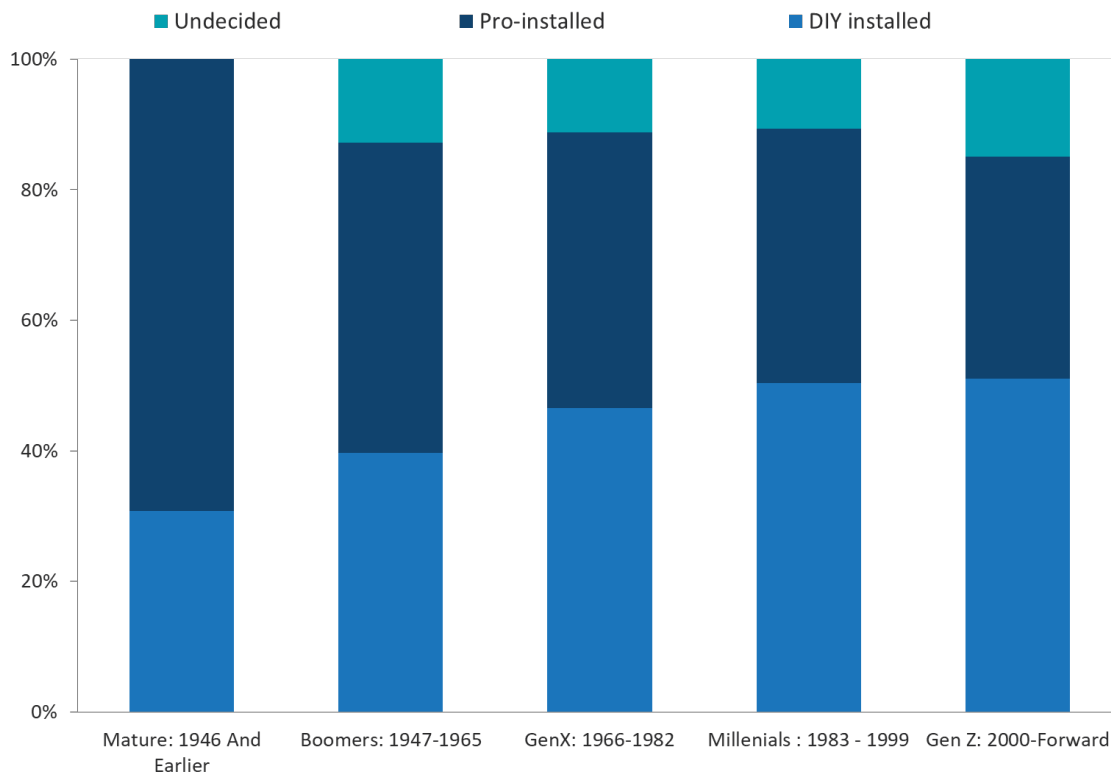


Preferred Installation Methodology for Future Security System by Generation

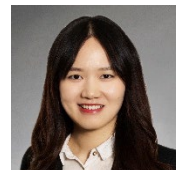


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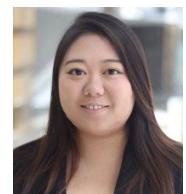
Consumer Analytics Team



Yilan Jiang, Senior Director of Consumer Analytics

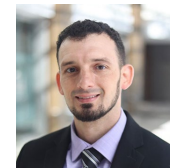


Sharon Jiang, Consumer Insights Analyst II

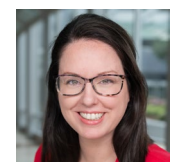


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SYNOPSIS

Since 2018, the residential security market has undergone a realignment, shifting to strong adoption of DIY security systems. Self-install and self-monitoring system options expand the market audience and result in new segments of security households. This study quantifies security system owners' purchase journey and assesses the ownership experience between pro and DIY system owners. It investigates purchase trends and triggers and identifies key differences between security system user segments.

ANALYST INSIGHT

“Traditional players must adapt to consumers’ preference for e-commerce, divorcing the sales approach from the installation approach. Consumers want choice.”

— Ryan Hulla, *Research Analyst*, Parks Associates

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Appendix



Home Security User Experience: Pro vs. DIY Installation

SERVICE:
RESIDENTIAL
SECURITY

1Q 2023

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