



Burglary Britain: A National Snapshot from Nest

November 2016
Nest Labs

Introduction

Home is a special place.

We love home. It's the best place in the world. And at Nest we spend a lot of time thinking about it. How to help it save energy. How to help it stay safe. And most recently how to help keep it secure.

Our security camera product portfolio helps provide customers with peace of mind and the ability to stay connected to the things they care most about. Combining revolutionary hardware, software and services. But we don't stop there – we believe our products should get better over time.

So we decided to do some research – to learn about the scale, methods and true cost of burglary in Britain today. We consulted industry experts, looked at government statistics, and surveyed the British public – and we learnt a lot. Now we want to share some of these findings.

And the timing of this report couldn't be better. Historically November is the month of the year with the most burglaries – so what better time to pass on these insights and some helpful tips from experts who collaborated with us on this research.

We hope you enjoy this report.

Lionel Guicherd-Callin

Head of Product Marketing in Europe – Nest Labs

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Executive Summary

Our homes are unique, as are the families that live inside them, and so to try and understand burglary in Britain today we needed to look at more than just facts and figures. We also spoke with the British public to gauge their views and commissioned industry experts with decades of combined experience to help analyse our findings.

The resources used to inform this report are outlined below with citations included throughout the report and summarised in the appendix.

- Office of National Statistics:
 - The England and Wales Crime survey. This is an annual survey that has been conducted since 1982 and asks people about their experience of crime, the way it is dealt with by the police and its impact upon them. The crime survey is based upon face-to-face interviews with 33,000 adults and a further 2,700 children. The latest data release from the Crime Survey England and Wales covers the period for the year ending June 2016 and was released on October 20th, 2016.
- Recorded data from the 44 individual forces used in the ONS crime statistics. These provide a useful indicator of police force workloads and offer insight on regional patterns and analysis. A full list of sources can be shared on request.
- A Consumer Survey:
 - Further insight was gathered via a consumer survey which asked British adults for their experiences and thoughts on burglary and security measures. The study was conducted by online market research company OnePoll, between 17th and 21st October 2016 with a total sample of 1,500 UK adults polled. Participants were recruited online and rewarded for their participation.
 - OnePoll adheres to the MRS code of conduct and are corporate member of ESOMAR. For further information, please visit: www.onepoll.com

Contributors



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Head of Product
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Lionel is the Head of Product Marketing at Nest in Europe, working to develop product, services and partnership offerings tailored to meet and exceed the expectations of European customers.

Prior to Nest, Lionel held several leadership roles within Apple including Assistant Vice President - Apple EMEA. Other flagship projects during his career included the opening of the first Apple store in Europe and the roll-out of a series of flagship and iconic Apple products.



Colin Port

Ex Chief-of-Police,
Bristol

Colin is a career detective who retired in 2013 as a Chief Constable of Avon and Somerset having previously worked in Greater Manchester, Warwickshire, London, Norfolk and Northern Ireland. Described by *The Times* in 2014 as 'one of the country's top detectives,' he is no stranger to controversy or newspaper front pages and headlines, nor to challenging the status quo or the establishment. We asked Colin to contribute insight on the reason for shifting trends in burglary and common mistakes made by homeowners based on his years of experience dealing with the aftermath.



Michael Fraser

Reformed Burglar

After a childhood in care Michael drifted into a life of petty crime including burglary. Realising his life was heading in an unsavoury direction, Michael worked to land a job and began the process of turning his life around. Now a successful businessman and best known for copresenting of the BBC's "Beat the Burglar" Michael has provided us a view from the 'other side'.

Burglaries can Happen Anywhere, Anytime

According to Police Crime Records for England and Wales, **November saw the highest number** of reported burglaries in Britain last year with 36,752 crimes recorded – the equivalent to more than two every hour. April was found to be the slowest month for burglars with 6,500 fewer thefts reported.¹

National Crime Report Statistics revealed the national average to be **seven burglaries per 1000** households last year, however this ratio changed dramatically depending on the postcode.²

The North of England and London reported the highest levels of recorded burglaries, with **Manchester found to be the most burgled area** with 23 per 1000 households – three times the National average. The South and South West of England by far reported the lowest levels of domestic burglary, with

residents of West Oxfordshire four times less likely to have been burgled – recording just 1.7 burglaries per 1000 households.³



“As winter takes hold of Britain, the days get shorter and the nights get longer, thus providing

additional cover for criminals. But this is just one factor in the rise of burglaries. The cold weather also plays a role. People are much more likely to close their curtains and avoid going out for an evening stroll, meaning less chance of a neighbour spotting someone up to no good. It’s also present buying season – making these months a relative gold mine for thieves.”

