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SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) — to view the complete methodology as part of this initiative, please visit the Talker Research Process and Methodology page.

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: The mental load of the unattended house

Sample: 2,000 US respondents aged 18-75 who own a home

Splits: Age, gender and region

Survey Questions:

Demographic questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male

Female

Non-Binary

Other

Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

Male

Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18 or OVER 75]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

- Northeast
- Southeast
- Southwest
- Midwest
- West

SQ1: Do you currently own a home?

Yes

No [TERMINATE]

Survey Questions:

1. **How long after leaving your home for an extended period do you typically start wondering if you locked the door, closed the garage or left something on that shouldn't be? [SELECT ONE]**
    a. Immediately, before I even leave the driveway
    b. Within 30 minutes
    c. Within 1–2 hours
    d. Within the day
    e. It doesn't cross my mind

2. **[SHOW IF Q1 = 1-4] Has this worry ever caused you to do any of the following? [SELECT ALL THAT APPLY]**
   RANDOMIZE, ANCHOR LAST 1
   a. Turned around and went back home to check
   b. Asked a neighbor, friend or family member to check on the house
   c. Checked a camera/app
   d. Cut a trip short
   e. None of the above [exclusive]

3. **How often do you think about your home while you're away? [SELECT ONE]**
   a. More than 10 times a day
   b. 6–10 times a day
   c. 3–5 times a day
   d. 1–2 times a day
   e. Rarely or never

4. **Thinking about the last time you went on vacation or an extended trip, were you able to fully relax without thinking about if your home was safe? [SELECT ONE]**
   a. Yes
   b. No

c. N/A: I have never been on an extended trip / vacation

5. **In the past year, have you experienced any of the following while away from home? [SELECT ALL THAT APPLY]** **RANDOMIZE, ANCHOR LAST 1**
   a. A package was stolen
   b. An unexpected visitor
   c. An attempted break-in
   d. A successful break-in
   e. I forgot to lock a door or close a window
   f. A fire
   g. A flood
   h. None of the above [exclusive]

6. **[SKIP IF Q5 = None of the above] How did you find out that these things happened? [SELECT ALL THAT APPLY]** **RANDOMIZE, ANCHOR LAST 1**
   a. Through a security camera/doorbell alert
   b. I was contacted by first responders
   c. A neighbor told me
   d. I noticed it myself when I got home
   e. Other (please specify)

7. **Do you currently have a home security system or device installed (e.g., video doorbell, cameras and/or alarm system)? [SELECT ONE]**
    a. Yes
    b. No

8. **[SHOW IF Q7 = A] Is your home security system or device self-monitored or professionally monitored? [SELECT ONE]**
    a. Self-monitored — you monitor your home security system yourself through an app, alerts or other notifications
    b. Professionally monitored — a security company monitors your system and can respond to alerts or contact you if needed

9. **[SHOW IF Q7 = A] Which of the following home monitoring systems or devices do you have installed? [SELECT ALL THAT APPLY]**
    a. A video doorbell
    b. Outdoor security camera(s)
    c. Indoor security camera(s)
    d. Motion sensors
    e. Smoke & Carbon Monoxide detector(s)
    f. Glass break sensor
    g. Temperature sensor

h. Water sensor
i. Other (please specify)

10. **[SHOW IF Q7 = A] Which piece of your security system do you rely on or utilize the <u>most</u>? [SELECT ONE] [SHOW ANSWERS SELECTED IN PREVIOUS Q]**
RANDOMIZE, ANCHOR LAST 1

a. A video doorbell
b. Outdoor security camera(s)
c. Indoor security camera(s)
d. Motion sensors
e. Smoke & Carbon Monoxide detector(s)
f. Glass break sensor
g. Temperature sensor
h. Water sensor
i. Other (please specify)

11. **[SHOW IF Q7 = A] Have you ever missed an important alert from your security system because you were unavailable? [SELECT ONE]**

a. Yes
b. No
c. I can't recall

12. **[SHOW IF Q7 = A] Have you ever missed an important alert from your security system because of notification fatigue (e.g. ignoring the alert or the alert got lost in a sea of other notifications)? [SELECT ONE]**
    a. Yes
    b. No
    c. I can't recall

13. **[SHOW IF Q9 = A or B] Which of the following features does your video doorbell or security camera have to address security events in real time? [SELECT ALL THAT APPLY]** **RANDOMIZE**
    a. It passively records the situation only
    b. A voice recording (non-live) attempts to deter the situation
    c. An AI agent attempts to deter the situation
    d. A live professional monitoring agent attempts to deter the situation

