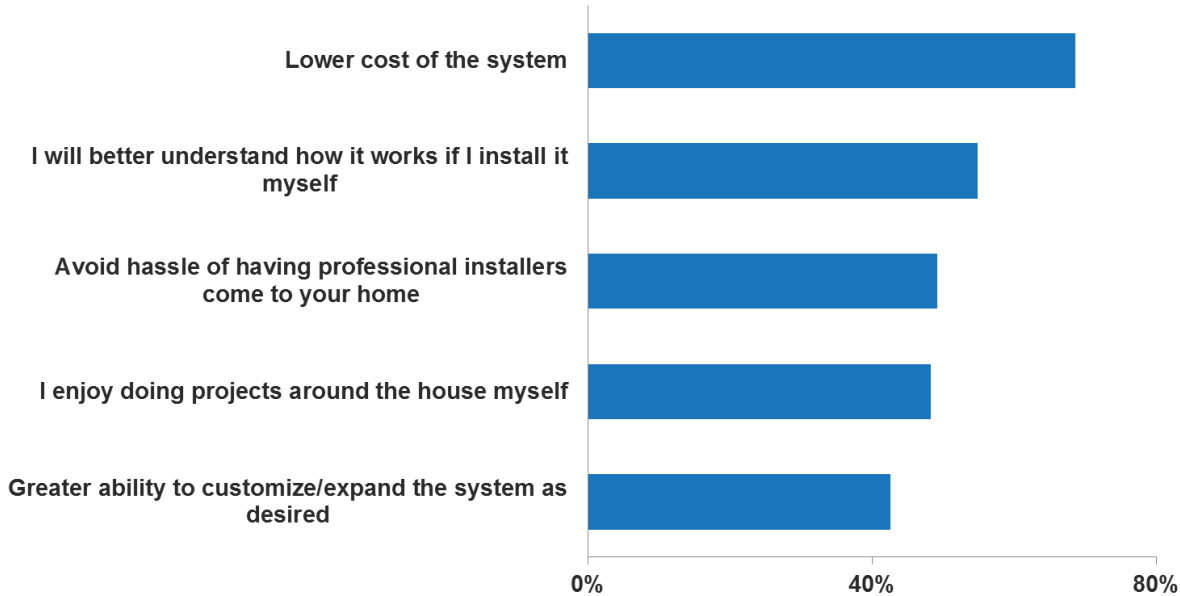


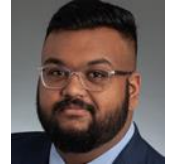
Appealing Factors of Self-installing a Security System

US Broadband Households Who Intend to Self-install Their Security System



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Consumer Analytics Team



Keshav Jaiswal, Researcher

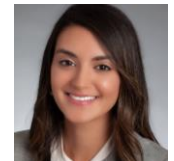


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SYNOPSIS

Protection of loved ones and property are universal needs, and specific smart products seek to provide peace of mind for consumers, performing a similar role as home security systems. Particularly viable smart home devices that help to address security needs include networked cameras and access control devices. This research explores the home security market including current state of adoption and preference for self-installable solutions, consumer interest in smart home products that address security needs, and the impact of these solutions on the traditional security industry.

ANALYST INSIGHT

“Newly introduced self-install security solutions are designed from the ground up to be installed by the consumer. These solutions seek to expand the market to households unmoved by traditional self-installed security systems that use traditional security panels and sensors.”

— Dina Abdelrazik, *Senior Analyst*, Parks Associates

Number of Slides: 70



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Published by Parks Associates

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