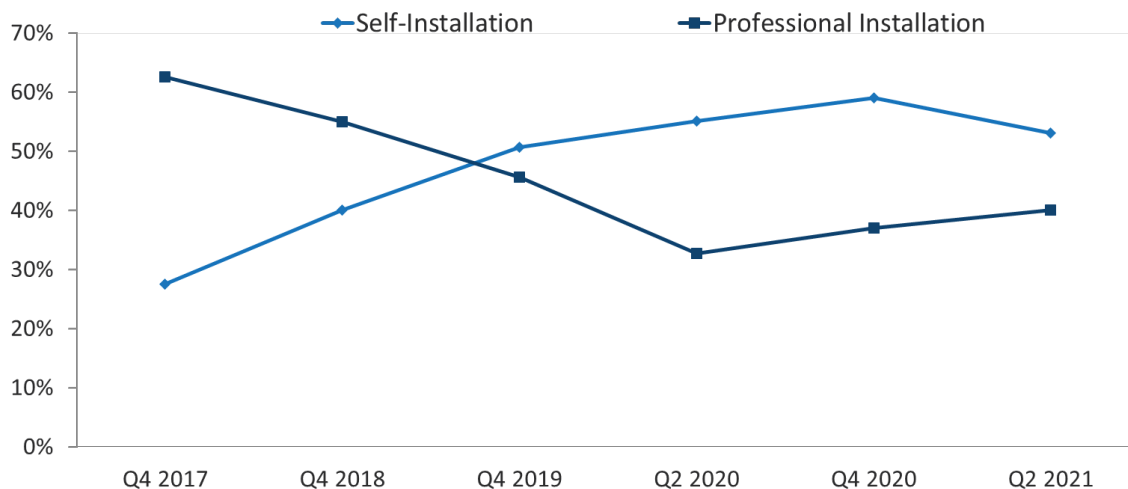


Installation Method for Home Security Systems Acquired within the Past 12 Months



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SYNOPSIS

Security solution providers must understand their past and potential to develop compelling products and effective marketing strategies. This study quantifies security buyers' purchase trends and triggers, including drivers and barriers, influencers, purchase channel preferences for product and service bundles, purchase processes, and importance of incentives, such as discounts, financing, or rebates from an insurance provider.

ANALYST INSIGHT

“Overall, the residential security industry enjoyed a good year in 2021. To continue the industry’s growth path either in customers, revenues, or both demands that they lean into the edge. Further, active expansion efforts to gain new channels and partners are part of that lean-in requirement.”

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

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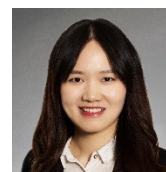
Consumer Analytics Team



Yilan Jiang, Director

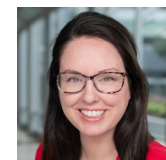


Xiaofan Tan, Consumer Insights Analyst II



Sharon Jiang, Consumer Insights Analyst I

Industry Analyst



Jennifer Kent, VP, Research

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Security Buyers Purchase Trends and Triggers

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Security Buyers Purchase Trends and Triggers

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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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