

... The total U.S. monitored population is estimated at **27.26 million**...



... The domestic electronic security industry generated an estimated **\$34.34 billion** in 2011...

... Commercial business (**44 percent**) saw its lead over residential (**35 percent**) decline by 2 points but gained 1 point against large industrial (**22 percent**) projects during 2011...

... Gross revenues increased **3 percent** from 2010 to 2011, and much of that apparently went into restoring salaries as many people working in the electronic security industry saw raises, with the average across all jobs being a hike of more than **3 percent**...

... More than seven in 10 alarm companies (**75 percent**) have been in business **11 years** or longer...

... The highest percentage of operators (**67 percent**) have just one office, while **9 percent** have **12** or more locations...

... Around **2-percent** more installing companies expect to earn **\$1 million** or more compared to 2010, double the forecast from the preceding year...

... The “sweet spot” for the typical security contractor remains **\$1 million to \$4.9 million** in annual gross revenues, with more than a fifth (**22 percent**) falling squarely within those parameters...

... The net annual account attrition rates for both residential and commercial is **5 percent**...

... Disarming/entering is **twice** as likely to trigger a false alarm as any other reason...

... Regarding 2010 false fire alarm activations, “other false alarms” (e.g. bomb scares and extreme circumstances) saw the greatest increase (more than **2 percent**); malicious calls fell nearly **11 percent**...

... Nationwide, violent crime decreased **6 percent**, while property crime fell **2.7 percent** in 2010...

... Offices, manufacturing plants and campuses account for **43 percent** of the entire access control market...

... Dealers are charging **9-percent** less for access control installations and averaging the same number of openings (seven) they did in 2010...

... The average price customers paid for a residential intrusion alarm system declined slightly by **\$31 (3 percent)** in 2010...

... Dealers (including mass marketers and national companies) install an average of **168** residential and commercial intrusion alarm systems annually...

... Average number of annual video surveillance installations per dealer/integrator picked up the pace in 2011 with a **10-percent** rise, nipping a four-year string of decline in the bud...

... Alarm companies averaged a **37-percent** gross profit margin on video surveillance installations in 2011, improving one tick from 2010...

... Fire system installations suffered for the sixth time in seven years with an **11-percent** slump in 2011; at **23 percent**, residential is the leading market...

... The average commercial fire-only installation costs **\$11,174**, down **\$3,326** from 2010

NOTE: The 2011 Installation Business Report tabulations are based on responses from all levels of operators — small, independent dealers to large, national mass marketers. When possible and where relevant, results have been provided according to large (annual revenues in excess of \$10 million), midsize (\$1 million to \$9.99 million) and small (less than \$1 million) companies. Nearly 400 electronic security contractors participated in the survey.