Colin Port, Ex-Chief of Police, Bristol

With the highest number of reported incidents November marks the start of ‘Burglary Season’ closely followed by December and January.



Crime data produced by the Office for National Statistics

Burglary Heat Map

Hotspots

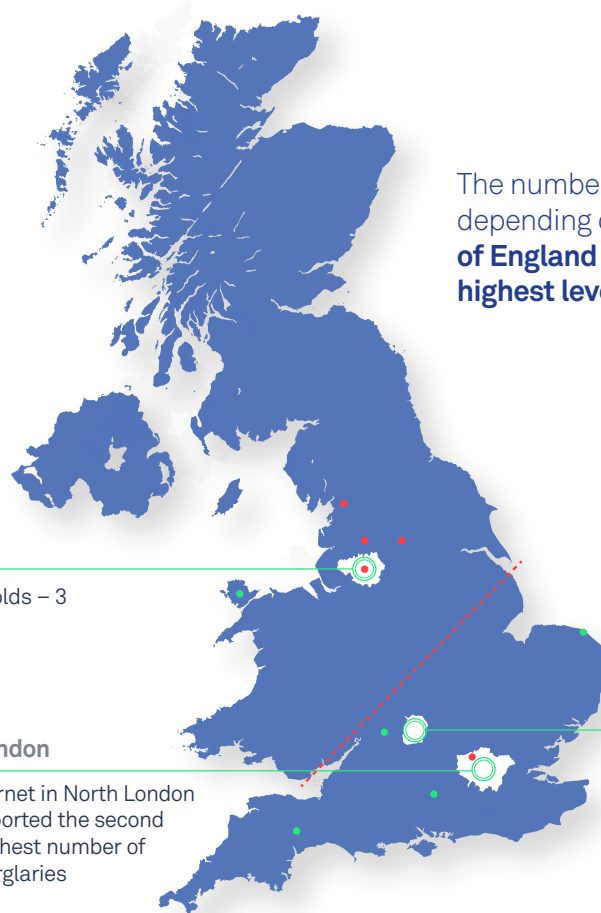
Highest Number of Reported Burglaries

Manchester
Barnet
Rochdale
Burnley
Bradford

Lowest Number of Reported Burglaries

West Oxfordshire
South Devon & Dartmoor
Vale of White Horse
Isle of Anglesey
Broadland

The number of crimes recorded varied depending on postcode with **the North of England and London reporting the highest levels of burglary**



Manchester

23 burglaries per 1000 households – 3 times the national average

London

Barnet in North London reported the second highest number of burglaries

West Oxfordshire

West Oxfordshire reported the least number of burglaries, with just 1.7 per 1000 households

Crime data produced by the Office for National Statistics, URBS.MEDIA, October 2016

What is Being Targeted?

Anyone can be a victim of burglary – however, our research also sheds new light on the type of buildings criminals are targeting.

Whilst burglars continue to target residential buildings, which are often what we most commonly think about when talking about the topic of burglary, our research found that outdoor spaces are also at risk. Out of 695,000 reported burglaries in the year ending June 2016, over 200,000 were not the primary dwelling, but detached garages, sheds or out buildings – accounting for nearly a third of the total reported incidents.⁴

	All Offences	Successful Entry Gained	Attempted (No Entry)	Goods Stolen
In the home	492,000	256,000	236,000	168,000
Other buildings	203,000	162,000	40,000	121,000

Crime Survey for England and Wales, July 2015 – June 2016

These external break-ins also have much higher success rates in terms of actually gaining entry to a building and removing goods. While 52% of burglaries on domestic premises result in a burglar gaining entry, a huge 80% of cases targeting outbuildings led to successful entry. Furthermore, of the burglaries where entry was gained, there was a higher rate of goods actually being taken from external buildings (74%) over domestic property (66%), versus thieves leaving empty-handed.⁵



“We may consider the risk to the building we actually live in, but often have more lax security in place when it comes to sheds and garages. However these buildings often contain high value property that’s easy to sell-on, such as tools and bikes, making them a favourite amongst burglars.”

