

By **John Barrett**, Director, Consumer Analytics, and **Yilan Jiang**, Manager of Consumer Research, Parks Associates

SYNOPSIS

The Security Dealer Perspective presents Parks Associates' latest survey of security system installers and their views on market changes including the introduction of interactive services and the entry of broadband providers into the space. It also extensively profiles their sales, installations, and other business activities.

Parks Associates' **Connected Home Systems & Services** research service analyzes the market for home management systems and services, including security, energy, and controls.

ANALYST INSIGHT

"Dealers and installers play a key role in the market for home security systems and have an up-close view of market changes. Their views provide insight into the how the market is evolving and how quickly consumers will adopt the new interactive services offered by traditional players and new entrants like Comcast and AT&T."

— **John Barrett**, Director, Consumer Analytics, Parks Associates

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The Security Dealer Perspective

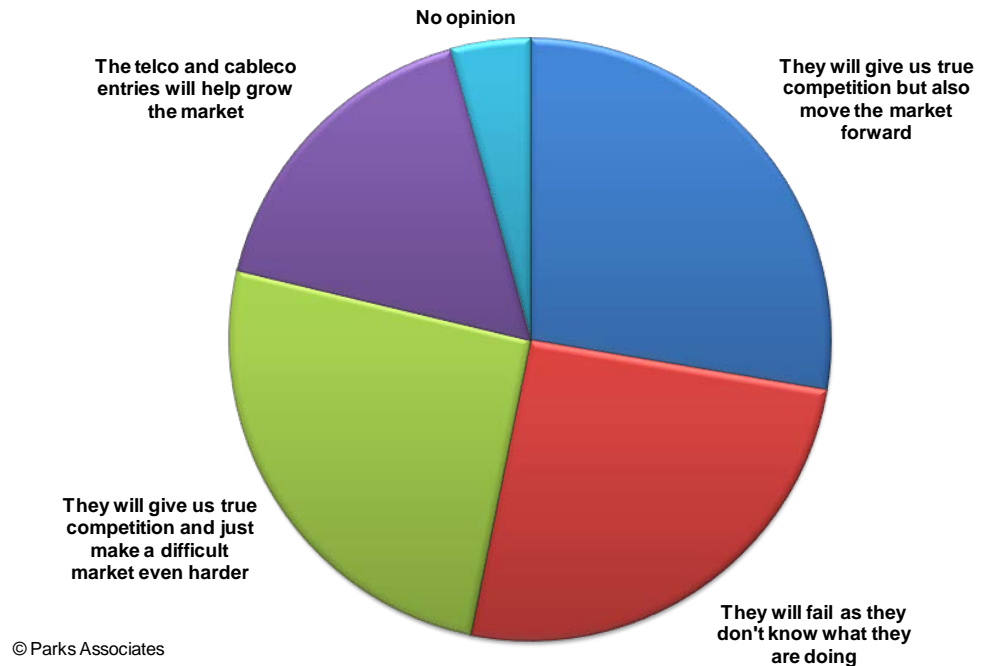
- About the Research
- Previous Research
- Key Findings
- Recommendations

Overview

- Survey Participants' Position (Q2/12)
- Role in Choosing Security System Hardware (Q2/12)

Attitudes Towards New Entrants

"Which statement best reflects your views on the entry to security by telcos and cablecos?"
(U.S. Security Dealers)



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- Role in Choosing Security Monitoring Service Provider (Q2/12)
- 2011 Total Annual Sales (Q2/12)
- Average Price of Basic Security System (Q2/12)
- Changes in Annual Sales: 2010 vs. 2011 vs. 2012 (Q2/12)
- Awareness of Security Dealers Going Out of Business (Q2/12)
- Installation Location (Q2/12)
- Percent of Installation in Single Family Residence vs. MDU (Q2/12)

Professional Monitoring Service

- Offering Professional Monitoring Services (Q2/12)
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- Average Monthly Monitoring Cost per Customer (Q2/12)
- Average Contract Term of Monitoring Services (Q2/12)
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- Average Monthly Service Charge to 3rd Party Company per Customer (Q2/12)
- Percent of Monthly Cost Representing Monitoring Service Cost (Q2/12)
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Remote Monitoring and Control Service

- Offering Remote Monitoring and Control Service (Q2/12)
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- Residential System Installation (Q2/12)
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- Average Price of Remote Monitoring Equipment (Q2/12)
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- Preferred Security Panel Brands (Q2/12)
- Preferred IP Security Panel Brands (Q2/12)
- Security System Features Offered (Q2/12)
- Preferred Security System Features (Q2/12)

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- Negative Feedback in Selling Security Systems (Q2/12)
- Attitudes Towards New Entrants (Q2/12)

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- Most Valuable Opportunities for Company (Q2/12)
- Impact of Self-Monitored Security System on the Business (Q2/12)
- Challenges to the Business (Q2/12)
- Breakdown of Total Revenue (Q2/12)

ATTRIBUTES

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