14. **[SHOW IF Q7 = A] If you received an alert to suspicious activity happening at your home in real time, such as an intruder entering your home, how confident are you that you could successfully know how to respond or intervene on your own to stop the intruder? [SELECT ONE]**

a. Very confident
b. Somewhat confident
c. Neither confident nor unconfident
d. Somewhat unconfident
e. Very unconfident

15. **[SHOW IF Q9 = A or B] How do you <u>primarily</u> use your current home security camera or video doorbell? [SELECT ONE]** **RANDOMIZE, ANCHOR LAST 1**
    a. Primarily to check in on family or pets
    b. Primarily to watch for outside threats / unexpected visitors
    c. Primarily checking to see if a package was delivered
    d. Primarily reviewing what vehicle pulled into the driveway
    e. Other (please specify)

16. **[SHOW IF Q7 = A] Did news about crime or home safety play a role in your decision to purchase or upgrade your home security system? [SELECT ONE]**
    a. It was the main reason I purchased or upgraded
    b. It was one of several factors
    c. It played a small role
    d. No, it played no role in my decision

17. **[SHOW IF Q7 = B] What has primarily kept you from getting a home security system? [SELECT ONE]**
RANDOMIZE, ANCHOR LAST 2
    a. Cost of hardware
    b. Cost of monitoring fees
    c. Data privacy concerns
    d. I don't think I need one / My neighborhood is safe
    e. I want one, but haven't gotten around to it
    f. Other (please specify)

18. **[SHOW IF Q7 = B] Has recent news about crime or home safety impacted your thoughts about purchasing a home security system? [SELECT ONE]**
    a. It has made me start actively researching options
    b. It has made me more likely to buy one eventually
    c. It has made me anxious, but I haven't taken action
    d. No, it hasn't changed my thinking

19. **Would you trust an AI-monitored home security system to correctly identify a real threat? [SELECT ONE]**
    a. Yes
    b. No

c. Not sure

20. **To what extent do you agree or disagree with the following statement? "If a suspicious person is on my property, a pre-recorded message or AI voice played over a camera speaker would be sufficient to deter them." [SELECT ONE]**
    a. Strongly agree
    b. Somewhat agree
    c. Neither agree nor disagree
    d. Somewhat disagree
    e. Strongly disagree

21. **If a real threat were identified, would you trust AI alone to take the appropriate action (e.g., contact authorities), or would you want a human agent involved? [SELECT ONE]**
    a. I would trust AI alone to take the appropriate action
    b. I would want a human agent involved
    c. Not sure

22. **Which of the following would give you the <u>most</u> peace of mind? [SELECT ONE]** **RANDOMIZE**
    a. A system professionally monitored by trained humans

b. A self-monitored system I check myself
c. A system monitored by an AI agent

23. **To what extent do you agree or disagree with the following statement? "A doorbell camera alone provides enough protection for my home." [SELECT ONE]**
    a. Strongly agree
    b. Somewhat agree
    c. Neither agree nor disagree
    d. Somewhat disagree
    e. Strongly disagree

24. **Which of the following, if any, are your top privacy concerns when it comes to home security devices and/or home monitoring systems? [SELECT UP TO 2]** **RANDOMIZE, ANCHOR LAST 2**
    a. Companies storing and/or using my data
    b. Devices recording without my awareness
    c. Footage shared with law enforcement without my permission
    d. Devices being hacked
    e. Other (please specify)
    f. I don't have any privacy concerns [exclusive]

25. **How much do you trust home security companies to handle your footage and data responsibly? [SELECT ONE]**
    a. Completely trust
    b. Somewhat trust
    c. Neither trust nor distrust
    d. Somewhat distrust
    e. Completely distrust

26. **What is your #1 concern in regards to home safety? [SELECT ONE]** **RANDOMIZE, ANCHOR LAST 2**
    a. Break-ins or burglary
    b. Package theft
    c. Physical safety of family and/or pets
    d. Environmental emergencies (fires, floods or gas leaks)
    e. Unexpected visitors
    f. Other (please specify)
    g. I do not have any major home safety concerns

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

27. **We're looking to hear from homeowners on security systems. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**

I'm interested in participating

I'm not interested in participating

28. **[SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**

Name:

Email: