

# 2006

BRAND AWARENESS READERSHIP eSURVEY

**SecuritySales**  
& **INTEGRATION**  
Industry's #1 Technology & Business Authority for 27 Years

 **ReadexResearch**  
Experienced. Trusted. Insightful.

## ABOUT THIS SURVEY

In July 2006, *Security Sales & Integration* magazine commissioned *Readex Research* to formulate and conduct a security industry readership/brand awareness study. Among the areas of inquiry, survey participants were asked to provide their preferences and opinions of *Security Sales & Integration*, as well as and other industry publications.

The survey sample was selected from *Security Sales & Integration's* qualified circulation E-mail addresses kept on file. The survey was closed for tabulation with 804 usable responses – an 8% response rate on the net effective mailout of 9,566. The margin of error for percentage based on 804 usable responses is +/- 3.4% at the 95% confidence level. That is, 95% of the time *Readex Research* can be confident that percentages in the actual population would not vary by more than this in either direction. Since any one participant may or may not have checked more than one response, percentages in some charts are not intended to be totaled together.

This study was conducted and prepared by *Readex Research* in accordance with accepted research standards and practices.

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## ABOUT READEX RESEARCH

*Readex Research* is a nationally recognized independent research company located in Stillwater, Minnesota. Its roots are in survey research for the magazine publishing industry, but specialization in conducting high-quality survey research (by mail and/or the Internet) has brought clients from many other markets, including associations, corporate marketers and communicators, and government agencies. Since its founding in 1947, *Readex* has completed thousands of surveys for hundreds of different clients. As a full-service survey research supplier, *Readex* offers professional services, and in-house processing of all phases of each project (traditional mailing, broadcast E-mailing, and data processing) to ensure complete control over project quality and schedule. Analytical capabilities include a range of multivariate statistics and modeling techniques in addition to the more traditional stub-and-banner tabulations.

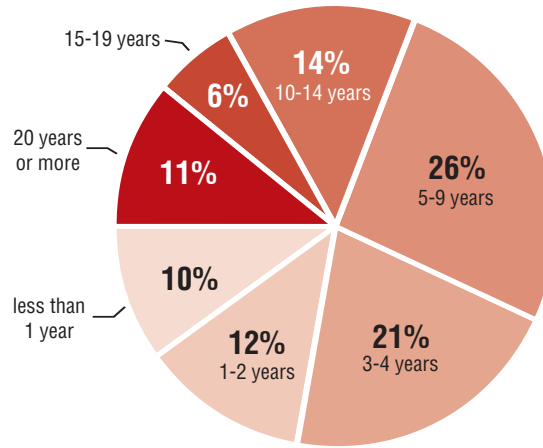


*Readex Research conducts hundreds of mail and web-based surveys every year for publishers, advertisers, agencies, association executives, and corporate researchers.*

## SUBSCRIPTION TENURE

1. About how many years have you subscribed to *Security Sales & Integration* under any of its titles (Security Sales, Alarm Installer & Dealer - AID, etc.)?

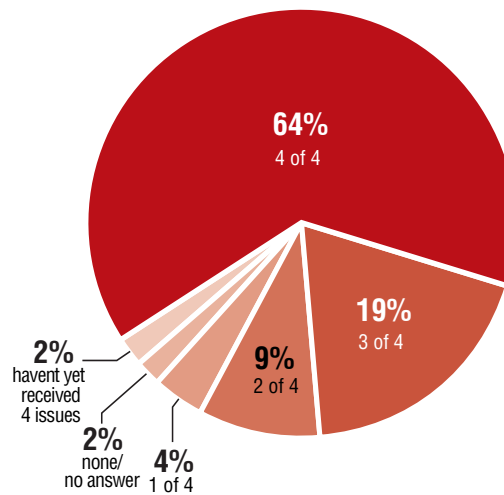
base: all respondents	804	(100%)
20 years or more	89	(11%)
15 - 19 years	52	(6%)
10 - 14 years	116	(14%)
5 - 9 years	210	(26%)
3 - 4 years	165	(21%)
1 - 2 years	94	(12%)
less than 1 year	77	(10%)
no answer	1	(0%)
mean:	8.3	
standard error:	0.21	
median:	7	



## NUMBER OF LAST 4 ISSUES READ/LOOKED THROUGH

2. How many of the last 4 issues of *Security Sales & Integration* have you read or looked through?

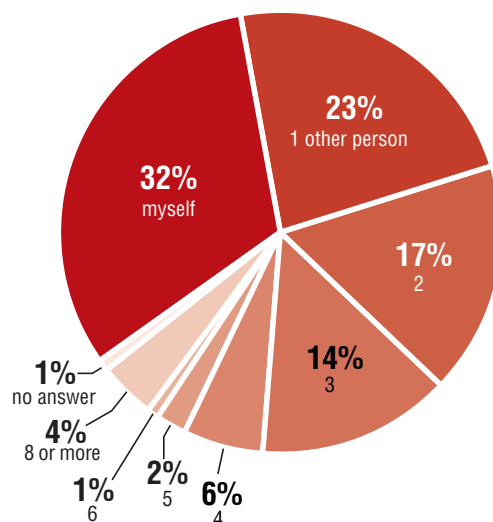
base: all respondents	804	(100%)
4 of 4	517	(64%)
3 of 4	155	(19%)
2 of 4	74	(9%)
1 of 4	31	(4%)
none/no answer	10	(2%)
haven't yet received 4 issues	17	(2%)
mean:	3.5	
standard error:	0.03	
median:	4	



## PASS-ALONG READERSHIP

3. How many other people (besides you) usually read or look through your copy of *Security Sales & Integration*?

base: all respondents	804	(100%)
8 or more people	33	(4%)
7	2	(0%)
6	10	(1%)
5	19	(2%)
4	46	(6%)
3	111	(14%)
2	137	(17%)
1 other person	181	(23%)
myself	260	(32%)
no answer	5	(1%)
mean:	1.8	
standard error:	0.07	
median:	1	

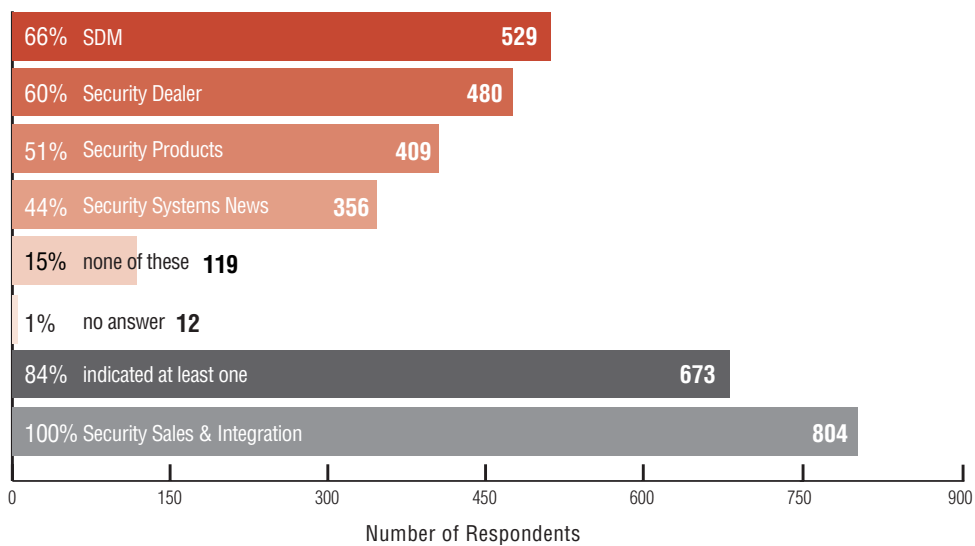


PASS-ALONG READERSHIP  
Mean Average  
**2.8 READERS**  
(including subscriber)

## OTHER MAGAZINE SUBSCRIPTIONS

4. Which of the following *other* security industry magazine(s) do you currently subscribe to?  
(Based on *Security Sales & Integration* at 100%)

base: all respondents 804 (100%)  
(multiple answers)

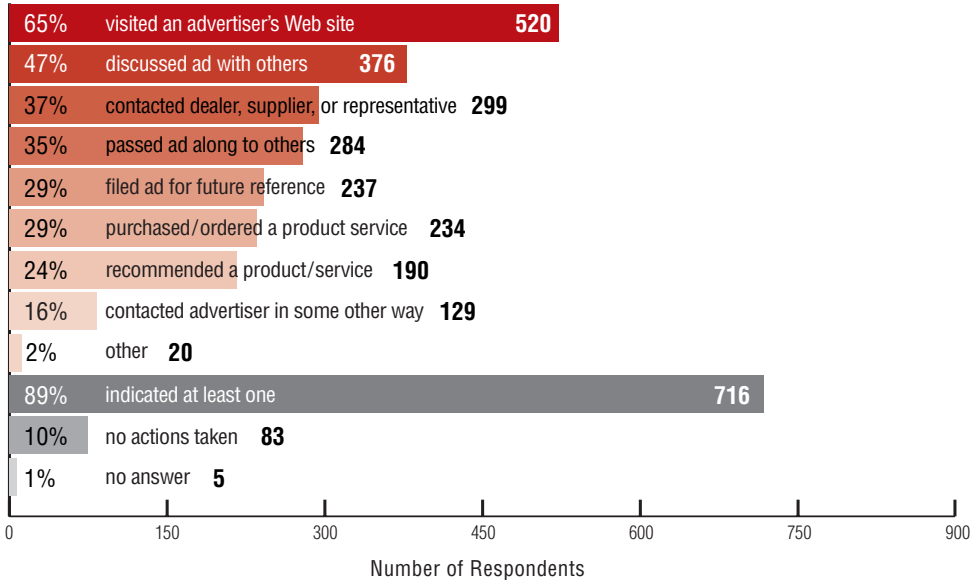


This is an analysis of 804 participants for the brand awareness readership eSurvey. Any one recipient may have checked more than one response, the totals for each of these items should not be added together as the total may exceed the total participants.

