



## **Furniture Wall Anchors:**

A Nationally Representative Multi-Mode Survey

### **2021 Results**

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

Consumer Reports fielded this Furniture Wall Anchors Survey to understand Americans use of wall anchors and opinions on furniture safety. These results are based on interviews conducted from June 11 – July 2, 2021.

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 and Spanish, both online and by phone. In total NORC collected 2,065 interviews, 1,966 by web mode and 99 by phone mode, 2,015 in English and 50 in Spanish. 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 +/-3.03 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.

To look at any possible changes over time, this report compares the current results to those of a similar nationally representative survey conducted by CR in 2018 of 1,502 U.S. adults.

## **TOPLINE RESULTS WITH TRENDS**

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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.

Also shown, where available, are trends over time. Not every item was asked on the previous survey, and where minor revisions to the wording of an item or response choices were made, they are noted below. *Note these changes may impact comparability of results.*

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

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ANCHOR1.

Are there children under 6 years old in your home regularly?		
	2021 Survey	2018 Survey
	%	%
Yes, there are 1 or more children under 6 who live with me	19	20
Yes, there are 1 or more children under 6 who do not live with me but spend time in my home regularly	14	11
No, there are no children under 6 who spend time in my home regularly	66	68
<b>Base: All respondents</b>	2,065	1,493

ANCHOR2. [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.		
Select ALL that apply.		
	2021 Survey	2018 Survey*
	%	%
Dresser	91	90
Nightstand	86	-
Desk	78	74
Bookcase/shelving unit	72	72
TV stand	71	70
Filing cabinet	49	46
Entertainment center	49	52
Tall chest/wardrobe	47	50
Tall china cabinet	31	30
Sideboard/buffet	22	24
<b>Base: All respondents</b>	2,065	1,502

Note: \*In the 2018 survey, this was asked as two separate questions for those with children in the home: a) furniture in rooms where children sleep or play, and b) furniture in rooms 'other than the ones you just told us about.' The 2018 results are presented here as a composite of all furniture located anywhere in the home.

Nightstand was added as a response choice for the 2021 survey.

INFO. [INTRO TEXT SHOWN TO RESPONDENTS.]

Furniture can be anchored to the wall to prevent it from tipping over using special hardware, sometimes called an anti-tip kit, anchoring kit, or furniture wall safety strap. These kits typically include brackets that are attached to the wall and to the piece of furniture using screws or other mounting hardware, and a strap or cable to secure them together.

Note: Introduction text was slightly modified from the 2018 survey.

ANCHOR3. [DOUBLE PROMPT TO DISCOURAGE ITEM NON-RESPONSE.]

Is any of the furniture in your home anchored to the wall to prevent it from tipping over?		
	2021 Survey	2018 Survey
	%	%
Yes	30	27
No	67	71
Unsure	3	2
Base: All respondents	2,065	1,502

**ANCHOR4.** [SHOW IF ANCHOR3 = 'YES' AND RESPONDENT HAS AT LEAST ONE OF THE TYPES OF FURNITURE LISTED IN ANCHOR2 IN THEIR HOME. SELECT ALL THAT APPLY. RANDOMIZE ITEMS, AND ONLY SHOW THOSE ITEMS THE RESPONDENT HAS IN THEIR HOME BASED ON ANCHOR2 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?		
Select ALL that apply.		
	2021 Survey	2018 Survey
	%	%
Bookcase/shelving unit	25	19
Base: Respondents who have this type of furniture	1,540	1,076
Tall china cabinet	15	11
Base: Respondents who have this type of furniture	639	453
Entertainment center	13	11
Base: Respondents who have this type of furniture	983	785
Tall chest/wardrobe	13	10
Base: Respondents who have this type of furniture	952	745
TV stand	12	10
Base: Respondents who have this type of furniture	1,463	1,057
Dresser	9	10
Base: Respondents who have this type of furniture	1,845	1,351
Sideboard/buffet	5	2
Base: Respondents who have this type of furniture	444	359
Filing cabinet	4	5
Base: Respondents who have this type of furniture	1,012	695
Desk	3	3
Base: Respondents who have this type of furniture	1,641	1,107
Nightstand	2	-
Base: Respondents who have this type of furniture	1,781	

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.

