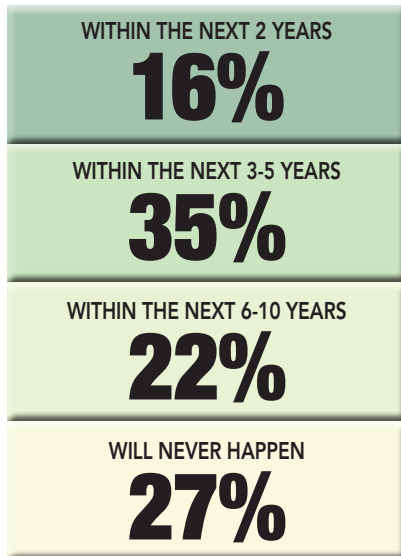
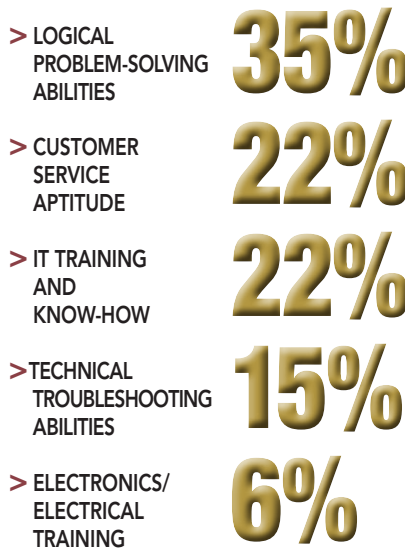


How long will it take for most security systems to be based on open platforms?



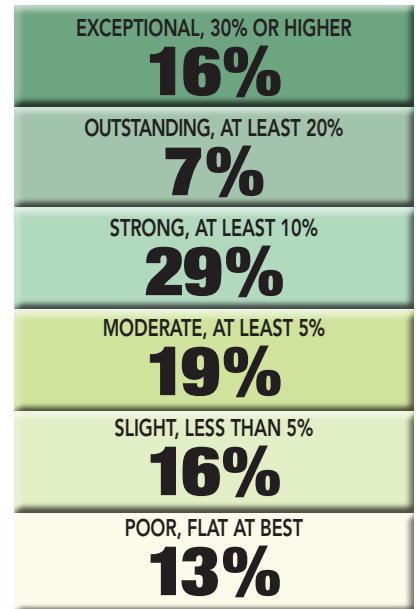
Although the responses were fairly widely dispersed, SS's September 2010 Web poll found that more than a third of security professionals anticipate most electronic security systems to be open and interoperable by 2015. And nearly six in 10 expect that to take place within the next 10 years. Still, more than one in four believes such systems will remain proprietary.

Which skills are most critical for security field technicians to possess today?



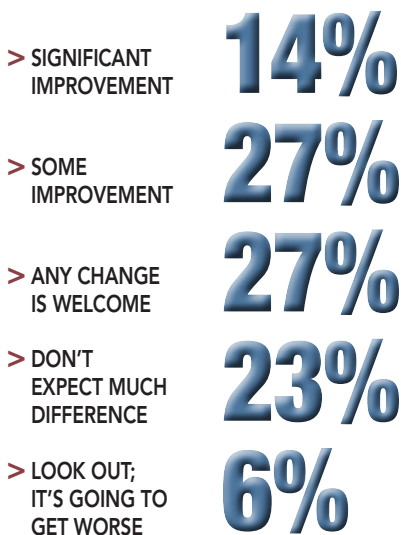
Critical thinking abilities and good social graces are among the leading qualities security company owners and supervisors covet the most in their field technicians, according to October 2010's Web poll. Also coming in strong was IT expertise, while an area formerly an overriding factor — electronics and electrical training — barely registered among respondents.

What is your 2011 revenue growth projection?



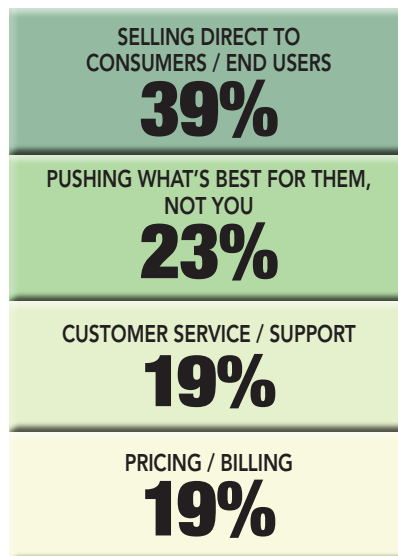
More than half the respondents to the November 2010 Web poll projected double-digit revenue growth in 2011. However, nearly a third expected to see little to no growth, or even a decline, during the coming year.

