

Package Theft Report

Outsmarting Criminals at Your Front Door



Methodology

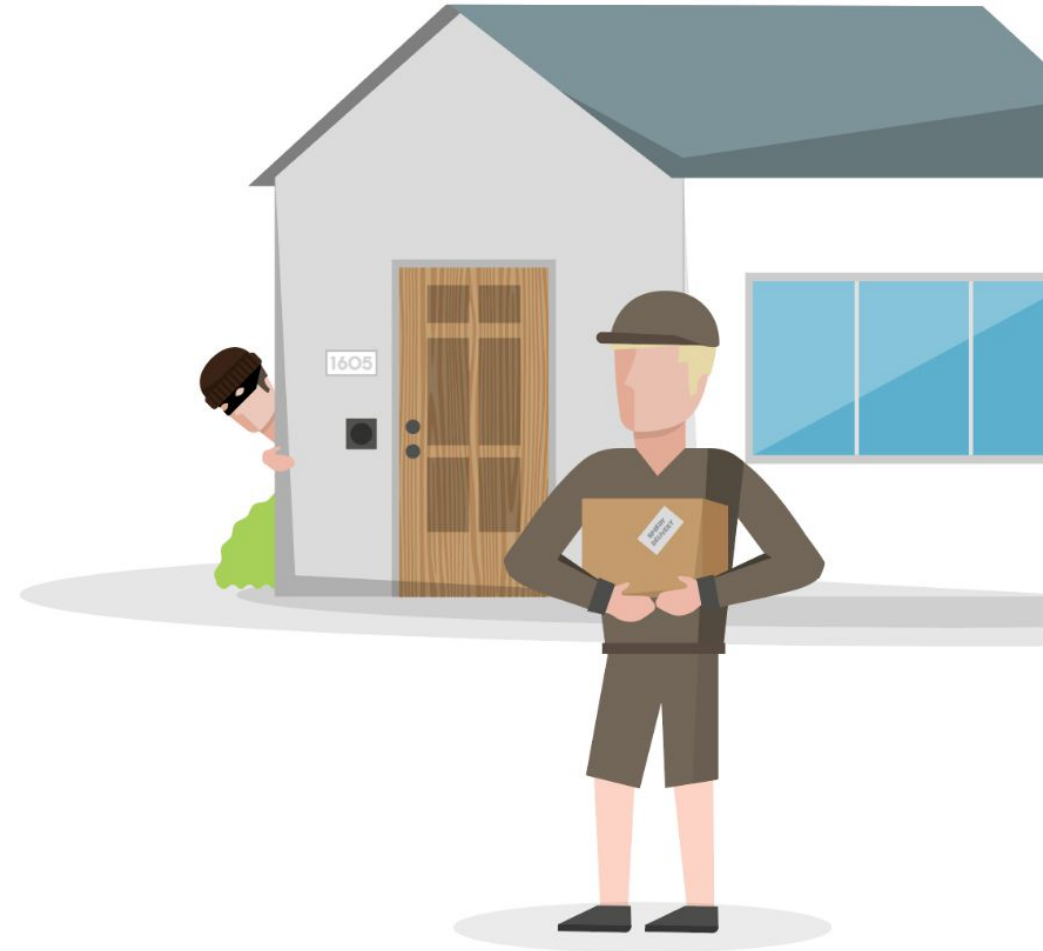
The data referenced in this report comes from a study commissioned by August Home and produced by research firm Edelman Intelligence.

The study was conducted online among a total of 1,001 U.S. homeowners, ages 18-74, who own or use smartphones.

“Total” and “U.S. homeowners” are used interchangeably in this analysis.

The data set is demographically balanced to accurately represent the U.S. home-owning population rather than the U.S. population in general. The margin of error for the total sample is $\pm 3.1\%$.

Data was collected from September 2 – September 12, 2016.





**11 Million U.S.
homeowners**
had a package stolen in
the last year

69% of package theft victims prefer a delivery service enter their home, via and app from wherever they are

vs.

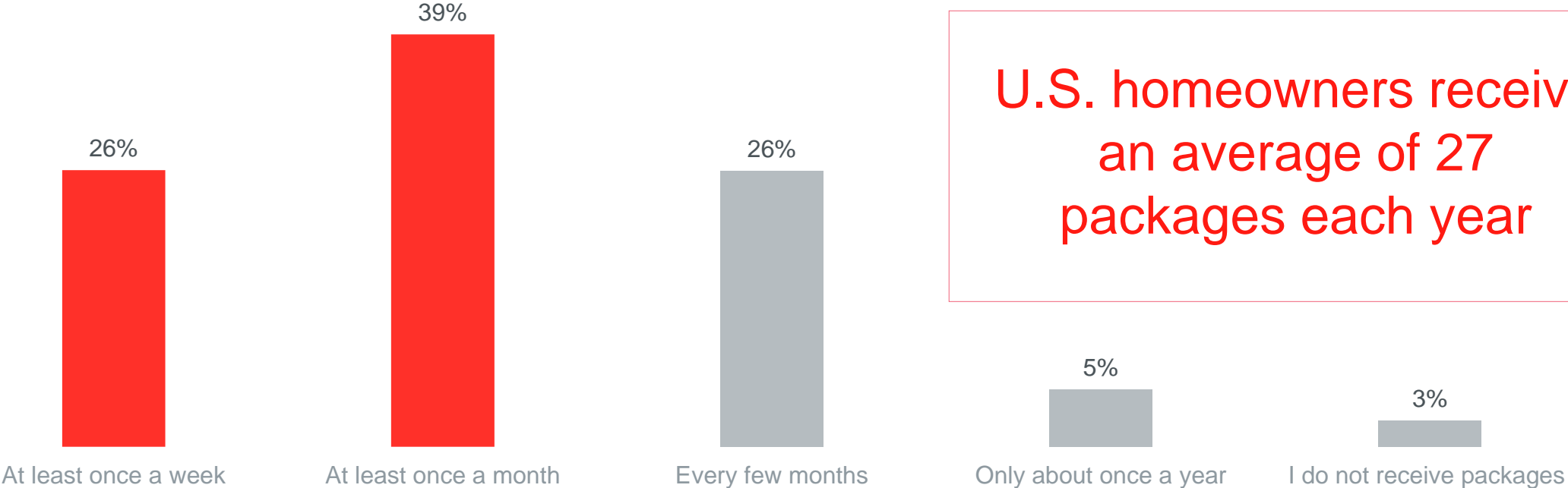
leaving the package outside



U.S. homeowners receive packages at least once a week (26%); 39% at least once a month

