SimpliSafe

2023 Trend Report
Under One Roof

About the Report

SimpliSafe's first annual Trend Report provides a figurative look under the roof of homes across the country, examining how homeowners' views of their homes have changed over the past few years. The data, unless noted otherwise, was collected in partnership with research firm Prodege in November 2022 through a survey of 1,000 U.S. residents over the age of 18.

SimpliSafe transformed what was a tired and antiquated industry by introducing advanced whole home protection that does not require hard-wiring, long-term commitments or exorbitant monthly fees. SimpliSafe offers award-winning technology and professional monitoring that protects its customers and the lives they've built, and the company remains laser focused on its founding mission to make 'every home secure.'

2 decades in business

4 million people protected

Whole home protection inside and out with products that protect against intrusion, medical emergencies and other common home hazards.

1. Apart But Connected

Society was more disconnected throughout the Covid-19 pandemic than any time in history. Even as people have started to come together again, they still crave emotional and physical closeness to others - and many are doing something about it.

56% of people are using their home security technology as a way to check in on their loved ones.

It turns out that women (68%) are more likely than men (54%) to check in on their loved ones. Parents and pet parents are especially keen to check in on their loved ones: **43% of parents** and **42% of pet parents** list visibility into family or pets as one of the main reasons for buying their home security system.

Home security's primary use case is to protect, but it's clear that it's also being used to provide peace of mind.

2. The Gig is in With Gen Z...

From dog walkers to grocery deliverers, the gig economy is on the rise, with over 58 million Americans now identifying as independent workers[1]. Despite the surge, we found that Americans are overall wary of letting gig workers inside while they're not home, with only **12% of respondents** feeling comfortable with it.

But when the gig economy workers come calling, who is opening their doors with open arms? Gen Z. This young generation is **4x more likely** than older generations to trust gig economy workers in their homes when they are not home.

[1] McKinsey

...And Out With Most

Mountain Region Residents

least trusting of gig workers and the most protective of who has access to their home either via spare key or smart lock PIN.

Women

are more likely than men to say they are not trusting of gig economy workers.

Parents

Despite the convenience benefits, **only 5% of parents** feel comfortable letting gig economy workers in when they're not home.

3. Fear Not, Furry Friends

As more people become pet parents, more people are looking for ways to care for their furry friends while they're away.

1 in 5 Households

brought home a cat or dog since the pandemic[1]. Pets are an integral part of a family, and with the growing prevalence of pet parents, they're looking for better ways to care for furry friends while they're away.

When pet parents aren't home, most check on their pet virtually via their home security for peace of mind. Millennials and Gen Z check on their pets more than any other generation.

[1] Mintel: Pet Supplies - US- 2022

4. Out of Sight, Not Out of Mind

Business and leisure travel is back in full swing - air passenger volume is close to pre-pandemic levels, and 8 in 10 business travelers are expecting to attend a conference, convention or trade show in the next 6 months[1]. Leaving home, however, is not always easy – Americans have a heightened awareness when it comes to leaving home behind, and they crave peace of mind when they hit the road.

52%	spend more than a week working from a different location
41%	are worried about a break-in while traveling

We found that **Gen Z** is the most likely generation to work from somewhere else, such as a vacation destination or visiting a loved one, with **52% spending more than a week working from a different location** at least once over the past year. However, while digital nomads are on the rise, it doesn't mean they're worry free – in fact, **41% are worried about a break-in** while traveling, making them the most nervous generation while traveling.

"Set it and forget it" is by no means the mindset Americans have when traveling. Even if their physical home, pets and loved ones are out of sight, these aspects of home life are never out of mind. Home security is evolving as a critical part of maintaining mental security from afar. In fact, **65% of respondents and 69% of parents say having a home security system would put their mind at ease** while traveling.

[1] US Travel Association

5. Remote Peace of Mind

Despite many activities returning to pre-pandemic levels, remote working is still growing in popularity. 52% percent of LinkedIn applications are for remote work[1].

As more people are working from home, even if only part of the time, Americans have realized the value of protecting their homes and are using home security as a protective and routine measure.

report that they have and use home security, whether they work from home or not

Interestingly, those who work remotely full-time or in a hybrid situation are still using home security technology, despite being home more often. The data suggests that the more time spent at home, the more precautions people take to protect what matters most.

Peace of mind is a big driver behind people buying a home security system, with **83% listing that as one of their top three reasons**. People are not only protecting their homes, but also their mental peace.

[1] LinkedIn

About the Respondents

Gender

- Men
- Women
- Transgender, Non-binary and/or Non-Conforming

Region

60% are parents

60% have a pet/pets

62% live in a single-family home they own

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