What impact do you believe the recent midterm elections will have on your business?



Nearly seven in 10 respondents (68 percent) to the December 2010 Web poll viewed the Republican Party's increased presence in the U.S. House of Representatives, Senate and gubernatorial positions as a positive following the previous month's midterm elections. This is not too surprising considering SS's 2010 Security Industry Demographic Census (published in the March 2010 issue) showed 61 percent of respondents identified themselves as supporters of the Grand Ole Party.

What is your leading grievance regarding wholesale distributors?



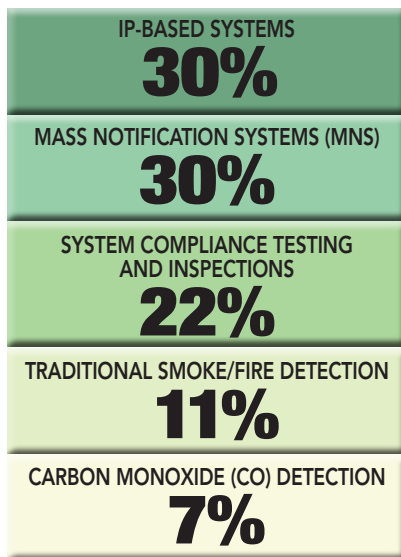
Almost four of 10 respondents to the January 2011 Web poll took issue with wholesale distributors selling their wares directly to consumers or end users, thereby circumventing the professional installing security dealer or integrator. Close to one in four cited the ulterior motive of pushing what's in their own best interests — perhaps for a higher profit margin, sales incentive or bonus, to dump surplus inventory or other self-directed reason. It's worth noting that "Selection / Inventory" went unselected as an answer choice.

What percentage of your service calls are callbacks?



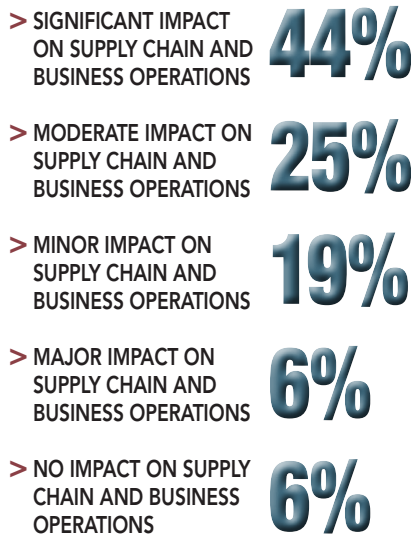
More than half the respondents to the February 2011 Web poll were apparently getting the job done right the first time, saying less than 5 percent of their service calls were callbacks. However, just over one in five cited a frequency in excess of 10 percent. Perhaps of most concern was the 8 percent of companies that were not tracking their service calls at all, thus missing an opportunity for greater efficiency.

Which one of the following fire/ life-safety opportunities interests you the most?



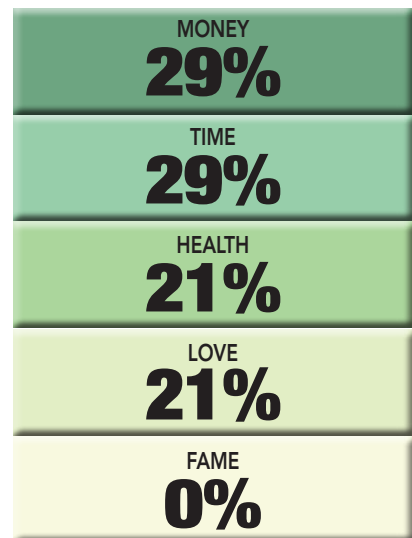
While reliability concerns continued to be debated, IP-based systems found itself tied atop the list of fire/ life-safety opportunities, according to respondents to the March 2011 Web poll. Matching it with close to a third of the tally was mass notification systems, while system compliance testing and inspections garnered close to a quarter of the vote. Many found the latter appealing as a recurring revenue generator.