Frequency of Package Deliveries to the Home

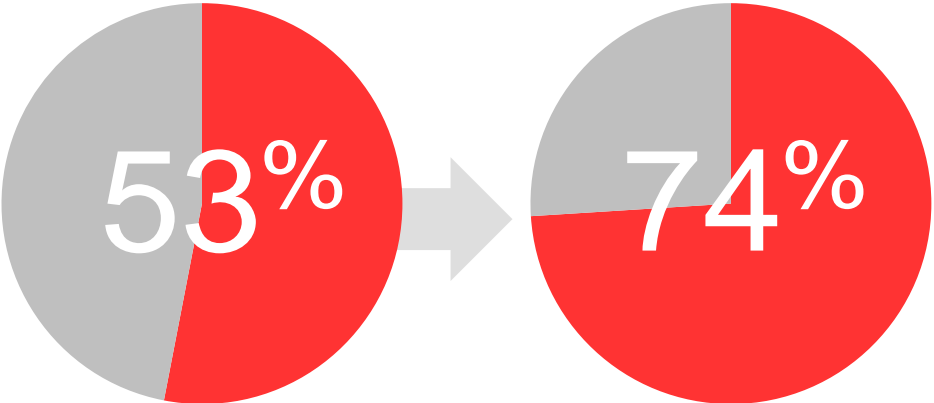
Among Total



Q1: How frequently do you have packages delivered?
Q2: How many packages would you estimate that you have delivered to your home in a year?

There is real worry that packages left on the doorstep will be stolen

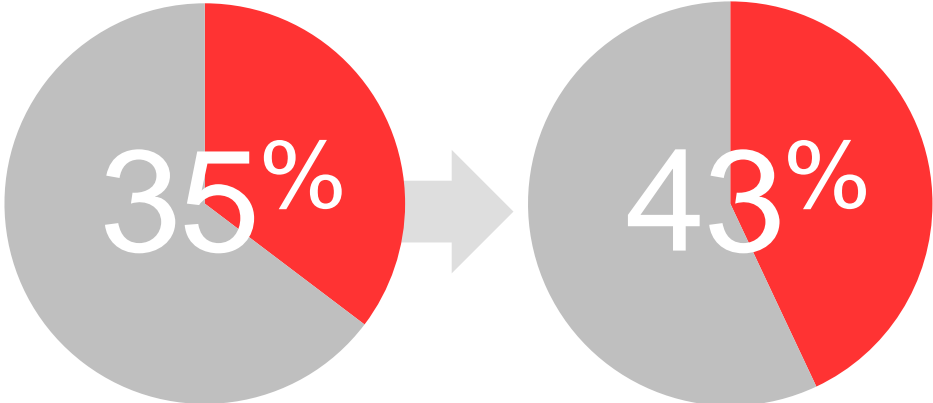
Worried about packages left outside their home being stolen



U.S. homeowners

Package theft victims

More worried about having packages stolen around the holidays



U.S. homeowners

Package theft victims

Q12: In general, are you worried that packages left outside of your home will be stolen?
Q21: How worried are you about having packages stolen around the holidays compared to other times of the year?
Total N = 1,001, Package theft victims N = 187, Millennials N = 186, Gen X N = 389, 55+ N = 426, Women N = 518, Men N = 483

Concern increases during the holidays

Reasons for Increased Concern

Among Those More Worried About Package Theft Around the Holidays



Q22: Why are you more worried about having packages stolen around the holidays? Please select all that apply.
N = 357

The majority of packages are stolen during the day when homeowners are out

Timing of Package Theft

Among those who have had a package stolen within the last year*

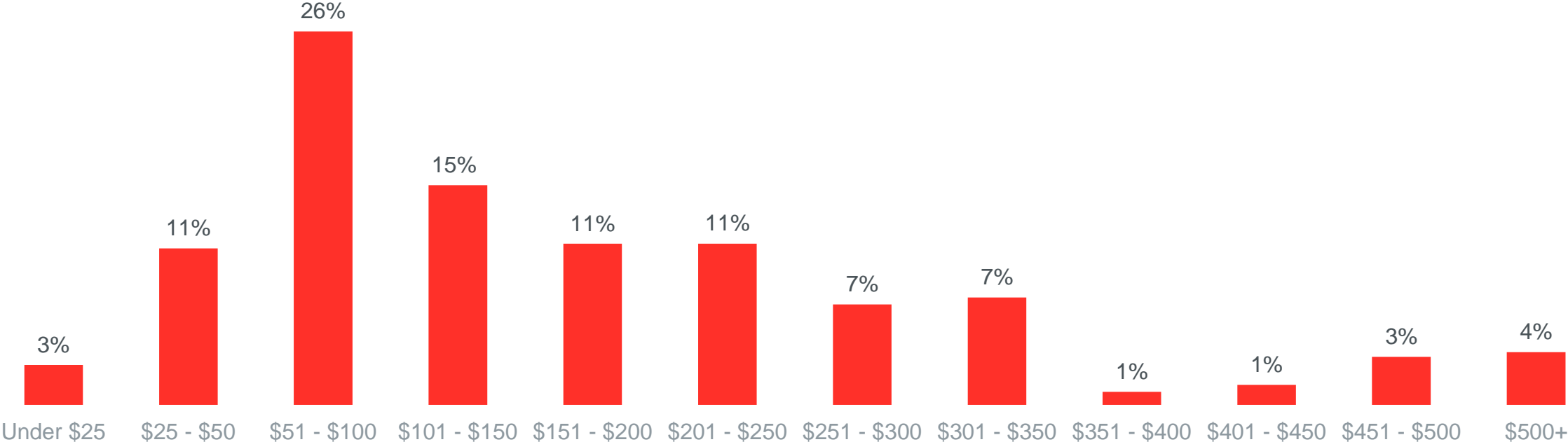


*Note, some participants had multiple packages stolen from them, so options exceed 100%
Q8. When was your package stolen?
Q9. When were your packages stolen? Please select all that apply if your packages were stolen on multiple occasions.
N = 132

