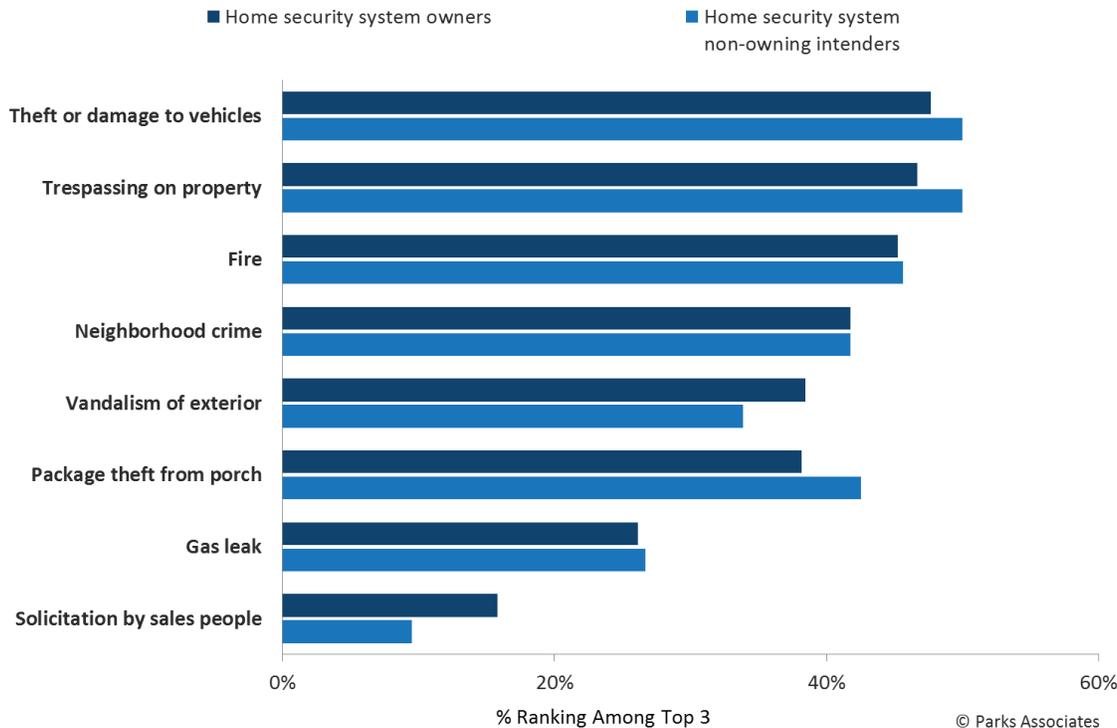


## Top 3 Important Conditions for Security System to Detect and Prevent



### Consumer Analytics Team



Yilan Jiang, Director



Xiaofan Tan, Consumer Insights Analyst I



Keshav Jaiswal, Consumer Insights Analyst II



Sharon Jiang, Intern

### Industry Analyst



Tricia Parks, CEO

## SYNOPSIS

Security solution providers must understand their customers and potential customers to develop appealing products and services and effective marketing messages. This research identifies security consumer segments and their personas based on consumer demographics and psychographics as well as purchase process journeys for security systems and devices.

## ANALYST INSIGHT

“Security faces a mixed bag environment resulting from COVID-19. Security consumers are adding ever more smart devices to their systems. However, some householders avoid installation and repair technicians entering their homes, cramping growth for traditional security systems but heightening willingness to acquire self-install security systems. Also countering downward pressure for traditional security system are strong new start home sales with a higher than average adoption of security.”

—Tricia Parks, CEO, Parks Associates

Number of Slides: 64



# Security Consumer Segments and Journeys

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- Top Ranked Security System Features
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- Frequency of Using Voice Assistant Control
- Frequency of Using Security System



# Security Consumer Segments and Journeys

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- Demographic Profile of Security System Customers
- Housing Profiles of Security System Customers

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- High Likelihood of Switching or Subscribing to Professional Monitoring
- High Likelihood of Making Security-Related Purchases
- Security System Acquisition Channel
- Payment Method Used to Acquire a Home Security System
- Acquisition Triggers of Home Security System
- Installation Method for Home Security Systems
- Installation Method for Home Security System by Age of System
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## **Appendix**

- Defining Heads of Broadband Households



# Security Consumer Segments and Journeys

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## ATTRIBUTES

### **Parks Associates**

5080 Spectrum Drive  
Suite 1000W  
Addison TX 75001

**parksassociates.com**

**sales@parksassociates.com**

**PHONE 972.490.1113**

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