

Confused.com reveals that barking mad Brits leave homes unprotected



Released on: November 30, 2012, 8:26 am

Author: Confused.com

Industry: [Financial](#)

UK, November 30, 2012, 8:26 am -- [/EPR NETWORK/](#) -- New research from home insurance expert, Confused.com has revealed that UK homes are woefully unprotected against intruders with more than three in five (61%) having absolutely no security systems set up.

Latest statistics from The Office of National Statistics (ONS) show that in the past year (2011-12), the UK has been subjected to 677,000 burglaries, yet Brits are still failing to protect their homes against unwanted intruders.

With so many attacks on homes in just 12 months, it's unsurprising that more than a third (38%) of Brits rarely or never feel safe in their own homes. Despite this, a worrying two fifths (42%) don't have basic security systems such as motion sensors in place, while a third (33%) don't even have security lights set up.

ONS figures reveal that flats in urban areas that have been lived in for less than a year are the most likely to be targeted by intruders and burglars. Houses with an annual income of less than £10,000 are also among the most tempting targets for pesky prowlers.

While Brits are woefully unprotected against unwanted visitors, they do believe that deterrents would help allay their fears. A quarter (25%) of UK homeowners believe that guard dogs make for the best intruder deterrents, and in fact nearly two thirds (61%) of dog owners admit to leaving their dogs at home while they're away on short breaks to ward off would-be burglars. With almost nine in ten (88%) Brits admitting that just seeing an unchained dog on a property would be enough to stop them from entering, it's undeniable that having a dog at home is an effective deterrent of burglars.

However, an 'attack' from a guard dog doesn't need to be physical to be effective. Nearly a fifth (19%) of respondents admitted that the bark is the most unnerving thing about a dog. A Labrador's bark is seen as the third scariest (7%), just behind Pit Bulls (9%), while German Shepherds (45%) are the clear winner. German Shepherds have a history of being effective guard dogs. Their size intimidates intruders, and the Guinness World Record holder for the World's Loudest Bark is held by a German Shepherd as well.

World Record holder, Daz, of Clacton-on-Sea can bark at up to 108 decibels and has been instrumental in keeping his house safe.

With this in mind, Confused.com has launched a free-to-download audio recording of Daz which homeowners can leave playing in their home while they're out and about. Daz barks intermittently on a reel to create the illusion that the house is occupied and to scare off would-be-intruders so that people across the country can go about their business, safe in the knowledge they've got a more secure home. The Doggie Deterrent audio file can be downloaded here - www.confused.com/home-insurance/dogs-prevent-burglaries-for-barking-mad-brits.

Gareth Kloet, Head of home insurance at Confused.com, said: "There are plenty of simple steps you can take to reduce the risk of your home being burgled. Drawing the curtains at night when you're out; installing security lights and fitting an alarm

that's working are just a few. What's really stood out in this research is the positive impact having a dog at home has on home security; it helps deter intruders while reassuring the homeowner as well."

-Ends-

About Confused.com

Confused.com was the UK's first price comparison site for car insurance. Confused.com is one of the UK's biggest and most popular price comparison services. Launched in 2002, it generates over one million quotes per month. It has expanded its range of comparison products over the last couple of years to include [women's car insurance](#), [dog insurance](#) and [mobile phones](#).

Confused.com is owned by the Admiral Group plc.
Confused.com is regulated by the FSA.

Contact Details:

PR Contact:

Sarah Wenham

Confused.com Press Office

Friary House

Greyfriars Road

Cardiff

CF10 3AE

02920 434275

www.confused.com

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)