Nightstand was added as a response choice for the 2021 survey.

**ANCHOR5.** [SHOW IF ANCHOR3 NOT EQUAL TO 'YES.']

Have you ever considered anchoring furniture to the wall to prevent it from tipping over?		
	2021 Survey	2018 Survey
	%	%
Yes	37	36
No	63	64
Base: Respondents who have not anchored furniture	1,427	1,086

Note: Stem was worded as "...to prevent it from tipping over and causing injuries?" in 2018.

**ANCHOR6.** [SHOW IF ANCHOR3 = 'YES' OR ANCHOR5 = 'YES.' SELECT ALL THAT APPLY. RANDOMIZE ITEMS. 'PARENTING RESOURCE' AND 'CHILD'S DAYCARE/PRESCHOOL' ONLY SHOWN IF ANCHOR1 = 'YES, LIVE WITH.' 'OTHER' AND 'NONE OF THESE' ALWAYS SHOWN LAST IN THAT ORDER.]

Which, if any, of the following made you consider anchoring furniture to the wall to prevent it from tipping over?		
Select ALL that apply.		
	2021 Survey	2018 Survey
	%	%
Bought furniture that came with the anchoring hardware	39	36
Bought furniture that came with a warning about the potential for tip overs	30	23
Heard about it from friends or family	23	22
Saw it in a parenting resource, such as a book or website*	22	21
Saw it on a news report	17	24
Saw a public service announcement (PSA), such as on TV or in a magazine	12	13
Heard about a furniture recall	7	7
Received information about it at my child's daycare/preschool*	6	4
Received a recall notice for a piece of furniture I own	2	2
Saw it on a billboard	2	2
Other <i>[Examples of write-ins include: live in an earthquake prone area, furniture seemed unstable/wobbly/etc., had or know someone who had a tip-over or near tip-over incident, "common sense"]</i>	18	20
None of these	10	9
<b>Base: Respondents who have anchored or considered anchoring furniture</b>	<b>1,174</b>	<b>802</b>

Note: \*Percentages for these items are based only on those respondents with children living in the home (n = 292).

Stem was worded as "...to prevent it from tipping over and causing injuries?" in 2018.

**ANCHOR7.** [SHOW IF ANCHOR3 = 'NO.' SELECT ALL THAT APPLY. RANDOMIZE ITEMS, KEEPING 'HOLES IN WALL' AND '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 <u>not</u> to anchor furniture to the wall in your home?		
Select ALL that apply.		
	2021 Survey	2018 Survey
	%	%
Didn't think I needed to since there are no young children in my home+	56	54
Thought the furniture seemed stable	45	41
Children not left unattended around furniture*	41	47
Don't want/cannot put holes in the wall	29	25
Furniture didn't come with the anchoring hardware	18	16
Unsure of location of wall stud	14	9
Don't want/cannot put holes in the furniture	13	16
Not sure I'll be able to install anchoring hardware properly (i.e., don't know how, don't have tools)~	13	9
Not sure what anchoring hardware to purchase	8	7
Lack of time	7	8
Expense	5	6
Furniture located next to unsuitable wall material (brick, stone, etc.)	5	6
Other [Examples of write-ins include: don't live in an earthquake prone area, like being able to rearrange furniture, furniture isn't tall]	6	10
I plan to anchor furniture in my home but haven't gotten around to it yet	7	7
I had never heard of anchoring furniture before this survey	7	7
None of these	6	6
<b>Base: Respondents who have not anchored furniture</b>	<b>1,381</b>	<b>1,063</b>

Note: \*Percentage for this item is based only on those respondents with children in the home (n = 325).

+Percentage for this item is based only on those respondents without children in the home (n = 1,045).

