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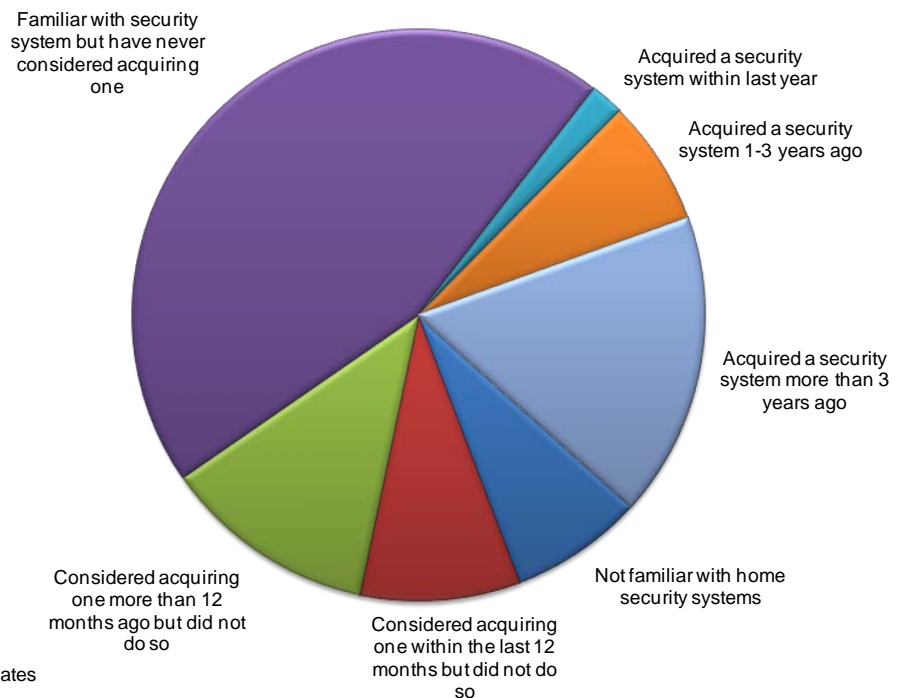
SYNOPSIS

Expanding the Base: From Security to Smart Home analyzes the potential of growing the home security market through integrated, Internet-enabled packages.

It compares and contrasts the established base of security-system owners against households with newer, more sophisticated offerings. It also analyzes households that are considering adopting a security system and those who recently considered a system but ultimately chose not to adopt one.

Interest in Acquiring a Home Security System

(U.S. Homeowners)



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ANALYST INSIGHT

“Although just 2% of homeowners acquired a system over the past year, an additional 9% considered acquiring a system but did not do so. This represents a significant lost opportunity for the home security market—capturing all of these consumers would translate into a fivefold increase in market growth.”

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

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- Do you offer equipment that allows your customers to have remote self-monitoring and control?
- The percentage of customers adopting smart home features and services

Additional Research from Parks Associates

ATTRIBUTES

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