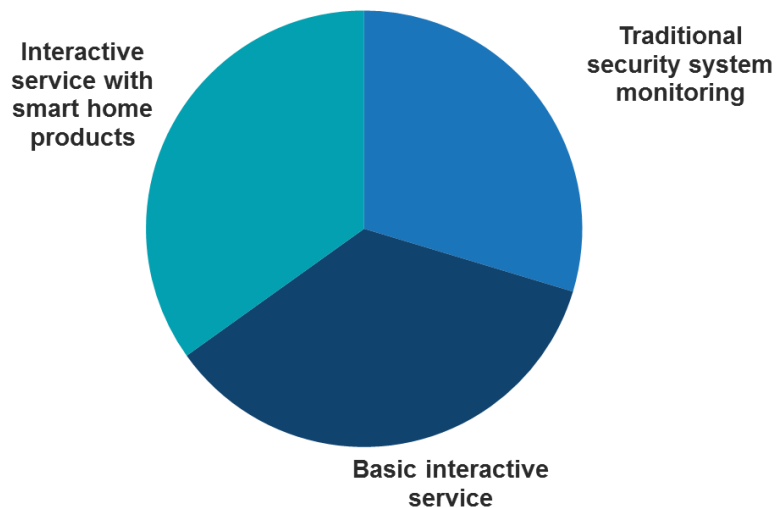


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SYNOPSIS

This research presents and analyzes the results of a survey of installers/dealers employed by security firms installing security systems in U.S. households. It quantifies the dealers' view of security market performance, with data compared across multiple surveys, and analyzes competitive pressures, industry conditions, and new trends, including the addition of smart home and interactive technologies.

Percentage of Residential Security System Sales Security Dealers



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Industry Insight

- Top Challenges to Security Dealers in the Years (2017 - 2018)
- % of U.S. Broadband Households with A Working Security System and the % with Professional Monitoring
- U.S. Revenue Forecast for Total Residential Security Industry Revenues and Professional Monitoring Revenues

Key Findings and Market Impact

- Respondent Attributes

Methodology, Basic Respondent Firmographics, and Security Dealer Screening

- Average Residential Sales vs. Non-Residential Sales as a Percent of Total Sales (2017-2018)
- Residential Security System Unit Sales as a Percent of Total Sales (2017-2018)
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- Likelihood to Start Offering DIY/Self-Installed Security Systems (Q3/17)
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