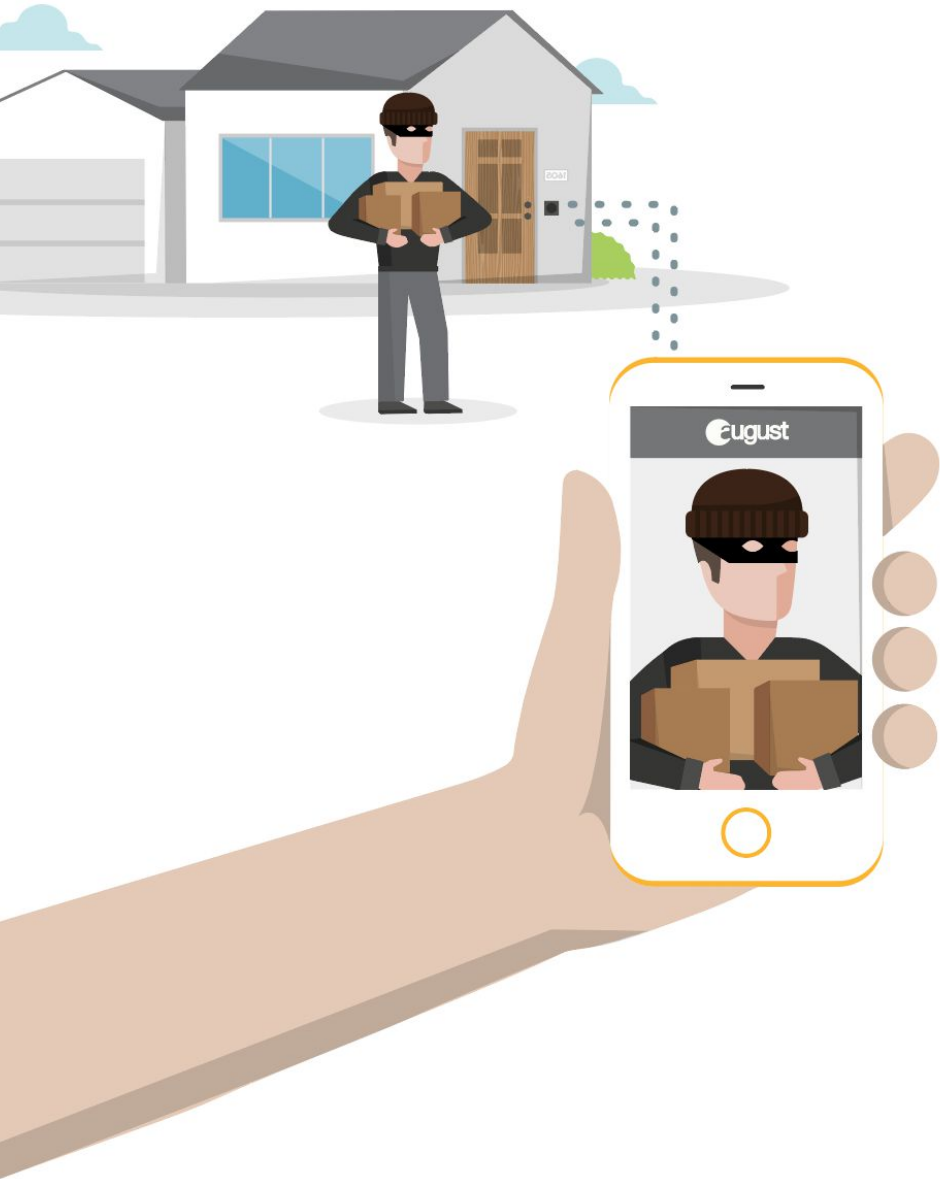
Victims spend close to \$200 to replace each stolen package

Value of Package(s) Stolen

Among those who have had a package stolen within the last year



Q7: In total, what was the original value of the package(s) that were stolen...? Please estimate to the nearest whole dollar.
N = 132

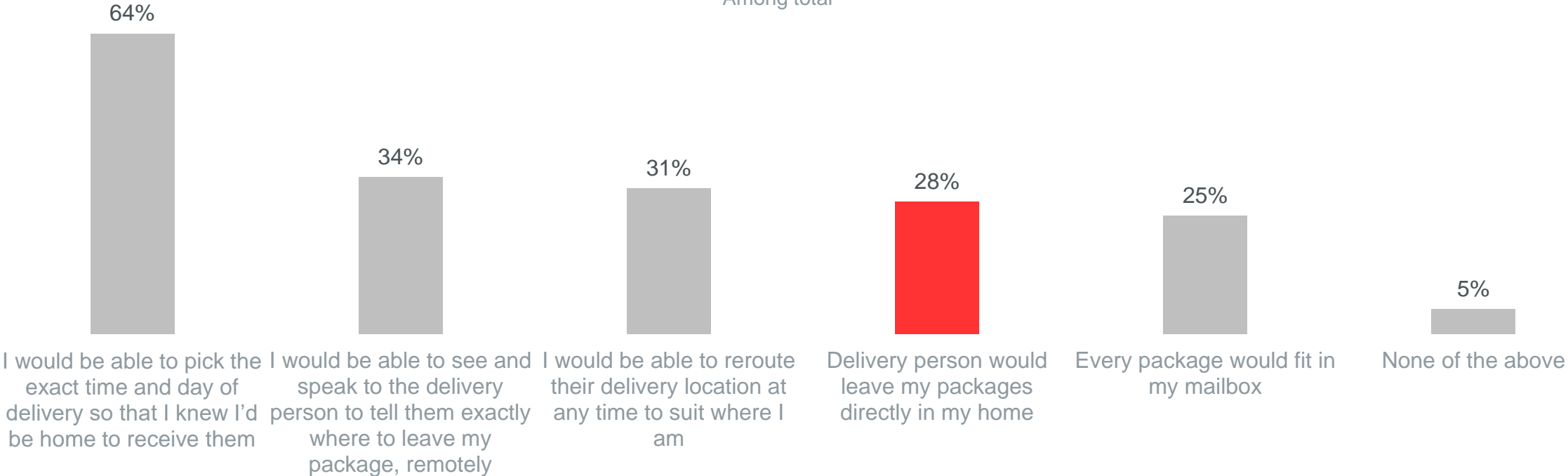


80% of U.S. homeowners rather
invest in technology to see everyone
who comes to their front door
vs.
spending money replacing
stolen packages