Colin Port, Ex-Chief of Police, Bristol



“As the value of items stored in outbuildings has increased our security measures have not kept pace. Traditional security measures, such as burglar alarms often don’t extend to property outside our physical home, and so outdoor cameras – which are a great visible deterrent and now more accessible than ever – can be a powerful home security addition.”

Lionel Guicherd-Callin, Head of Product Marketing in Europe Nest Labs

Leaving the Front Door Open

Understanding how burglars enter homes is invaluable in learning how to stop them.

According to *Police Crime Records for England and Wales*, burglars now target the front of the home far more than 10 years ago, with **52% of offences involving someone gaining entry via the front** of a property – up from 46% in 2006.⁶ This doesn't however mean the rear of your home can be neglected. The Crime Report also showed that despite the number of attempted break-ins being higher for the front, the success rate for entry was 2% higher at the back.⁷

More concerning is the finding that in **23% of these break-ins the door was unlocked** rather than forced. The remaining 25% of cases see thieves enter via windows, and again in a large portion of these occurrences the windows were either open or unlocked. In fact just 5% of cases where a window was used for access was the glass smashed.⁸

This places **human error firmly at the heart** of a substantial number of annual burglaries and thieves are taking full advantage of our absentmindedness.



“Burglars are able to evaluate how secure a home is at a glance – a weak door or an unlocked window serve as an invitation to criminals.”

Michael Fraser, Reformed Burglar

Key Findings



52% of offences now see burglars enter through the front of a property



Most common point of entry is a door accounting for 75% of break-ins



In 23% of these cases the door in question was unlocked



In 25% of incidents thieves entered via a window



Just 5% of window entries see burglars smash the glass



Thoughtful Tip

With Home/Away Assist, Nest products can use built-in sensors, algorithms and the location of your phone to know when you're home or away. So Nest Cam can turn on when you leave and off when you're home, or turn your connected light bulbs to simulate presence.

To Deter a Criminal

Unlocked doors are not the only criteria when criminals choose to target a home, with other security shortcomings playing a fundamental role.



“While unlocked doors and windows are a green flag to thieves, the reverse is also true. Prominent security

measures such as burglar alarms, security cameras, and even a thorny bush can act as great deterrents.”

Michael Fraser, Reformed Burglar

Our consumer research found that one in 10 respondents didn't have any security measures in place other than a standard door lock. This could be in part due to an overconfidence in how secure people feel their homes are, with 77% of people surveyed stating they felt their homes were secure, despite 55% of people previously having fallen victim to a burglary.¹⁰

This 'it won't happen to me' mentality could account for the fact that 16-24 year olds were twice as likely to have their home broken into as those belonging to over 75s according to the Crime Report. This trend correlated with the survey finding that the 16-24 group was the most likely to have no security measures in place, whilst the over 55s the most.¹¹

One of the most surprising statistics of the report was that 49% of victims knew the person who committed the burglary, with 35% knowing them well.¹²

“Burglars want to get in and out of your home with the least risk to themselves. The idea of having their face spotted on a camera will be an immediate put off – especially if they are local – and so both an indoor and outdoor camera are a great investment in deterring thieves, and in the worst case helping to catch the criminals” - Colin Port, Ex-Chief of Police, Bristol

But households across Britain don't just use traditional methods for protecting their homes. Perhaps inspired by 1990 Christmas favourite 'Home Alone', respondents also shared their own homegrown security methods:

- I place a mannequin in the window so it looks like someone is in
- My friend has a machine that makes fake dog barking sounds when an alarm is rung
- I lay booby traps of my children's toys or marbles in case anyone gets in¹³

Michael Fraser Top Five Security Measures



1. A security camera
2. Security lights
3. A burglar alarm
4. A well-kept thorny bush
5. Neighbourhood watch

The most popular security measures amongst respondents were security lights (45%), followed by improved locks and security doors (36%), burglar alarms (35%), fence (34%) and security windows (30%).¹⁴

The True Cost of Burglary

Whilst the average **value of property stolen per burglary was found to be £2,267¹⁵** – over a month gross pay for the average UK earner - when asked, the loss of expensive items was actually cited as the thing that respondents feared least (3%) about being burgled. Instead the greatest worry (55%) of those surveyed was that their homes and families would no longer be safe.¹⁶

These findings would suggest that while burglars only have money on their mind - the cost to the victim isn't the price of replacing the stolen items.

