360 View: Residential Security & Smart Home provides a comprehensive analysis of the market for smart home products and services. It assesses the current state of the home security market and adoption of new offerings from telco and cable providers. It details the adoption of “smart” security systems that integrate smart home devices into home security systems and analyzes the market for smart home devices, including purchase rates, average sales prices, distribution channels, and order of purchase. Finally, it assesses market demand for smart home products and services, including hypothetical matchups between entry-level smart home devices and more robust premium devices.

ANALYST INSIGHT

“Data continues to indicate a substantial, latent market for smart home devices and services as well as several key challenges. Familiarity is still very low, and consumers have privacy concerns about the data generated by smart home systems.”

— John Barrett, Director, Consumer Analytics, Parks Associates
Residential Security & Smart Home

About the Research

Previous Research

- The Internet of Things: Business Models & Opportunities (Q3/14)
- Evolution of Smart Home and the Internet of Things (Q2/14)
- Winning Business Models from a Consumer Perspective (Q1/14)
- The New Face of Home Security (Q1/14)
- Smart Home Packages (Q4/13)
- Connected Home System: Smart Home Central Controllers and Platforms (Q4/13)
- Expanding the Base: From Security to Smart Home (Q3/13)

Key Findings

Recommendations

Overview of Home Security System Adoption

- Non-Functioning Security System Ownership (Q2/14)
- Security System Acquisition (Q2/14)
- Time of Security System Acquisition (Q2/14)
- Home Security System Installation (Q2/14)
- Amount Paid for Recent Security System Purchase (Q2/14)
- Home Security System: Remote Monitoring & Control (Q2/14)
- Home Control System Ownership (Q2/14)
- Home Control System Installation (Q2/14)

Security Monitoring Services: Overview

- Using Professionally Monitored Security Service (2014)
- Professionally Monitored Service Provider (2014)
- Average Monthly Cost of Professionally Monitored Security Service (2014)
- Previous Professional Monitoring Service Subscription (Q2/14)
- Length of Time Subscribing to Professional Monitoring Service (Q2/14)
- Service Bundles and Professional Security Monitoring (Q2/14)
- Cable & Telco Companies: Service Bundles and Professional Security Monitoring (Q2/14)
- Previous Bundled Service Package Including Professional Monitoring (Q2/14)
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- Relationship with Provider Prior to Subscribing to Professional Security Monitoring (Q2/14)
- Service Cancellation to Obtain Bundle Service from Professional Security Monitoring Service Provider (Q2/14)
- Home Security System Monitoring (Q2/14)
- Paying for Self-Monitored Security Service (Q2/14)
- Self-Monitored Security or Home Control Service Provider (Q2/14)

Security Monitoring Services: Service Changes

- Satisfaction with Professional Security Monitoring Services (Q2/14)
- Likelihood of Remaining With Current Professional Security Monitoring Service Provider (Q2/14)
- Net Promoter Score Ratings for Professional Home Security Monitoring Service Provider (Q2/14)
- Recent Changes in Professional Security Monitoring Service Provider (Q2/14)
- Length of Time Since Switching Professional Security Monitoring Service Provider (Q2/14)
- Professional Monitoring Service Switchers: Current vs. Previous Provider (Q2/14)
- Cancellation of Professional Monitoring Service (Q2/14)
- Reason For Canceling Professional Security Monitoring Service (Q2/14)
- Professional Monitoring Service Cancelers: Previous Provider (Q2/14)

Smart Security Systems

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- Professional Monitoring Service Subscription by Smart Security System Ownership (Q2/14)
- Professional Monitoring Service Provider by Smart System Ownership (Q2/14)
- Self Monitoring of Home Security System by Smart Security System Ownership (Q2/14)
- Fees Paid for Self-Monitoring by Smart Security System Ownership (Q2/14)
- Service Bundles and Smart Security System Ownership (Q2/14)
- ARPU For Selected Bundles and Stand-alone Packages by Smart Security System Ownership (Q2/14)
- Demographic Profile of Security System Owners (Q2/14)

Adoption of Smart Home Systems and Equipment

- Smart Home Familiarity (Q2/14)
- Unaided Awareness of Smart Home Service Providers (Q2/14)
- Unaided Awareness of Smart Home Product Providers (Q2/14)
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- Adoption of At Least 1 of the Listed Smart Home Devices (Q2/14)
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- Purchase of Smart Home Devices in Last 12 Months (Q2/14)
- Smart Home Devices: Top Three Brands Most Recently Purchased
- Use of Smart Home Devices (Q2/14)
- Smart Home Devices Purchase Channel (Q2/14)
- Method of Purchasing Smart Home Devices (Q2/14)
- Smart Home Devices: New vs. Replacement Acquisition (Q2/14)
- Smart Home Devices as System or Stand-alone Device (Q2/14)
- Installation of Smart Home Devices (Q2/14)
- Purchase Cycle for Smart Home Devices (Q2/14)
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- Type of Smart Light Owned (Q2/14)
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Additional Research from Parks Associates