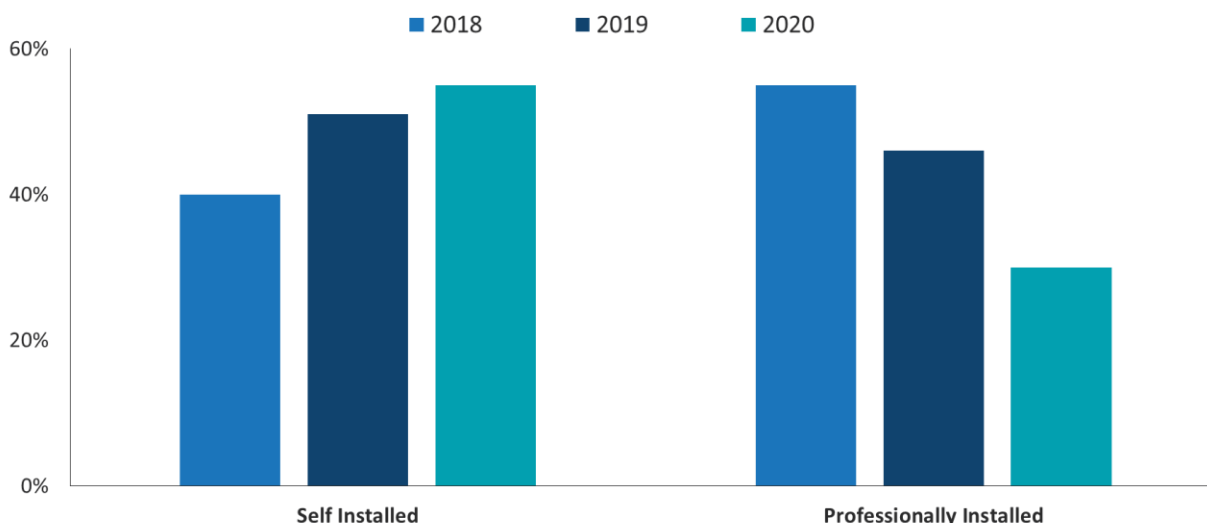


Installation Method for Security System

US Broadband Households



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SYNOPSIS

This study details changes to intentions to purchase or upgrade security systems due to the COVID-19 pandemic and related factors, including their impact on professional monitoring and installation preferences. The research also provides a mid-2020 update on smart home adoption, purchase intentions, and app and control platform preferences and explores how COVID-19 has influenced consumer interest in smart home solutions.

ANALYST INSIGHT

“Security and smart home devices face a mixed bag environment from COVID-19. Some householders unwilling to risk exposure to COVID-19 avoid installation and even repair technicians entering their home as possible. This cramps growth for traditional security systems but heightens the willingness to acquire self-install security systems.”

— Tricia Parks, CEO, Parks Associates

Number of Slides: 72

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COVID-19: Impact on Residential Security and Smart Home—July

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High Likelihood of Making Changes to Security System

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Published by Parks Associates

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