



Furniture Wall Anchors:

A Nationally Representative Multi-Mode Survey

2018 Results

Overview of Methodology

Consumer Reports fielded this Furniture Wall Anchors Survey to assess the degree to which people use these products, and reasons why or why not people choose to anchor their furniture. These results are based on interviews conducted from July 6-25, 2018.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were administered in English only both online and by phone. In total NORC collected 1,502 interviews, 1,423 (95%) by web mode and 79 (5%) 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 +/-3.44 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.

Prepared by CR Survey Research Department, September 2018

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Q1.

Are there children under 6 years old in your home regularly?	
	Total
	%
Yes, there are 1 or more children under 6 who live with me	20
Yes, there are 1 or more children under 6 who do not live with me but spend time in my home regularly	11
No, there are no children under 6 who spend time in my home regularly	68
<i>Base: All respondents</i>	1493

Q1a. [SHOW IF Q1 = 'YES, LIVE WITH' OR 'YES, SPEND TIME IN'. SELECT ALL THAT APPLY. RANDOMIZE ITEMS. 'NONE OF THESE' ALWAYS SHOWN LAST.]

Which, if any, of the following childproofing items have you ever used in your home?	
Respondents selected ALL that apply.	Total
	%
Outlet covers	77
Baby gates	66
Cabinet or drawer locks	65
Door knob covers	37
Furniture corner bumpers/cushions	28
Toilet lid locks	19
None of these	6
<i>Base: Respondents with children living or spending time in home</i>	474

Q2. [SHOW IF Q1 = 'YES, LIVE WITH' OR 'YES, SPEND TIME IN'. SELECT ALL THAT APPLY. RANDOMIZE ITEMS. ADDITIONAL RESPONSE OPTION ('CHILDREN UNDER 6 YEARS OLD DO NOT SLEEP OR PLAY IN MY HOME') INCLUDED ON SURVEY IF Q1 = 'YES, SPEND TIME IN' AND EXCLUDED FOR REPORTING. 'NONE OF THESE' AND 'CHILDREN DO NOT SLEEP OR PLAY IN MY HOME' ALWAYS SHOWN LAST IN THAT ORDER.]

Think about all the rooms in your home where CHILDREN under 6 years old sleep or play. From the following list, please indicate which pieces of furniture are in them.	
Respondents selected ALL that apply.	
	Total
	%
Dresser	76
TV stand	46
Bookcase/shelving unit	45
Tall chest/wardrobe	36
Desk	34
Entertainment center	32
None of these	5
<i>Base: Respondents with children living or spending time in home</i>	474

Q2a. [SHOW IF 'DRESSER' SELECTED IN Q2.]

Please think about the DRESSER you put in a children's room in your home most recently. Did you...	
	Total
	%
Purchase the dresser new, from a baby or children's store or department	17
Purchase the dresser new, NOT from a baby or children's store or department	18
Purchase the dresser used, such as from a thrift/consignment shop, Craigslist, etc.	14
Borrow/receive the dresser used, such as from a friend or relative	15
Have the dresser already	35
Other	1
<i>Base: Respondents with children living or spending time in home with a dresser in a child's room</i>	361

Q2b. [SHOW IF 'DRESSER' SELECTED IN Q2.]

How long have you owned this dresser?	
	Total
	%
Less than 6 months	7
6 months to 1 year	14
1 year to 5 years	41
More than 5 years	38
<i>Base: Respondents with children living or spending time in home with a dresser in a child's room</i>	354

Q3. [SELECT ALL THAT APPLY. RANDOMIZE ITEMS. 'NONE OF THESE' INCLUDED ON SURVEY AND ALWAYS SHOWN LAST.]

From the following list, please indicate which pieces of furniture are in your home.	
Respondents selected ALL that apply.	Total
	%
Dresser	90
Desk	74
Bookcase/shelving unit	72
TV stand	70
Entertainment center	52
Tall chest/wardrobe	50
Filing cabinet	46
Tall china cabinet	30
Sideboard/buffet	24
<i>Base: All respondents</i>	1502

Note: For those with children in the home (Q1 = 'YES, LIVE WITH' OR 'YES, SPEND TIME IN,' the question was worded as "We'd like to know about the rooms in your home other than the ones you just told us about. From the following list, please indicate which additional pieces of furniture are in your home." Presented here is a composite of all furniture located anywhere in the home, including children's rooms (from Q2) and other rooms (from Q3).

INFO. [INTRO TEXT SHOWN TO RESPONDENTS.]

Furniture can be anchored to the wall to prevent it from tipping over and causing injuries using special hardware, sometimes called an anti-tip kit or furniture wall safety strap. The anchor is attached to the wall and to the back of the piece of furniture using screws or other mounting hardware.

Q4.

Is any of the furniture in your home anchored to the wall to prevent it from tipping over?	
	Total
	%
Yes	27
No	73
<i>Base: All respondents</i>	1502

Q4a. [SHOW IF Q4 = 'YES' AND Q1 = 'YES, LIVE WITH' OR 'YES, SPEND TIME IN' AND 'CHILDREN DO NOT SLEEP OR PLAY IN MY HOME' NOT SELECTED IN Q2.]