Ideally, delivery service would leave packages directly in the home

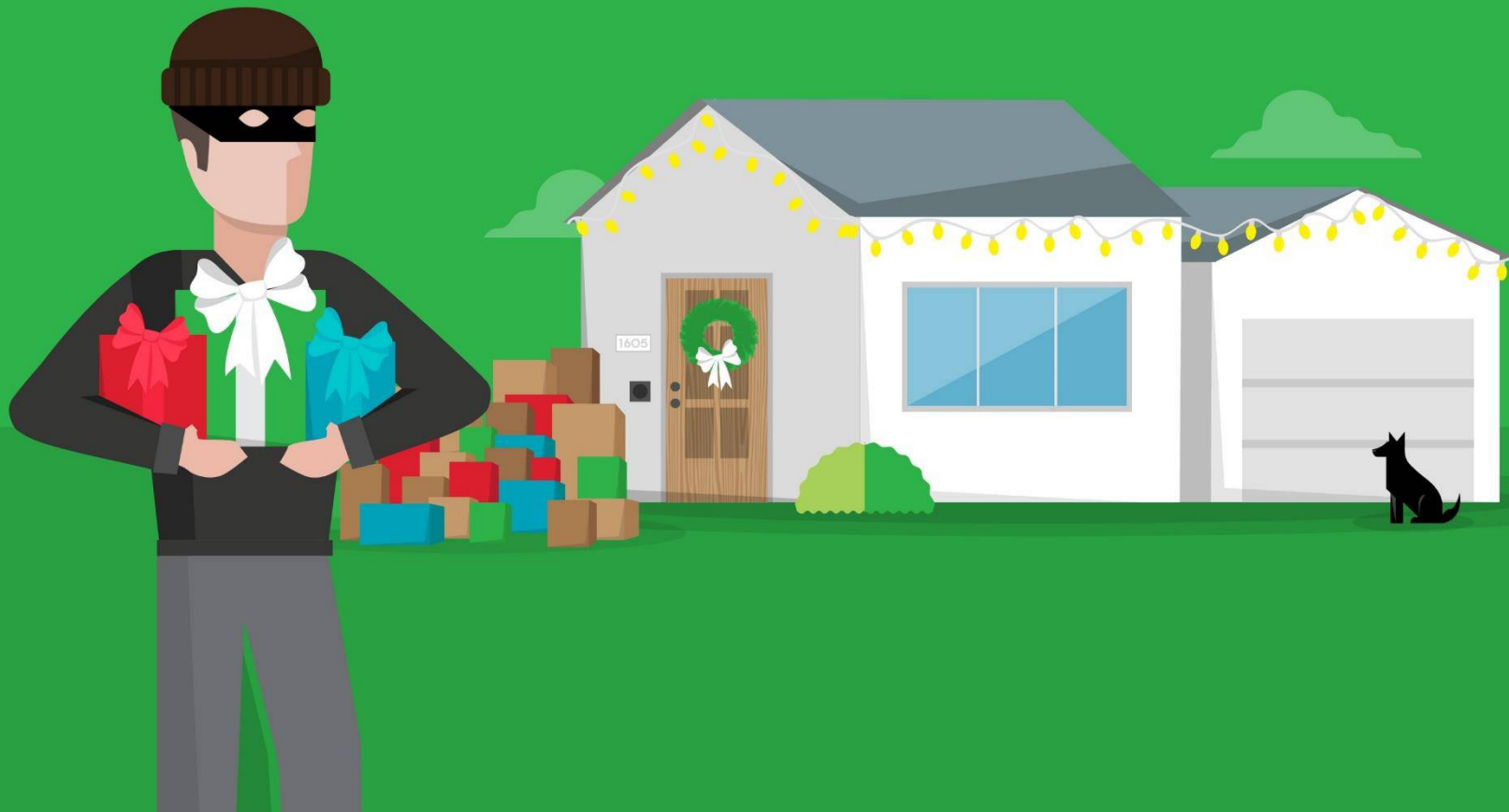
Ideal Package Delivery Methods

Among total



Q15: In an ideal world, how would your packages be delivered to you? Please select all that apply.
Total N = 1,001

Increased Threat of Package Theft During the Holidays



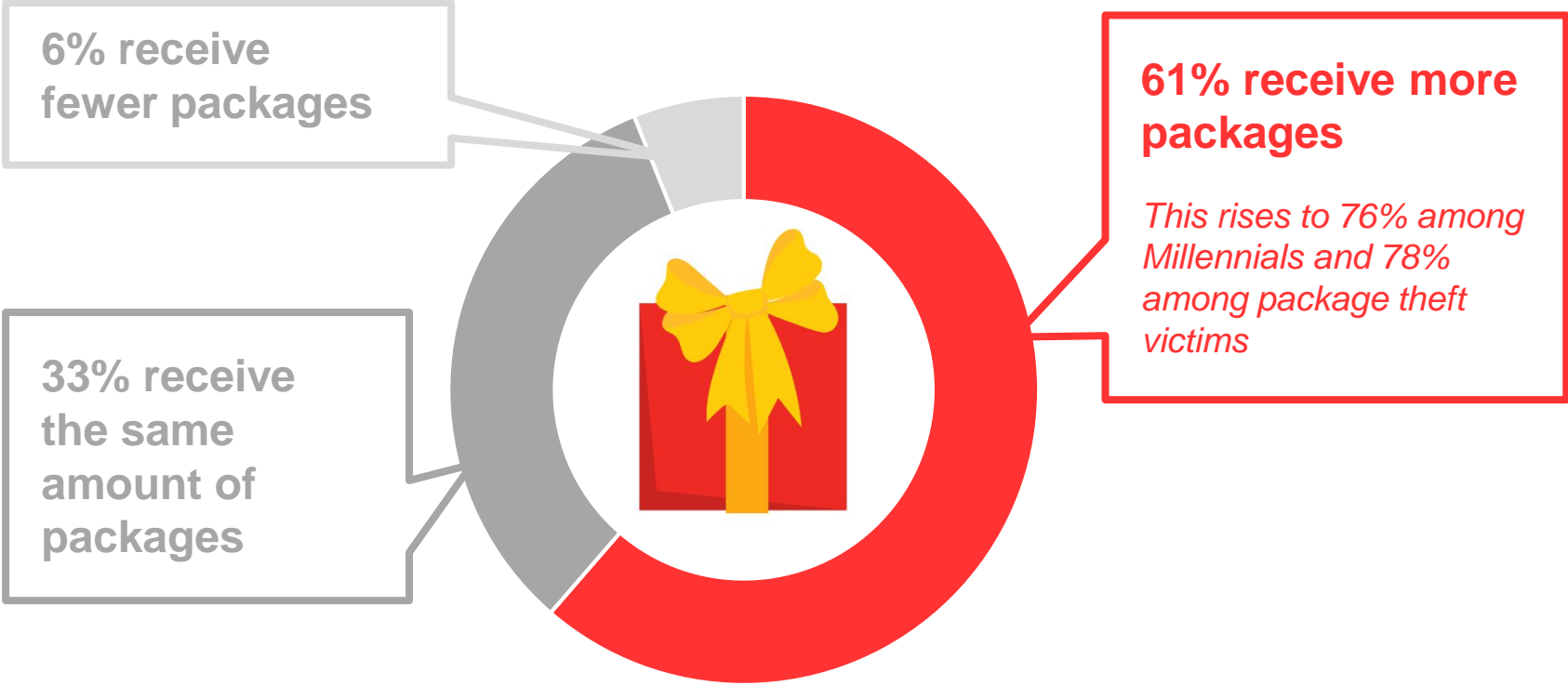
70% of U.S. homeowners
expect to receive packages during
the holiday season



