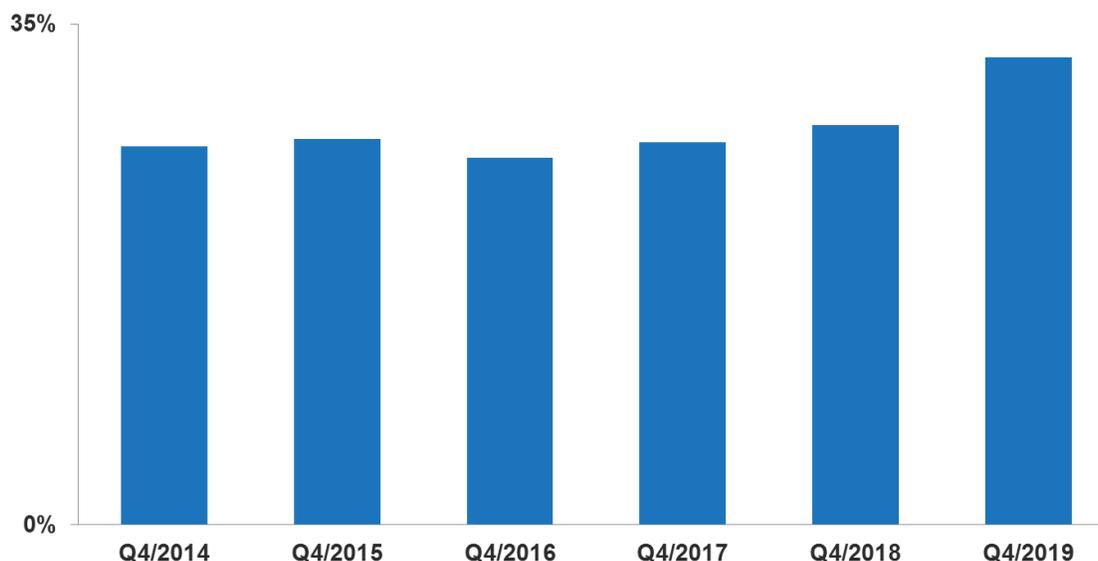


## Home Security System Ownership (2014 - 2019) US Broadband Households



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### SYNOPSIS

The DIY smart home movement is challenging traditional, pro-installed, and monitored security systems. Some consumers are deciding that self-monitoring is adequate for their needs and pocketbook, putting pressure on pro-monitored services to more vigorously substantiate their value. This primary research quantifies consumers' perceptions of the value of traditional and non-traditional security products and services, what features are most important to make consumers feel safe enough, business model concept testing, and purchase channel preferences.

### ANALYST INSIGHT

“As smart home security devices grow in familiarity, value, and affordability, these alternatives will close the divide from traditional security systems. Increasing integration of robust analytics, AI, and intelligence will make these devices ‘safe enough’ for consumers to monitor and protect their homes.”

— Dina Abdelrazik, *Senior Analyst*, Parks Associates

Number of Slides: 52

## CONTENTS

### Consumer Analytics: Residential Security

- Key Questions Answered
- Survey Methodology
- Defining Heads of Broadband Households
- Definitions and Abbreviations
- Reading Parks Associates Charts

### Executive Summary

- Industry Insights
- Key Findings and Market Impact

### Security System Landscape

- Home Security System Ownership (2014 - 2019)
- Home Security System Ownership: Professional vs. Self-Monitored Services (Q4/19)
- Demographic Breakdown of Security System Owners (Q4/19)
- Housing Profile of Security System Owners (Q4/19)
- Security-Related Purchase Intenders (Q4/19)
- Demographic Profile of Security System Intenders (Q4/19)
- Installation Method for Recently Acquired Systems (2014 - 2019)

### Smart Home Device and Ownership

- Smart Home Device Ownership (2014-2019)
- Overall Smart Home Device Ownership by Segments (2017-2019)
- Smart Home Safety & Security Device Ownership by Segments (Q4/19)

- Smart Home Device: Device Familiarity (2016 - 2019)
- Smart Home Device: Perceived Value of Benefit (2016 - 2019)
- Smart Home Device: Affordability (2016 - 2019)
- Benefits Influencing Smart Safety & Security Device Purchases (Q4/19)
- Networked Cameras Monitoring Interest (Q4/19)
- Smart Safety & Security Device: Channel Purchase Location (Q4/19)
- Average Selling Price of Smart Security & Safety Devices (2017 - 2019)
- Factors Driving Smart Safety & Security Device Purchases (Q4/19)
- Smart Security & Safety Device: Installation Methods (Q4/19)
- Smart Home Device Purchase Intention (Q4/19)
- Smart Security & Safety Device Purchase Intention by Security System Ownership (Q4/19)
- Smart Security & Safety Device: Preferred Purchase Channels (Q4/19)

### Attitudes Toward Alternative Security Solutions

- Home Safety Concerns of Smart Safety Device Owners & Home Security Non-Owners (Q4/19)
- Home Safety Concerns of Security System Owners (Q4/19)
- Agreement on Safe Enough Devices (Q4/19)
- Agreement on Safe Enough Bundle Devices (Q4/19)
- Smart Security & Safety Device: Appeal of Price Range (Q4/19)



# Safe Enough: Consumer Attitudes toward Alternative Security Solutions

SERVICE:  
RESIDENTIAL  
SECURITY

2Q 2020

- Appealing Home Protection Solutions (Q4/19)
- Appealing Home Protection Product Combinations (Q4/19)
- Agreement on Safety Protection Ability (Q4/19)
- Likely Security Solution Purchase (Q4/19)

## Appendix



# Safe Enough: Consumer Attitudes toward Alternative Security Solutions

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2Q 2020

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