

- The total U.S. monitored population is estimated at **27.5 million**

- Commercial business (**47 percent**) picked up a combined 3 percentage points from residential (**31 percent**) and large industrial (**22 percent**) projects during 2009

● **North America's electronic security industry generated an estimated \$28.2 billion in 2009**

- Overall, gross revenues increased a modest **3 percent** from 2008 to 2009, and few working in the electronic security industry saw significant raises, with the average across all jobs being around **2 percent**

● **Four in five alarm companies (80 percent) have been in business 11 years or longer**

- The highest percentage of operators (**65 percent**) have just one office, while **10 percent** have **12** or more locations

- Around **2-percent** fewer installing companies expect to earn **\$1 million** or more compared to 2008, a **4-percent** swing from the preceding year

- The "sweet spot" for the typical security contractor remains **\$1 million** to **\$4.9 million** in annual gross revenues, with nearly a third (**30 percent**) falling squarely within those parameters

● **The annual residential net account attrition rate is 6 percent, while the commercial rate is 5 percent**

- Regarding 2008 fire alarm activations, unintentional false calls and system malfunctions saw the greatest increases (more than **3 percent** apiece); malicious/mischiefous calls fell nearly **15 percent**

- Entering/exiting are almost twice as likely to trigger a false alarm than any other reason

- Nationwide, violent crime decreased **2.5 percent**, while burglary rose **1.6 percent** in 2008

● **Offices, manufacturing plants and campuses account for 41 percent of the entire access control market**

- Dealers are charging **19-percent** more for access control installations and averaging **1** more opening (seven) than they did in 2008

● **The average price customers paid for a residential intrusion alarm system edged upward \$83 (6 percent) in 2008**

- 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 receded more than **8 percent** after achieving an all-time high in 2007

- Fire system installations leveled off in 2009 after a 5-year freefall; at **21 percent**, hospitals, schools and universities is the leading market

● **Alarm companies averaged a 42-percent gross profit margin on video surveillance installations in 2009, up six ticks from 36 percent in 2008**

- The average commercial fire-only installation costs **\$15,566**, down **\$2,640** from 2008

NOTE: The 2009 Installation Business Report tabulations are based on responses from all levels of operators, from 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 200 electronic security contractors participated in the survey.