Home Systems: Home Security – Analysis and Forecasts

By Tricia Parks, Founder and CEO 2Q 2010

Synopsis

This report provides an overview of the residential security market. It includes an assessment of the recent, current, and mid-term future market, consumer data on monitored security households, a review of dealer activities and challenges, briefs on selected industry players for equipment and monitoring, market forecasts for U.S. residential security, and scenarios for the future, including potential catalysts and inhibitors to market health.

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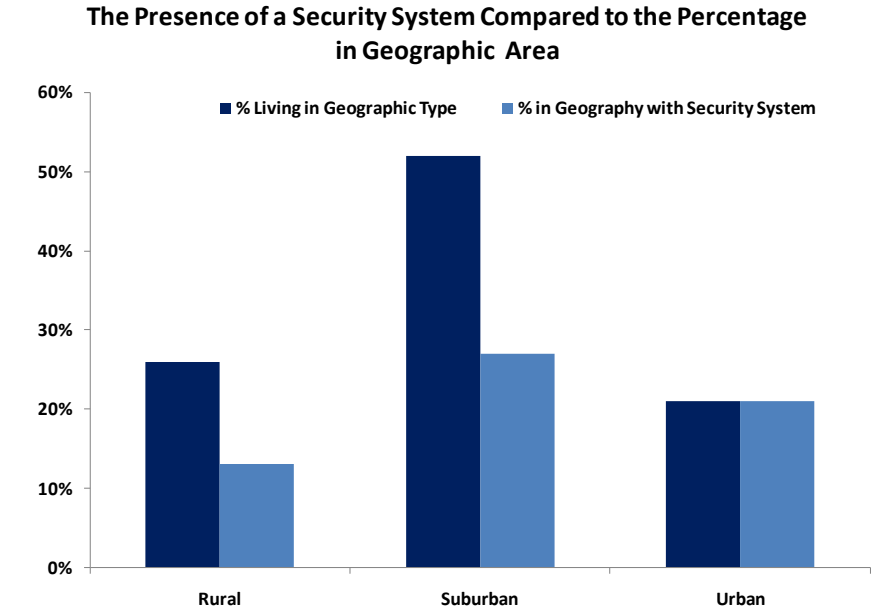
Geography of Security System Ownership



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Source: *Consumer Decision Process*

"Some industry leaders declare the security market to be recession proof, but it is not in terms of acquiring new customers and avoiding higher-than-typical loss of existing monitoring subscribers," said Tricia Parks, CEO. "It may be recession resistant. Its core customers are not leaving, and the industry has been able to raise its monthly fees by over 10% since late 2007."

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