

# Is Anxiety About Physical Safety IMPACTING MILLENNIALS?



76%

have avoided a specific activity due to safety concerns

Within the past 12 months, millennials had these security concerns:

34% avoided



Crowded spaces like malls

30% avoided



Public transportation

26% avoided



Traveling solo

25% avoided



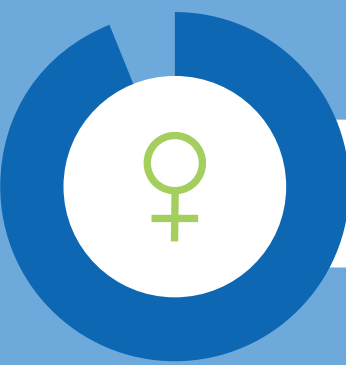
Exercising alone

90% are going as far as:

- Taking a different route home
- Switching up the time and place of their exercise
- Carrying pepper spray

90%

say technology like smartphones and watches help them feel safe when alone



94% of women



85% of men

depend on their devices for safety

75%



are interested in purchasing a personal security device



Urban Millennials



Rural Millennials

79%

are concerned about safety

91%

think of technology as a safety net

68%

are concerned about safety

82%

think of technology as a safety net

## Methodological Notes:

The ADT Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](http://www.wakefieldresearch.com)) among 1,000 nationally representative American adults, ages 18–35, between March 31st and April 5th, 2017, using an email invitation and an online survey. Quotas have been set to ensure reliable and accurate representation of the U.S. adult population 18–35.

Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.