Our survey found that the emotional impact was perhaps more shocking than the financial implications, with 45% of respondents who had been burgled claiming they felt an invasion of privacy.¹⁷ This aligns with the long-term impacts found in the England and Wales Crime survey, with **29% of victims reporting a loss of confidence and 21% experiencing anxiety or panic attacks** after a break-in.¹⁸

The emotional impact of a burglary is further compounded when considering the items that burglars typically target. Whilst 10 years ago TV's were top of the list for would-be thieves – something that could be replaced quite easily – this figure has now halved.¹⁹ Instead jewellery, which is much more likely to hold sentimental value, is the most likely belonging to be stolen, overtaking purses and wallets.²⁰

Items that people would miss the most if stolen

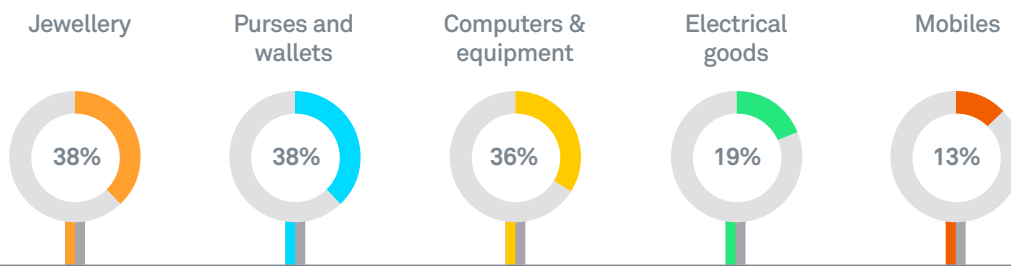


1. Car – 24.8%
2. Laptop – 19.6%
3. Family Heirloom – 17.7%
4. Phone – 12.9%
5. Money – 6.4%
6. TV – 4.2%²⁰

Study conducted by OnePoll between 17th and 21st October 2016. A total sample of 1,500 UK adults were polled

Most popular stolen items

Almost one in five people stated family heirlooms would be the most inconvenient item to have taken in a burglary. Unfortunately, jewellery (which often holds sentimental value) was the most likely item to have been taken in the event of a burglary



Crime Survey for England and Wales, April 2014 – March 2015

Conclusion

The main takeaway from this research is that almost everyone could spend more time thinking about home security – especially as we enter ‘Burglary Season’. Even those who believe their homes are secure are simply playing the odds, and many Brits believe that a burglary won’t happen to them – until it does.

This research also shows that our traditional view needs to change. Burglars are stepping away from the strict confines of the home and increasingly targeting outdoor buildings. And in many cases they don’t have to try very hard with homeowners leaving doors and windows unlocked.

We also found that whilst the financial loss of burglary can be significant, the real cost is the emotional turmoil of a home robbery, with many whose homes have been broken into reporting anxiety.

With a variety of simple and cost-effective solutions to help make our homes less appealing to thieves, we can all do a little more to prepare ahead of ‘Burglary Season’.

Top Tips from the Experts

To provide a helping hand, home security experts Ex-Police Chief Colin Port and Ex-Burglar Michael Fraser developed 10 top tips to help make your home less appealing to criminals ahead of ‘Burglary Season’.