A majority receive more packages than they would at any other time of year making them an even bigger target for package theft

Package Delivery Compared to the Rest of the Year...

Among total

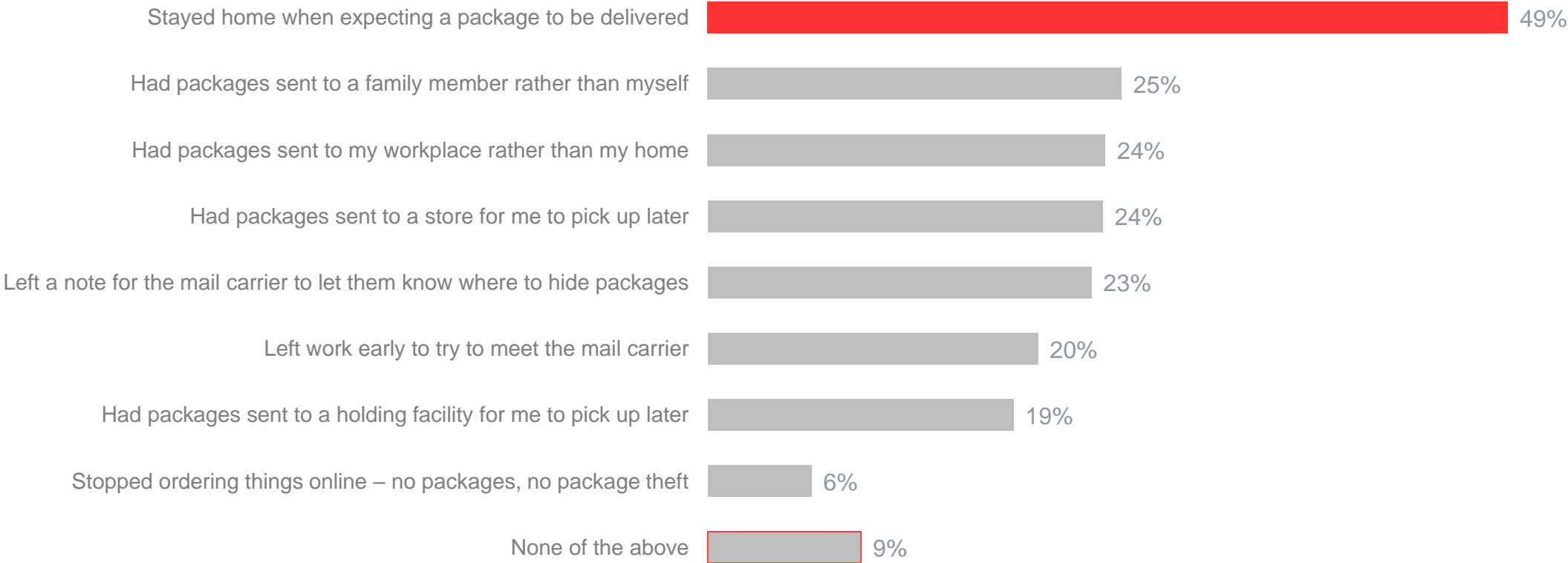


Q20: Do you typically receive more packages during the holiday season?
Total N = 1,001, Millennials N = 186, Package theft victims N = 187

