

The image shows the front entrance of a house. The door is dark-colored with a central panel and is flanked by white columns. Each column has a small, square window. To the left of the door is a large white planter with a green bush. The porch is paved with red bricks. The overall scene is dimly lit, suggesting dusk or dawn.

Porch Piracy: Changing The Way We Shop and Ship

Online shopping is the ultimate convenience. Click a button; get a package delivered to your door — unless someone gets to it before you do.

Porch piracy is becoming a pervasive problem, affecting an estimated 23 million Americans to date. How is this issue impacting shoppers? We commissioned a nationwide survey to find out.

How is porch piracy changing the way we shop and ship?

2 out of 3 Americans have changed their behavior because of porch piracy



49% have adjusted schedules to be home for a delivery




46% have changed the way they receive packages




31% have reduced the amount they shop online

The vast majority of Americans haven't taken measures to combat this problem

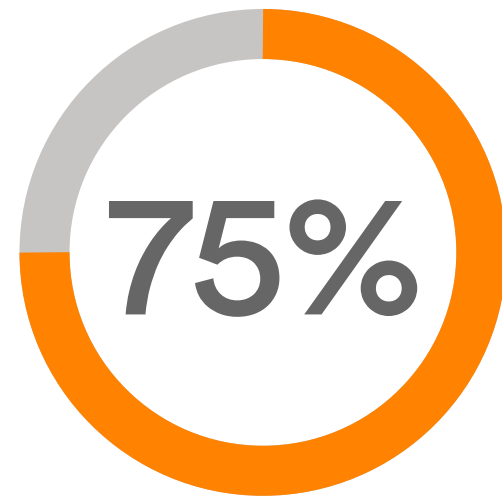


87% have not installed surveillance technology

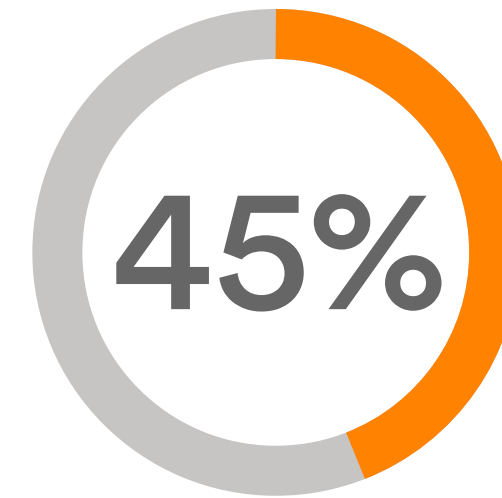


81% do not have a neighborhood watch program

Who is most concerned about porch pirates?



Nearly **75%** of Americans are concerned about porch piracy



Nearly **45%** of Americans have had a package stolen or know someone who has had a package stolen

Who is most concerned about porch pirates?

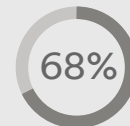
By Living Area



City residents are the most concerned about porch piracy



City



Gated Community



Suburban



Rural

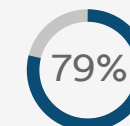


Town

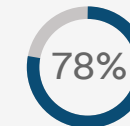
By Home



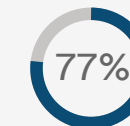
Apartment dwellers are the most concerned about porch piracy



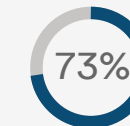
Apartment



Condo



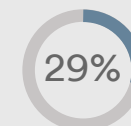
Townhome



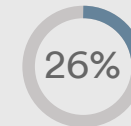
Single Family Home



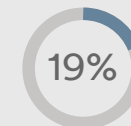
But packages are stolen most frequently from townhomes



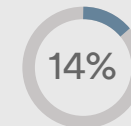
Townhome



Apartment



Condo



Single Family Home

Which generation is the most impacted by porch piracy?

Nearly **4 in 5** millennials are concerned about porch piracy, the highest worry rate of all generations

As a result of porch piracy, millennials have changed their behavior more than any other generation



61% have changed the way they receive packages



37% have reduced the amount they shop online

Millennials are the most proactive generation at attempting to retrieve stolen packages, and as a result, they have the most success getting them back



36% of millennials have recovered a stolen package



Over **50%** of millennials:

- Get help from the police
- Share video evidence with the police
- Share details about the theft on social media



Methodology

This study was conducted by Research Now, which surveyed more than 2,000 people in the third quarter of 2016, including equal representation of males and females ages 18 and above. The respondents represented a sample of Americans across a number of demographics, including household ownership, income, age, etc.