What impact will the Japan earthquake/tsunami have on your equipment suppliers and general business needs/expenses?



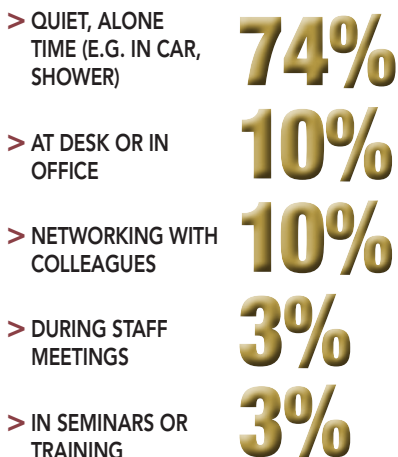
Nearly seven in 10 respondents to April 2011's Web poll anticipated the Japan natural disasters would have a moderate to significant affect on the security equipment supply chain, as well as other facets of business operations. However, one-fourth said they saw little to no ill effects despite the electronics-centric nation's tremendous setbacks.

If you could have more of one of the following highly desirable things, which would it be?



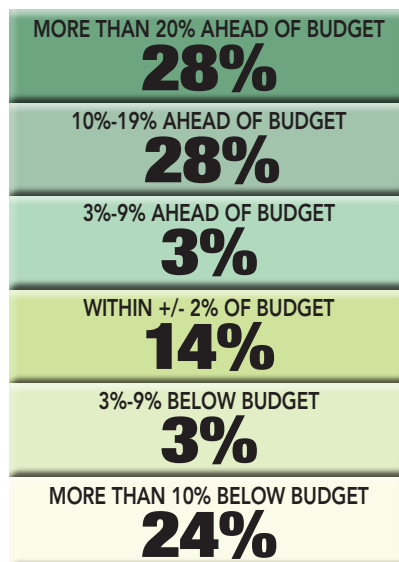
Perhaps money can't buy you love but it still topped the list of most desirable things installing security integrators most covet. However, matching money with nearly three in 10 responses to May 2011's Web poll, was time. It was also a dead heat for love and health, with some one in five respondents selecting those prized choices. Modesty is apparently a dominant trait within the security ranks as fame received no votes.

Where do you most commonly come up with your best business-related ideas?



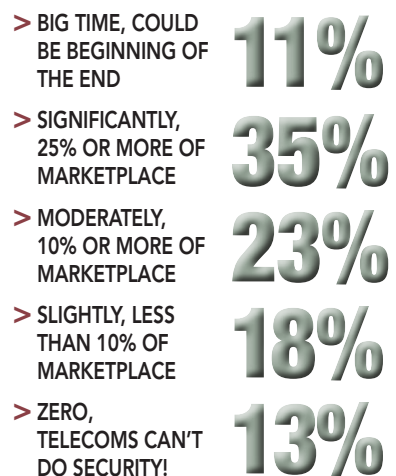
Security professionals apparently don't share the sentiment expressed in the familiar song refrain, "Don't want to be all by myself," at least not insofar as thinking up their most surefire business ideas. So much for personal time. Nearly three in four respondents to June 2011's Web poll said solitary situations with minimal distractions is most conducive to generating their next winning work-related concept. Far behind at 10 percent apiece was being behind a desk or interacting with peers. Ironically, an activity sometimes designed to brainstorm ideas, staff meetings, barely registered a blip in the survey.

How has your business done in the first half of 2011?



2011 may be looked back on as one of extremes if the results to the July 2011 Web poll are an accurate reflection. More than half the respondents said their business was at least 10 percent ahead of budget through the first half of 2011. However, about one in four said they were more than 10 percent below budget. Meanwhile, 14 percent were about flat. Still, more than six in 10 reported being ahead of budget overall could certainly be viewed as a positive.

To what extent will telecom companies offering security-related services eat into security companies' residential business?



The fact that a story about Verizon's monitoring interests topped August 2011's news stories indicated what a hot topic this Web poll proved to be. That's why it generated a very high response rate and some comments featured in the October 2011 issue's "Sounding Off" section. Nearly seven in 10 (69 percent) took the telecom companies' move into security very seriously, believing they may soon command at least 10 percent and as much as 25 percent or more of the residential marketplace.