Where in your home are the pieces of furniture you have anchored to the wall?	
	Total
	%
Children's bedrooms or playrooms only	25
Throughout the home	75
<i>Base: Respondents with children living or spending time in home who have anchored furniture</i>	191

Q5. [SHOW IF Q4 = 'YES.' SELECT ALL THAT APPLY. RANDOMIZE ITEMS, AND ONLY SHOW THOSE ITEMS THE RESPONDENT HAS IN THEIR HOME BASED ON Q2 AND Q3 RESPONSES. 'OTHER' INCLUDED ON SURVEY AND ALWAYS SHOWN LAST.]

Of the following pieces of furniture in your home, which of them are anchored to the wall?	
Respondents selected ALL that apply.	
	Total
	%
Bookcase/shelving unit	19
<i>Base: Respondents who have this type of furniture</i>	1076
Entertainment center	11
<i>Base: Respondents who have this type of furniture</i>	785
Tall china cabinet	11
<i>Base: Respondents who have this type of furniture</i>	453
TV stand	10
<i>Base: Respondents who have this type of furniture</i>	1057
Tall chest/wardrobe	10
<i>Base: Respondents who have this type of furniture</i>	745
Dresser	10
<i>Base: Respondents who have this type of furniture</i>	1351
Filing cabinet	5
<i>Base: Respondents who have this type of furniture</i>	695
Desk	3
<i>Base: Respondents who have this type of furniture</i>	1107
Sideboard/buffet	2
<i>Base: Respondents who have this type of furniture</i>	359

Note: Question was only shown to those who have anchored any furniture in the home, but for reporting purposes, percentages are based out of all respondents who have each type of furniture.

Q6. [SHOW IF Q4 NOT EQUAL TO 'YES.']

Have you ever considered anchoring furniture to the wall to prevent it from tipping over and causing injuries?	
	Total
	%
Yes	36
No	64
<i>Base: Respondents who have not anchored furniture</i>	1086

Q7. [SHOW IF Q4 = 'YES' OR Q6 = 'YES.' SELECT ALL THAT APPLY. RANDOMIZE ITEMS. 'PARENTING RESOURCE' AND 'CHILD'S DAYCARE/PRESCHOOL' ONLY SHOWN IF Q1 = 'YES, LIVE WITH.' 'OTHER' AND 'NONE OF THESE' ALWAYS SHOWN LAST IN THAT ORDER.]

Which, if any, of the following reasons made you consider anchoring furniture to the wall to prevent it from tipping over and causing injuries?	
Respondents selected ALL that apply.	Total
	%
Bought furniture that came with the anchoring hardware	36
Saw it on a news report	24
Bought furniture that came with a warning or instructions	23
Heard about it from friends or family	22
Saw a PSA on TV or in a magazine	13
Heard about a furniture recall	7
Received a recall notice for a piece of furniture I own	2
Saw it on a billboard	2
Saw it in a parenting resource, such as a book or website*	21
Received information about it at my child's daycare/preschool*	4
Other	20
None of these	9
<i>Base: Respondents who have anchored or considered anchoring furniture</i>	802

*Note: Percentages for these items are based only on those respondents with children living in the home.

Q8. [SHOW IF Q4 = 'NO.' SELECT ALL THAT APPLY. RANDOMIZE ITEMS, KEEPING 'DON'T WANT HOLES IN WALL' AND 'DON'T WANT HOLES IN FURNITURE' TOGETHER. ONLY SHOW 'CHILDREN NOT LEFT UNATTENDED' TO THOSE WITH CHILDREN IN THE HOME AND 'DIDN'T THINK I NEEDED TO SINCE THERE ARE NO CHILDREN IN MY HOME' TO THOSE WITHOUT CHILDREN IN THE HOME. 'OTHER,' 'I PLAN TO,' 'NEVER HEARD OF IT,' AND 'NONE OF THESE' ALWAYS SHOWN LAST IN THAT ORDER.]

Which, if any, of the following are reasons why you have chosen NOT to anchor furniture to the wall in your home?	
Respondents selected ALL that apply.	Total
	%
Thought the furniture seemed stable	41
Don't want to put holes in the wall	25
Don't want to put holes in the furniture	16
Furniture didn't come with the anchoring hardware	16
Not confident in my ability to install properly	9
Unsure of location of wall stud	9
Lack of time	8
Not sure what anchoring hardware to purchase	7
Furniture located on unsuitable wall material (brick, stone, etc.)	6
Expense	6
Children not left unattended around furniture*	47
Didn't think I needed to since there are no children in my home ⁺	54
Other	10
I plan to anchor furniture in my home but haven't gotten around to it yet	7
I had never heard of anchoring furniture before this survey	7
None of these	6
<i>Base: Respondents who have not anchored furniture</i>	1063

Note: *Percentage for this item is based only on those respondents with children in the home.

+Percentage for this item is based only on those respondents without children in the home.

Q9. [SHOW IF Q4 = 'YES.']

When anchoring furniture to the wall in your home, have you ever used an anti-tip kit or furniture wall safety strap that was purchased separately from the furniture?	
	Total
	%
Yes	34
No	66
<i>Base: Respondents who have anchored furniture</i>	
	406

Q10. [SHOW IF Q4 = 'YES.']

Have you ever used a handyman or installation service to anchor furniture to the wall in your home for you, rather than do it yourself?	
	Total
	%
Yes	16
No	84
<i>Base: Respondents who have anchored furniture</i>	
	407

Q11.

Do you rent or own your home?	
	Total
	%
Rent	33
Own	67
<i>Base: All respondents</i>	
	1495

Q12.

Do you live in an area that is prone to earthquakes?	
	Total
	%
Yes	12
No	88
<i>Base: All respondents</i>	1502

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