord made all of them	I/S
Yes, my landlord made some of them	
No	
Not yet, but they are working on it	
<b>Base: Respondents who are renters in a one-family detached home and have talked to their landlord about making safety improvements to the home</b>	65

Note: There was an insufficient sample size to report results for this question.

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