Package theft victims take precautions to prevent additional theft

Preventative Measures Taken After Package Theft

Among those who have ever had a package stolen

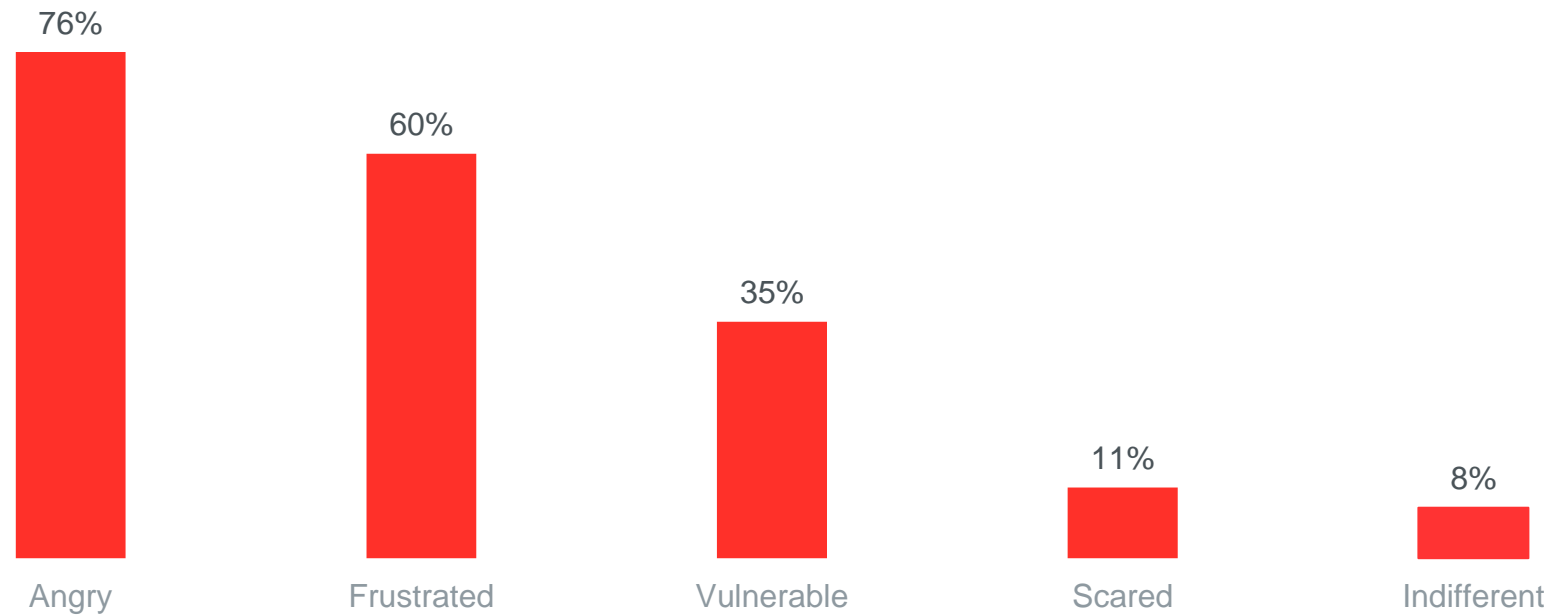


Q10: After you had a package stolen from you, did you do any of the following to prevent it from happening again? Please select all that apply.
N = 187

The rise in package theft leaves victims feeling angry, frustrated and vulnerable

Feelings After Package Theft

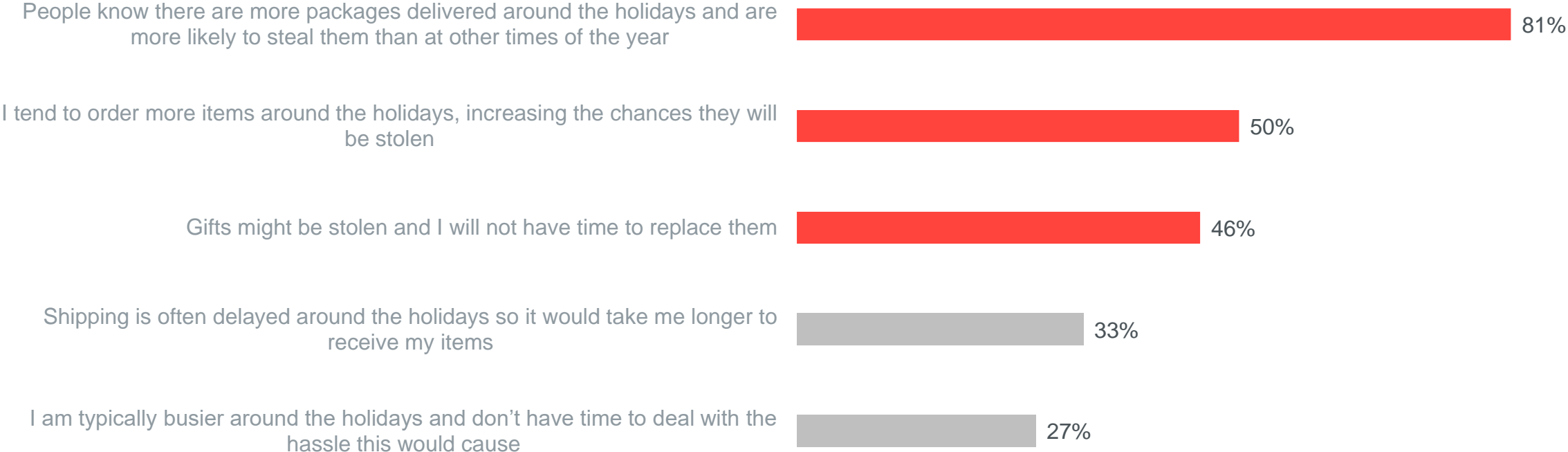
Among those who have ever had a package stolen



Package theft during the holidays more frustrating; consumers are busier and don't have time to replace stolen gifts

