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**Yale - Hong Kong Home Safety and Door Lock Usage Survey:
Thoughtless Purchase of Door Locks Reflects the Issue of Low Alertness to Home Burglaries**

According to Hong Kong Police's figures, the local burglary rate ranks 6th highest among all crimes in Hong Kong. Every year, value of the property lost due to burglaries tops HKD 400 million. Home safety facilities are crucial to home burglaries prevention while locks play a vital role. To understand local residents' awareness of home safety as well as their habits in choosing and purchasing door locks, Yale appointed The Public Opinion Program, The University of Hong Kong (HKU POP) to conduct "Hong Kong Home Safety and Door Lock Usage Survey". The survey revealed that 97% of respondents agree that door locks are important to home safety. However, 74% of respondents spend less than one week in choosing door locks for their residences. The results uncovered that locals may not spend enough time in choosing door locks for their homes, heightening the risk of home burglaries. Moreover, 30% of the respondents have experience of leaving their homes without locking the door or gate properly, reflecting the issue of low alertness to home burglaries.

Locals Lack Alertness to Home Burglaries

Initiated by Yale, "Hong Kong Home Safety and Door Lock Usage Survey" conducted by HKU POP took place from June 20 to June 25 this year. 520 respondents aged between 25 and 55 were interviewed by phones. According to the result, 97% of respondents agree that door locks are important or even very important to home safety. However, 74% of them only spend less than one week in choosing door locks for their residences. When choosing door locks, most of the respondents (53%) regard security function as the most important factor, followed by product material and quality (37%). "Most of Hong Kong people understand that door locks are extremely important to home safety. However they spend comparatively less time in choosing and consuming door locks, which means they may lack information about the functions, materials and types of door locks before making consumption decisions. Many of them think that 'simply a lock will be enough' and have no idea whether their door locks truly suit their residences or living environments. Locks play a vital role in home safety by protecting your residence from burglaries and serving as an exit when accidents happen. Nevertheless, Figures¹ revealed that locals tend to choose and purchase Christmas gifts one month in prior to Christmas. The situation raises our concern as Hong Kong people nowadays spend less time in consuming door locks that matter to their own safety," Yale Representative, Ms. Irene Yip, General Manager of ASSA ABLOY Hong Kong Limited said.

¹ PayPal mobile sales figures during Christmas, 2011



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Passive in choosing door lock, 200,000 females living alone are under threat of home burglaries

Whose opinions are most influential in door lock consumption? According to the survey result, most of the male respondents (44%) think that their own opinions are most influential, while most of the female respondents (48%) think that the opinions from their family members who live in the residence are most influential. Only 22% of female respondents think that their own opinions are most influential in door lock consumption. The result revealed that local females are comparatively passive in choosing door locks. "According to the statistics from Census and Statistics Department, in 2011 there are over 200 thousands of females living alone in Hong Kong. If these ladies stay passive and keep relying on others to choose the door locks for their own residences, they might put themselves in danger of home burglaries by using door locks which does not suit their residences or living environments," Yale Representative, Mr. H.F. Mak, Department Manager of Retail & Distribution, ASSA ABLOY Hong Kong Limited remarked.

Stay Alert to Home Security

Mr. King Kong Ling, Retired Senior Inspector at Hong Kong Police, is invited to share his expertise in protecting ourselves from home burglaries. "It is very important for residents to stay alert to home security. Keeping valuables at home with weaknesses in security system will attract home burglaries. To prevent home burglaries, three main areas should be covered, namely outdoor area, entrance of the buildings and inside the residences. Door locks are very important to home security while the importance of bedrooms' door locks should not be neglected as they are the last defense safeguarding your personal safety," said Mr. Ling.

Other Survey Highlights:

1. 27% of respondents have experience of using door locks with mechanic problems or door locks of poor quality. Despite having difficulties in locking or unlocking doors, they kept using the locks without replacing them immediately with door locks that function properly.
2. 52% of respondents do not regard brand names as the main factor for consideration in regards to door lock consumption; 32% will take brands' professional image and reputation into consideration and only 7% will consider the product quality of brands.
3. 56% of respondents will choose and purchase the door locks in lock stores. 25% will consider users' opinion online.
4. 84% of female respondents think that door locks play a very important role as a safety exit when accidents happen, while only 63% of male respondents think in the same way.



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About Yale

Yale – the World's favorite lock – protects millions of homes and businesses worldwide and is the brand behind locks of every design and function in over 125 countries. As one of the oldest international brands, today's Yale is among the best-known and most respected names in the lock industry, with millions of Yale locks in use worldwide.

Yale is a part of the ASSA ABLOY Group. At ASSA ABLOY, we believe that freedom enriches people and that fear makes us poorer. Our overall aim is to make our customers feel so safe and secure that they are free to enjoy their life fully, free of worries, free to choose what they want to do and free to enjoy life.

About ASSA ABLOY

ASSA ABLOY is the global leader in door opening solutions, dedicated to satisfying end-user needs for security, safety and convenience. Since its formation in 1994, ASSA ABLOY has grown from a regional company into an international group with around 43,000 employees and annual sales of about SEK 47 billion and own operations in over 70 countries - including mature and emerging markets. ASSA ABLOY offers a more complete range of door opening solutions than any other company on the market.

As part of ASSA ABLOY Asia Pacific, ASSA ABLOY Hong Kong Limited markets the Group's international brands in Hong Kong, Macau & Taiwan markets, and provides a broad spectrum of the Group's products, including Locks & Hardware, Electronic Security, Access Control & Identification, Security & Fire Doors, Door Automatics, etc.

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