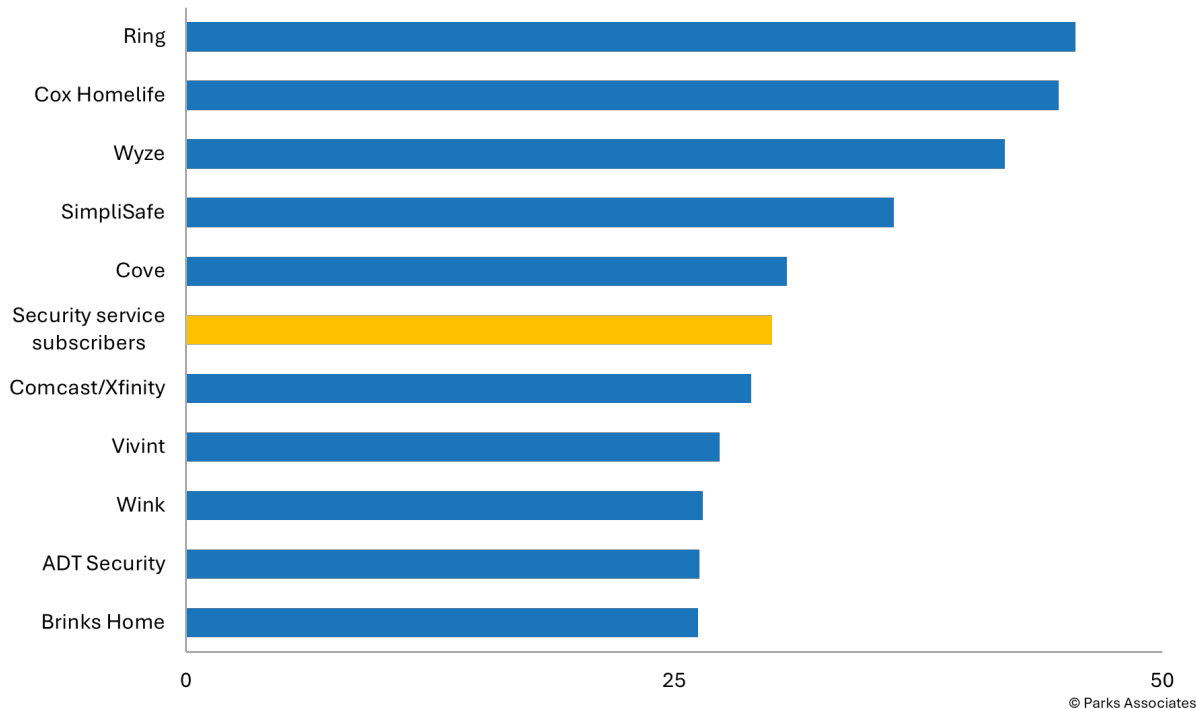


Top 10 Brands by NPS



SYNOPSIS

This flagship study quantifies security system owners' purchase journey and assesses the different purchase and ownership experiences among Pro and DIY system owners. In addition, the study investigates purchase trends and triggers; evaluates alternative security solutions that buyers consider at purchase; assesses why consumers move to different security providers, different security solutions, or out of the security market entirely; and tests new peace-of-mind solutions such as cybersecurity, out-of-home/personal emergency solutions, vehicle monitoring, smart tags, and pet monitoring.

ANALYST INSIGHT

"The evolution in home security technology empowers consumers with choice, control, and peace of mind, knowing that their homes and loved ones are protected by cutting-edge systems designed for rapid response and ease of use."

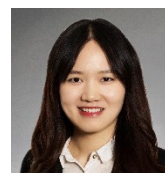
—Jennifer Kent, *VP, Research*, Parks Associates

Number of Slides: 78

Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics

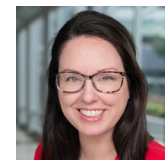


Sharon Jiang, Consumer Insights Analyst II



Yuting Mu, Consumer Insights Analyst I

Industry Analyst



Jennifer Kent, VP, Research



Tricia Parks, Founder

CONTENTS

Executive Summary

- Home Security System Ownership, YoY
- Installation Method Across All Home Security Systems in US Internet HHs
- Installation Method for Home Security Systems Acquired within the Past 12 Months
- High Likelihood of Switching to New Professional Monitoring Service Provider
- Reason for Switching Professional Monitoring Providers
- Devices Acquired as Part of Security System
- Length of Continuous Subscription to Professional Monitoring Service 2014 vs 2023

