2019 Security Dealer Survey

SYNOPSIS

This research presents and analyzes the results of a survey of installers/dealers employed by security firms installing security systems in US households. It quantifies the dealers’ view of security market performance, with data compared across multiple surveys, and analyzes competitive pressures, industry conditions, and new trends, including the addition of smart home and interactive technologies.

About the Research
- Key Questions Answered
- Methodology & Timing
- Notes on Methodology

Executive Summary
- Industry Insight
- Key Findings and Market Impact

Dealer Profile
- Average Residential Unit Sales vs. Non-Residential Sales as a Percent of Total Unit Sales (Q3/19)
- Residential Security System Unit Sales as a Percent of Total Sales (Q3/19)
- Residential Security System Unit Sales by Housing Type (Q3/19)
- Annual Revenues (Q3/19)
- Number of Residential Security Systems Installed Per Month (Q3/19)

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CHANNEL RESEARCH

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