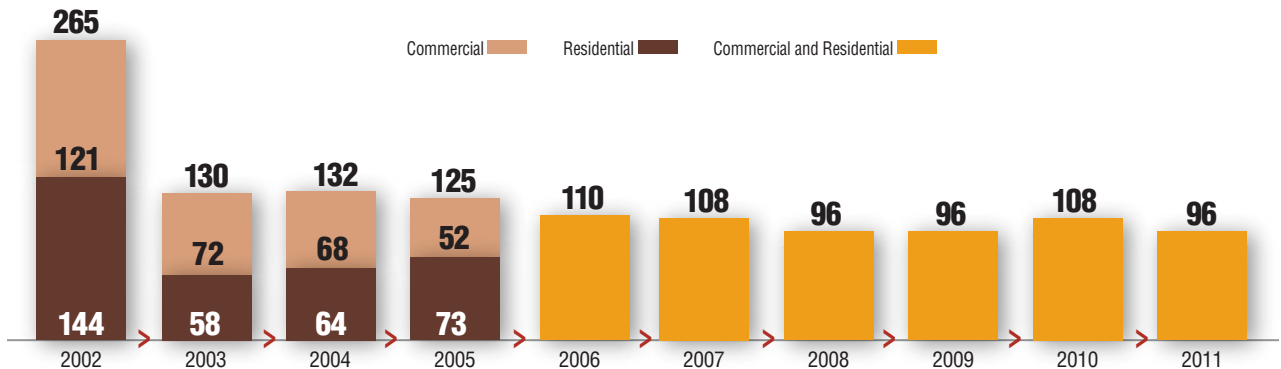


Average Number of Annual Fire Installations Per Dealer



For the sixth time in nine years the average number of fire alarm systems being installed by dealers/integrators fell off. Significant shifts were seen in the most common types of fire system projects. Residential (23 percent of projects) added another 3 percentage points to the 7 it seized a year ago to overtake office buildings atop the list. Retail/Entertainment also saw substantial gains with a 4-point increase in market share. But industrial manufacturing took it on the chin with a 4-point slide. In total, 54 percent of security dealers/integrators install fire/life-safety systems. Note: Commercial and residential projects were combined for post-2006.



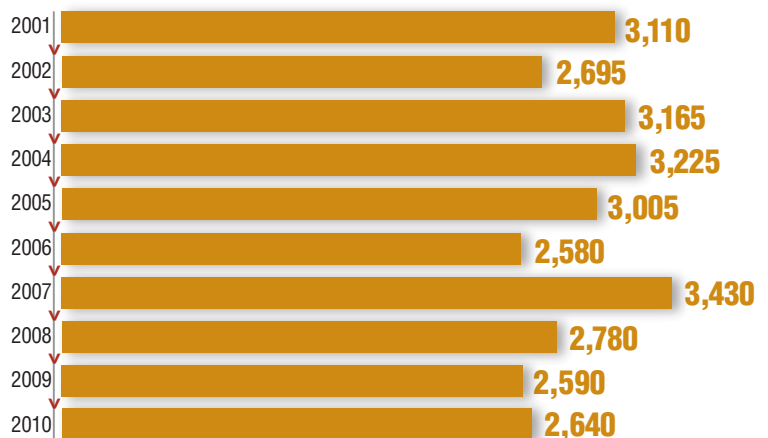
2010 Fires, Civilian Deaths and Injuries, and Property Loss

	NUMBERS	PERCENT CHANGE
Fires	1,331,500	-1.3
Civilian deaths	3,120	+3.7
Civilian injuries	17,720	+3.9
Property loss	\$11.6 billion	-7.5

There were 26,900 fewer fires reported in 2010, an overall decrease of 1.3 percent and the lowest watermark in more than 30 years. Civilian deaths and property losses likewise lessened. However, injuries spiked upward by 670 cases. Property losses fell off by nearly \$1 billion. "Property loss" includes overall direct losses to contents, structures, vehicles, machinery, vegetation and anything else involved in a fire. It does not include indirect losses. In addition, no adjustment was made for inflation in the year-to-year comparison.

Source: National Fire Protection Association (NFPA)

Civilian Fire Deaths in U.S. Homes



An estimated 2,640 civilians died in residential fires during 2010, an increase of 2.9 percent. Of these deaths, 440 took place in apartment fires, a 5.4-percent decline from the previous year. Another 2,200 died in one- and two-family dwellings, an increase of 4.8 percent. "Homes" include dwellings, duplexes, manufactured homes (mobile homes), apartments, rowhouses, townhouses and condominiums. Other residential properties, such as hotels, motels, dormitories, barracks, and rooming and boarding homes are not included.

FIRE Fast Facts

- Average **commercial** fire-only installation costs **\$11,174**, down **\$3,326** from 2010.
- Average **gross profit** margin for commercial fire-only installations is **35 percent**.
- Average **residential** fire-only installations costs **\$954**, down about **\$41** from 2010.
- Security contractors collect **13 percent** of their total revenues from fire-only installations.
- Average number of **smoke detectors** installed in a commercial fire alarm system is **23**; residential is **5**.
- Average percentage of installations that include carbon monoxide (CO) detectors is **23 percent**.
- Personal emergency response systems (**PERS**) are offered by **44 percent** of contractors.
- **3 percent** are involved in **sprinkler** systems.
- **35 percent** install **mass notification** systems.
- In total, **3,120** civilian fire deaths occurred in 2010, an increase of **3.7 percent** from 2009.
- **1,331,500** fire incidents were attended to by public fire departments in 2010, a decrease of **1.3 percent** from the previous year.
- **482,000** fires occurred in **structures**, a small decrease of **0.3 percent**.
- **384,000** fires, or **80 percent**, of all structure fires occurred in **residential** properties.
- **634,000** fires occurred in **outside** properties, a decrease of **2.3 percent**.
- Every **24 seconds**, a fire department **responds** to a fire somewhere in the nation.
- A **fire occurs** in a structure at the rate of one every **65 seconds**, and in particular, a residential fire occurs every **82 seconds**.

Source: 2011 SECURITY SALES & INTEGRATION Installation Business Report

Source: National Fire Protection Association (NFPA)