Don't:



leave valuables on show through your windows



advertise you have pets in the house – it's a sign you don't have an alarm



leave tools outside your home that could be used to break in



leave calendars or notes that show when you're away near windows



let your hedges become overgrown and obscure entrances



Do:



make your front door visibly look as secure as possible



invest in visible home security, such as an alarm or camera, to deter thieves



install a letterbox cage so burglars can't reach through and 'fish' for keys



get to know your neighbours – they can be a second pair of safety eyes for you



use your security equipment, if you have them installed make the most of them

Footnotes and Resources

¹ Taken from Police Crime Records for England and Wales, Sept 2015-Aug 2016. Crime data produced by the Office for National Statistics, URBS.MEDIA, October 2016

² Taken from Police Crime Records for England and Wales, Sept 2015-Aug 2016. Crime data produced by the Office for National Statistics, URBS.MEDIA, October 2016

³ Taken from Police Crime Records for England and Wales, Sept 2015-Aug 2016. Crime data produced by the Office for National Statistics, URBS.MEDIA, October 2016

⁴ Crime Survey for England and Wales, July 2015 – June 2016

⁵ Crime Survey for England and Wales, July 2015 – June 2016

⁶ Crime Survey for England and Wales, April 2014 – March 2015

⁷ Crime Survey for England and Wales, April 2014 – March 2015

⁸ Crime Survey for England and Wales, April 2014 – March 2015

⁹ Study conducted by OnePoll (www.OnePoll.com), between 17th and 21st October 2016. A total sample of 1500 UK adults were polled.

¹⁰ Study conducted by OnePoll (www.OnePoll.com), between 17th and 21st October 2016. A total sample of 1500 UK adults were polled.

¹¹ Crime Survey for England and Wales, July 2015 – June 2016

¹² Crime Survey for England and Wales, July 2015 – June 2016

¹³ Study conducted by OnePoll (www.OnePoll.com), between 17th and 21st October 2016. A total sample of 1500 UK adults were polled.

¹⁴ Study conducted by OnePoll (www.OnePoll.com), between 17th and 21st October 2016. A total sample of 1500 UK adults were polled.

¹⁵ Crime Survey for England and Wales, April 2014 – March 2015

¹⁶ Study conducted by OnePoll (www.OnePoll.com), between 17th and 21st October 2016. A total sample of 1500 UK adults were polled.

¹⁷ Study conducted by OnePoll (www.OnePoll.com), between 17th and 21st October 2016. A total sample of 1500 UK adults were polled.

¹⁸ Crime Survey for England and Wales, July 2015 – June 2016

¹⁹ Crime Survey for England and Wales, April 2014 – March 2015

²⁰ Crime Survey for England and Wales, April 2014 – March 2015

Footnotes and Resources

Links to Data

Crime Survey for England and Wales, year ending June 2016:

<http://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/yearendingjune2016/relateddata>

Crime Survey for England and Wales, year ending March 2016:

<http://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/yearendingmar2016/relateddata>

Crime Survey England and Wales, year ending March 2015:

<http://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/crimeinenglandandwales/2015-07-16/relateddata>

Focus on Property Crime 2014-2015, ONS:

<http://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/focusonpropertycrime/2014to2015/relateddata>

Patterns and trends in property crime, 2014, ONS:

<http://webarchive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/rel/crime-stats/crime-statistics/focus-on-property-crime--2013-14/sty-patterns-and-trends-in-property-crime.html>

Crime and the Value of Stolen Goods, 2015, Home Office:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/468003/horr81.pdf

Scotland Crime and Justice Survey:

<http://www.gov.scot/Topics/Statistics/Browse/Crime-Justice/crime-and-justice-survey/publications>

Police recorded crime data, England and Wales:

<https://data.police.uk/data/>

Police recorded crime data, Scotland:

<http://www.gov.scot/Publications/2016/09/2960/0>

Police recorded crime data, Northern Ireland:

<https://www.psni.police.uk/inside-psni/Statistics/police-recorded-crime-statistics/>

User Guide to Crime Statistics, October 2015, ONS:

<http://webarchive.nationalarchives.gov.uk/20160105160709/http://www.ons.gov.uk/ons/guide-method/method-quality/specific/crime-statistics-methodology/user-guides/index.html>

Disclaimer

The information enclosed within this report was obtained from sources believed to be reliable. Nest Labs, Inc., its affiliates and employees do not guarantee improved results based upon the information contained herein and assume no liability in connection with the information or the provided security suggestions. The recommendations provided are general in nature; unique circumstances may not warrant or require implementation of some or all of the security suggestions. There may be additional available security procedures that are not referenced on this report