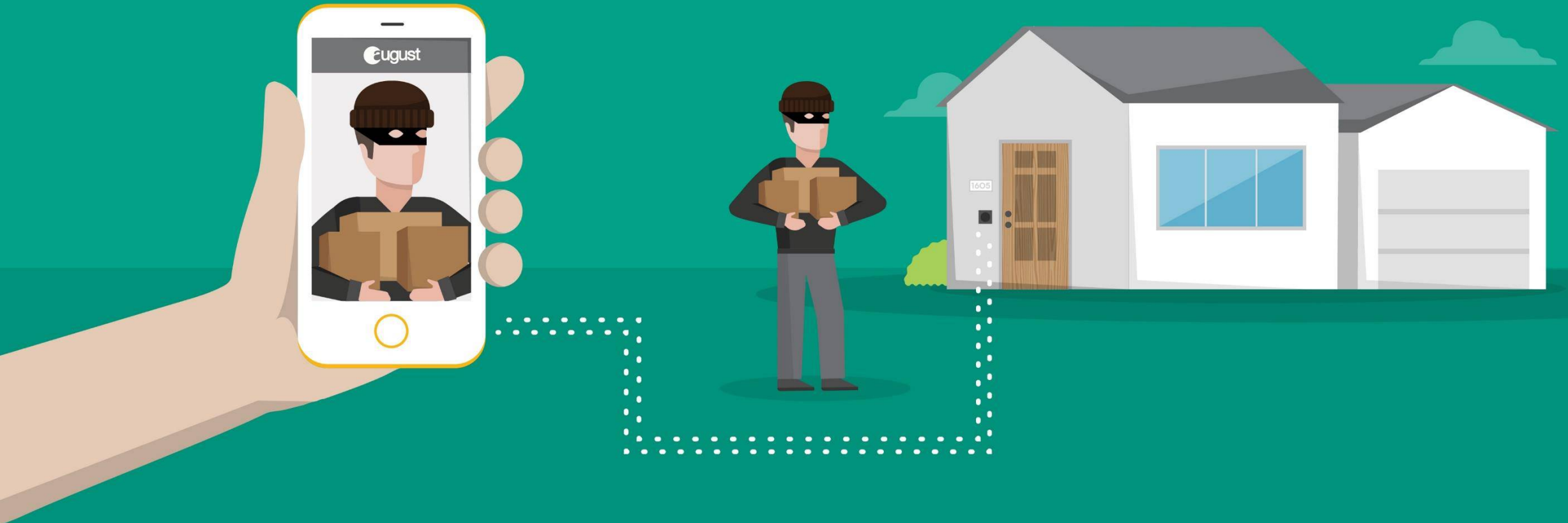
Reasons for Increased Concern

Among those more worried about package theft around the holidays

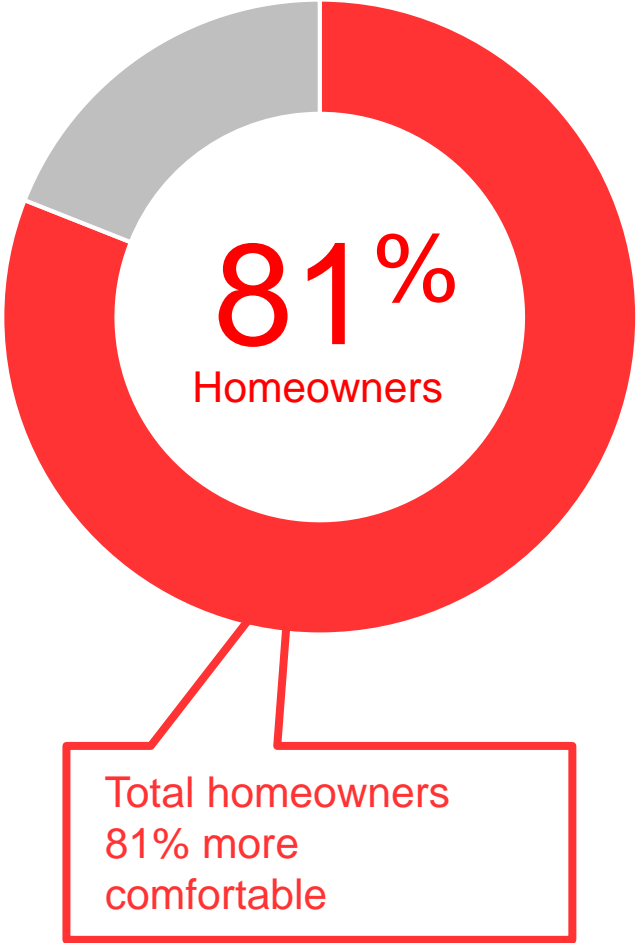


Q22: Why are you more worried about having packages stolen around the holidays? Please select all that apply.
N = 357

Smart Home Technology Primed to Mitigate Theft



Smart lock/doorbell camera features increase comfort with in-home delivery when people can't be home

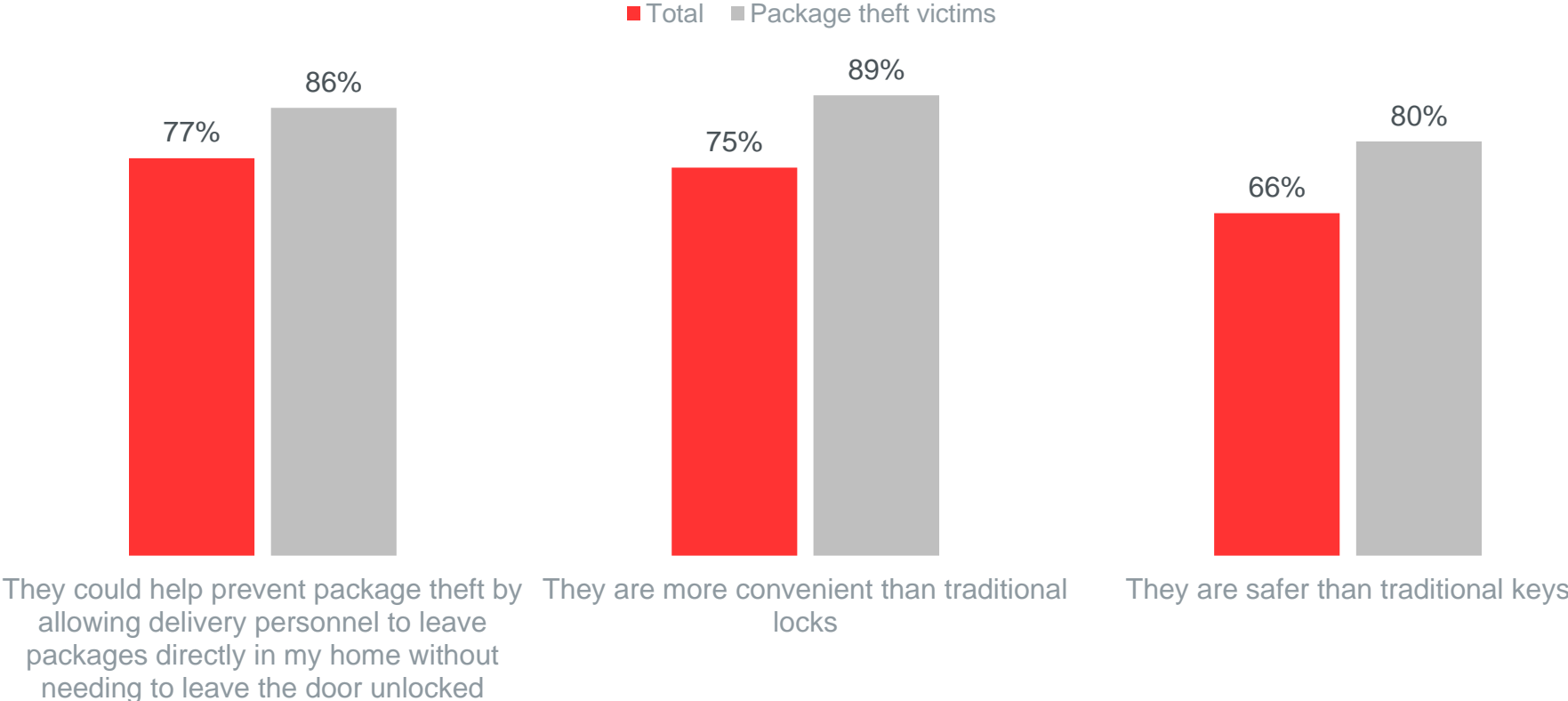


Q16: Which of the following would make you feel more comfortable having packages delivered to your home when you aren't there? Please select all that apply.
Total N = 1,001, Package theft victims N = 187

Value smart locks as solution for in-home delivery without the need to leave the door unlocked

Opinions on Smart Locks

Among total and those who have ever had a package stolen



Q31: How much do you agree or disagree with each of the following statements about smart locks?
Total N = 1,001, Package theft victims N = 187, 55+ N = 426

...And doorbell camera features increase comfort even more

Scenarios That Would Increase Comfort in Having Packages Delivered While Not at Home