~Worded as "Not confident in my ability to install properly" in 2018.

ANCHOR8. [ROTATE ORDER OF RESPONSES.]

Thinking about furniture that can be anchored to the wall to prevent it from tipping over, such as bookcases, chests, and dressers, which of the following statements comes closest to your own view?	
	2021 Survey
	%
Manufacturers should be responsible for providing anchoring hardware with the furniture they sell	67
Consumers should be responsible for purchasing their own anchoring hardware for their furniture	33
<b>Base: All respondents</b>	<b>2,053</b>

[ROTATE ORDER OF ITEMS ANCHOR9 AND ANCHOR10.]

ANCHOR9/10. [RANDOMIZE ITEMS, KEEPING 'GENERAL INFO' AND 'WARNINGS' TOGETHER AND BOTH 'ANCHORING HARDWARE' ITEMS TOGETHER WITH 'TYPICAL WALL MATERIALS' SHOWN BEFORE 'ADDITIONAL WALL MATERIALS.' SHOW ITEMS IN SAME ORDER FOR ANCHOR9 AND ANCHOR10]

2021 Survey		
	Manufacturers	Retailers
	%	%
<b>ANCHOR9: Do you think <u>manufacturers</u> should or should not be required to provide the following when selling furniture items that can tip over, such as bookcases, chests, and dressers?</b>		
<b>ANCHOR10: Do you think <u>retailers</u> should or should not be required to offer the following when selling furniture items that can tip over, such as bookcases, chests, and dressers?</b>		
<b>General information about tip-over hazards</b>		
Should be required	84	77
Should not be required	8	15
Don't know	8	8
Base: All respondents	2,065	2,065
<b>Warnings that recommend anchoring the specific product being sold</b>		
Should be required	84	76
Should not be required	8	15
Don't know	8	9
Base: All respondents	2,065	2,065
<b>Anchoring hardware and instructions for the product being sold that can be used on typical wall materials like drywall/sheetrock</b>		
Should be required	71	61
Should not be required	18	26
Don't know	11	12
Base: All respondents	2,065	2,065
<b>Anchoring hardware and instructions for the product being sold that can be used on additional wall materials like plaster, brick, stone, or tile</b>		
Should be required	58	52
Should not be required	26	33
Don't know	15	15
Base: All respondents	2,065	2,065
<b>Resources or contact information for installation services that can assist with anchoring the product being sold</b>		
Should be required	65	60
Should not be required	20	27
Don't know	15	13
Base: All respondents	2,065	2,065



ANCHOR11. [SHOW IF ANCHOR3 = 'YES.' ROTATE SCALE DIRECTION.]

You told us earlier that you have furniture in your home anchored to the wall to prevent it from tipping over.

How confident, if at all, are you that the anchoring kit you used would be strong enough to prevent the furniture from tipping over if, for instance, a child were to climb on the furniture?

*For this question we are only concerned with your confidence in the wall anchoring kit itself. Please do not factor in how sturdy or not sturdy you perceive the furniture to be.*

	2021 Survey
	%
Very confident	52
Somewhat confident	41
Not too confident	5
Not at all confident	2
<b>Base: Respondents who have anchored furniture</b>	<b>631</b>

ANCHOR12. [ROTATE ORDER OF RESPONSES, KEEPING 'UNSURE' LAST.]

Thinking about standards furniture manufacturers must meet to be allowed to sell their furniture, which of the following comes closest to your own view?

*You should select an answer even if it doesn't perfectly fit how you feel.*

	2021 Survey
	%
I believe that furniture should be stable enough to resist tipping over on its own without the need for anchors	60
I believe that it is okay if furniture is not stable enough to resist tipping over on its own, as long as it can be anchored effectively	30
Unsure	11
<b>Base: All respondents</b>	<b>2,063</b>

**CONTACT:**

**Kristen Purcell**  
**Chief Research Officer**  
[Kristen.Purcell@consumer.org](mailto:Kristen.Purcell@consumer.org)

 @kristenpurcell