Security Solutions: Adoption & Market Segments

- Security Solution Adoption
- Paid Security Device Adoption
- Home Security System Ownership, YoY
- Home Security System Ownership, QoQ
- Interactive Systems Adoption Among All Security System Owners
- Interactive Systems Adoption Among Recent Security System Buyers
- Paid Service for Home Security System, YoY
- Home Security System & Service Adoption
- Home Security System Installation
- Installation Method for All Home Security Systems

- Installation Method for Home Security Systems Acquired within the Past 12 Months
- Preferred Installation Methodology for Future Security System
- Alternative Security Solutions Considered, Among Recent System Buyers
- Demographics Breakdown of DIY Installed vs. Pro Installed

Security Age and Usage

- Age of Home Security System
- Frequency of Using Security System
- Security System Acquired Not Currently In Use
- Self-Installed System Not Currently In Use

Competitive Landscape

- Security System Brand Owned
- Security System Brand Owned Among All Recently Acquired System Owners
- Security System Brand Owned by DIY Installed vs Pro Installed
- Paid Home Security Service by Service Provider
- Top Professional Monitoring Service Providers, YoY
- Previous Professional Monitoring Security Service Providers
- Security Service Provider Net Promoter Score (NPS)
- Top 10 Brands by NPS
- NPS of Top Security Service Providers, Trending

Purchase Journey

- Top Desired Features For Security System
- Security System Purchase Channel

- Security System Purchase Method
- Payment Method Used to Acquire a Home Security System
- Average Upfront Fees for Home Security Systems, YoY
- Devices Acquired as Part of Security System
- Additional Devices Added After Initial Installation
- Devices Added to Existing Security System
- Acquisition Triggers of Home Security System
- Installation Method for Add-On Smart Home Device
- Reason for Choosing Self-Installed Security System
- Difficulty in DIY Installing a Security System – July 2022
- Difficulty in DIY Installing a Security System – Q2 2023
- Average Hours Taken to Self-Install a Security System – July 2022
- Average Hours Taken to Self-Install a Security System – Q2 2023
- Security System Purchase and Intention to Buy
- Purchase Intention: Smart Safety & Security Devices
- Smart Video Doorbell Brand Owned
- Smart Camera Brand Owned

ARPU, Churn, Retention

- Average Monthly Fee for Home Security Service, YoY
- Avg Monthly Fee by Top 10 Brands, Q2 2023
- Length of Continuous Subscription to Professional Monitoring Service

- Changes Made to Home Security System in the Past 12 Months
- Reasons for Cancelling Professional Monitoring Security Service
- Reason for Switching from Self to Pro Monitoring
- Reason for Switching Professional Monitoring Providers
- High Likelihood of Switching to New Professional Monitoring Service Provider
- High Likelihood of Subscribing to Professional Monitoring Service
- High Likelihood of Change to My Pro-Monitored Security System
- Left Length of Contract, Among Intended Cancellers

Promotion, Incentives, and Discounts

- Professional Monitoring Service Subscribing Promotion
- Impact of Retention Incentive on Cancellation Plans
- Impact of Service Pricing Discount as Retention Tool
- Impact of Contract Terms on Cancellation Plans
- Reason for Choosing Self Monitoring
- Reason for Choosing Specific Monitoring Service Over Other Options
- Attitudes toward Self-Monitored Security System

Interest in Value-Added Security Services

- Interest in Security System Add-on Service
- Safety Solution Adoption
- People Who Used Safety Solutions in Household

Appendix



Demand for Security Solutions: Devices, Systems, and Services

SERVICE:
RESIDENTIAL
SECURITY
4Q 2023

ATTRIBUTES

Parks Associates

5080 Spectrum Drive
Suite 1000W
Addison TX 75001

parksassociates.com

sales@parksassociates.com

PHONE 972.490.1113

Published by Parks Associates

© 2023 Parks Associates | Addison, Texas 75001

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

DISCLAIMER

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.