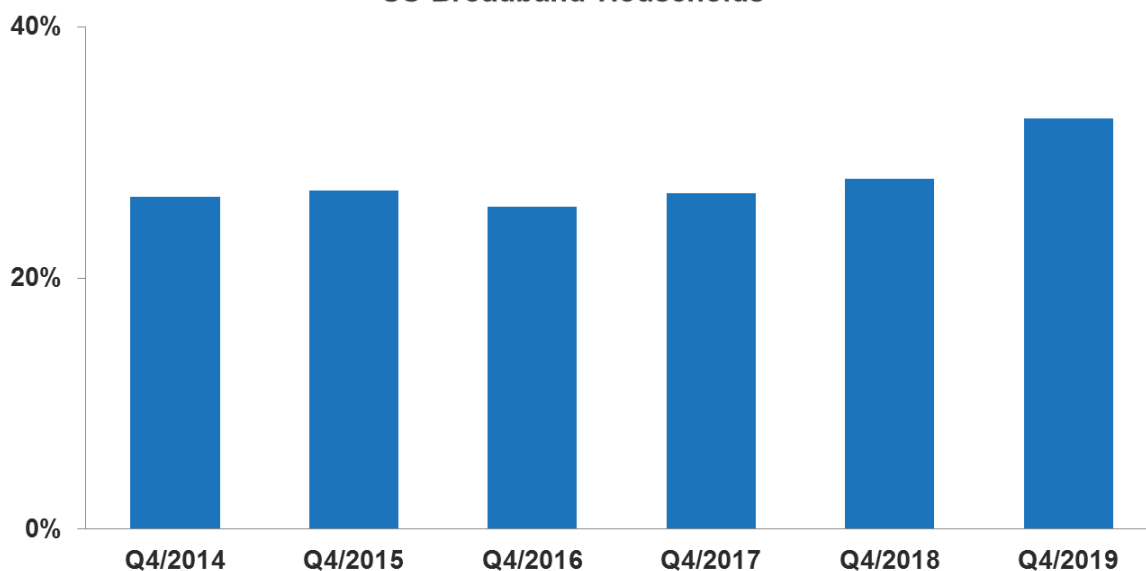


## Home Security System Ownership US Broadband Households



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### Consumer Analytics Team



Yilan Jiang, Director

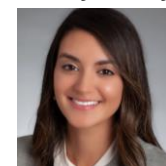


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### SYNOPSIS

This flagship study presents the consumer perspective on the residential security market. This research quantifies major trends in the market including analysis of competition, self-installation, the adoption of interactive services and home controls, and the impact of standalone smart products. The study includes trending data from over a decade of Parks Associates' consumer surveys on residential security systems and services.

### ANALYST INSIGHT

“The entrance of tech giants and MSOs raises awareness of security solutions, new business models are emerging in result of changing consumer preferences, and technology advancements such as video analytics, audio analytics and voice control improve the user experience. As a result, the security industry is finally able to reap the benefits in increased security system adoption.”

— Dina Abdelrazik, *Senior Analyst*, Parks Associates

Number of Slides: 64

**CONSUMER  
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## **Appendix**



# Residential Security: Consumer Insights 2020

SERVICE:  
SMART ENERGY  
MANAGEMENT

1 Q 2020

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