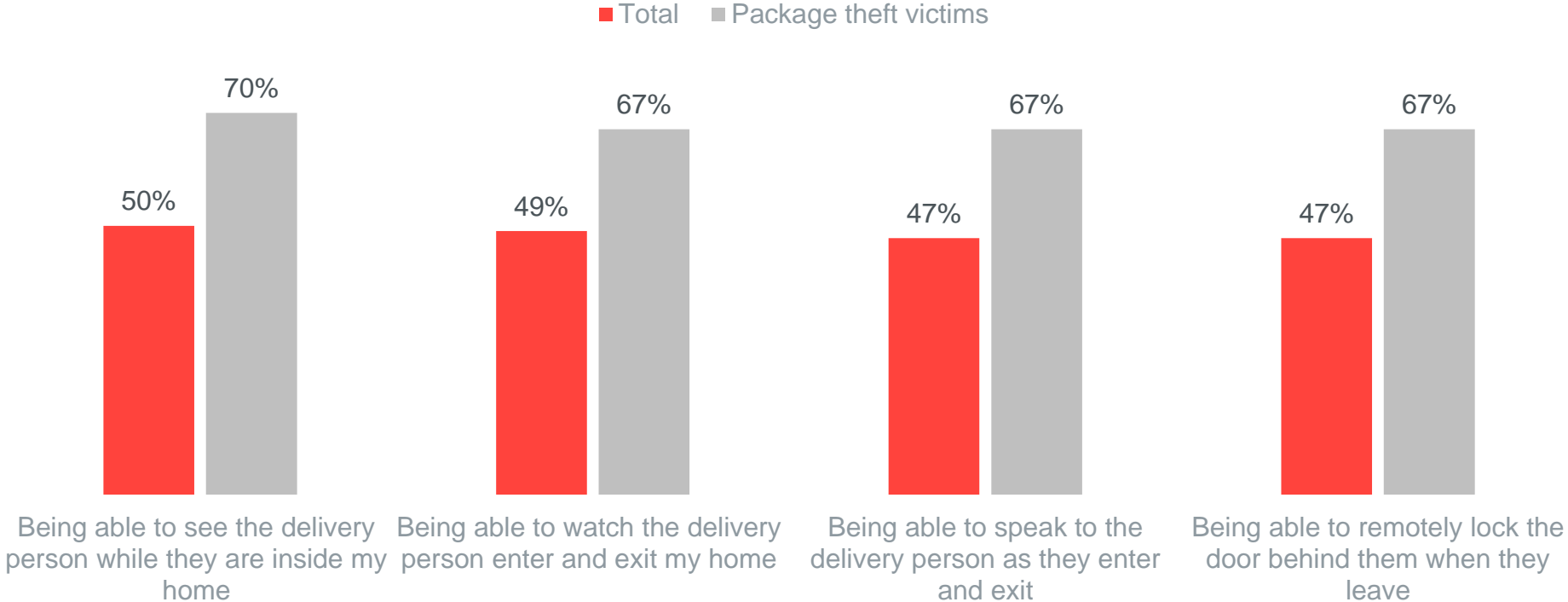
Among total and those who have ever had a package stolen



Consumers positively cite the ability to see, speak and lock the door behind the delivery person

Increased Comfort in Allowing a Delivery Person Into One's Home When Not Present

Among total and those who have ever had a package stolen

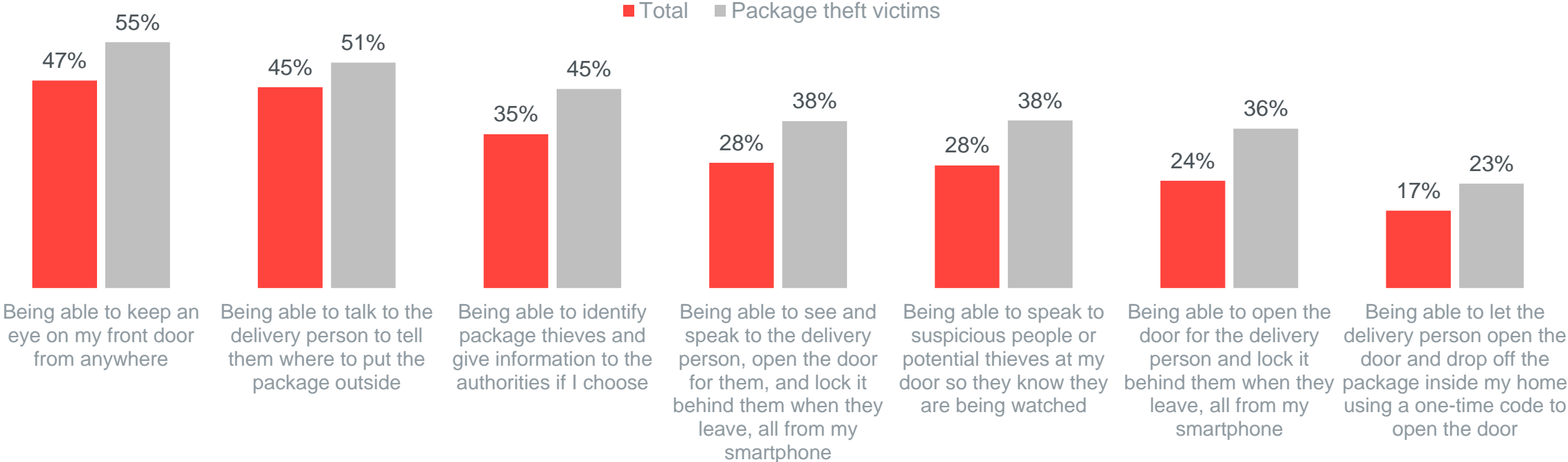


Q18: What would make you feel comfortable allowing a delivery person to enter your home to make a delivery when you were not there?
Total N = 1,001, Package theft victims N = 187, Millennials N = 186, Gen X N = 389, 55+ N = 426, Women N = 518, Men N = 483

Consumers also take comfort knowing that smart home technology could be used to deter package thieves

Scenarios That Would Increase Comfort in Having Packages Delivered While Not at Home

Among total and those who have ever had a package stolen



Q16: Which of the following would make you feel more comfortable having packages delivered to your home when you aren't there? Please select all that apply.
Total N = 1,001, Package theft victims N = 187

The logo for Eugust features a red circle on the left. The lowercase letter 'e' is white and positioned inside the circle, with its right side extending into the word 'ugust'. The letters 'ugust' are red and follow the 'e' in a bold, sans-serif font.

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