## ACTIONS TAKEN DUE TO READING: ADS

5. In the last 12 months, what *actions* have you taken as a result of *reading advertisements* in *Security Sales & Integration*?

base: all respondents 804 (100%)  
(multiple answers)

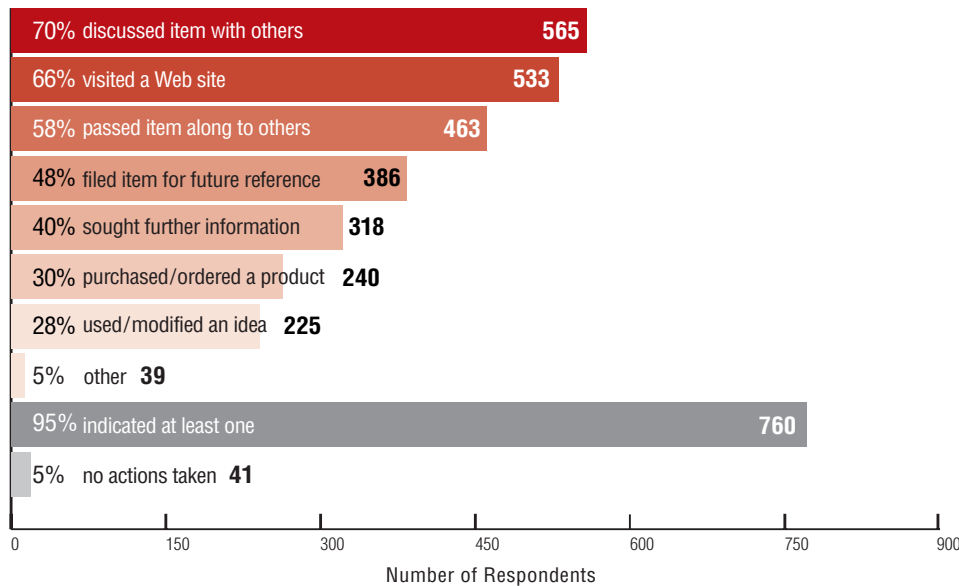


This is an analysis of 804 participants for the brand awareness readership eSurvey. Any one recipient may have checked more than one response, the totals for each of these items should not be added together as the total may exceed the total participants.

## ACTIONS TAKEN DUE TO READING: ARTICLES/COLUMNS

6. In the last 12 months, what *actions* have you taken as a result of *reading articles or columns* in *Security Sales & Integration*?

base: all respondents 804 (100%)  
(multiple answers)

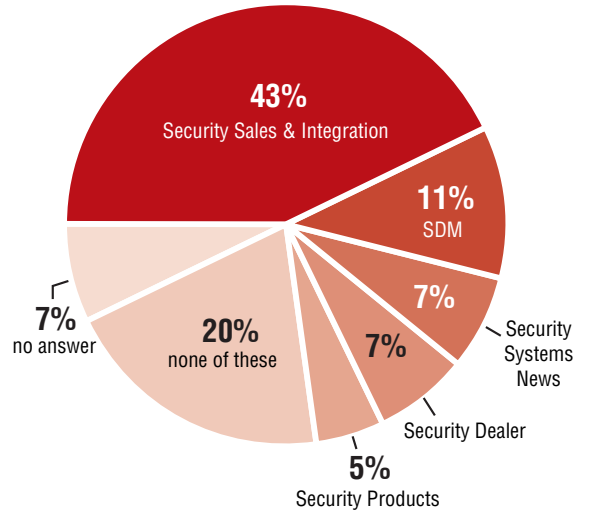


This is an analysis of 804 participants for the brand awareness readership eSurvey. Any one recipient may have checked more than one response, the totals for each of these items should not be added together as the total may exceed the total participants.

## MAGAZINE WITH MOST IMPROVED EDITORIAL QUALITY

7. Which ONE security industry magazine do you believe has *most improved* in overall editorial quality during the past 2 years?

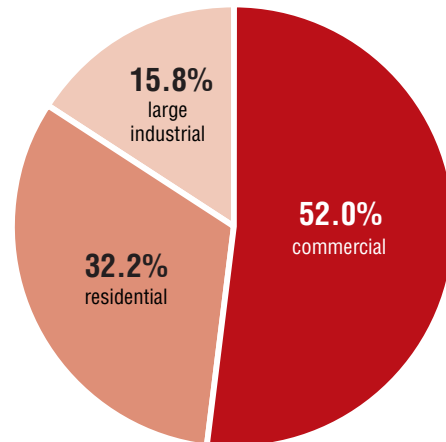
base: all respondents	804	(100%)
Security Sales & Integration	344	(43%)
SDM	91	(11%)
Security Systems News	57	(7%)
Security Dealer	53	(7%)
Security Products	39	(5%)
none of these	160	(20%)
no answer	60	(7%)



## PROPORTION OF FIRM'S JOBS: MEAN SUMMARY

8. What percentage of your firm's jobs are ...

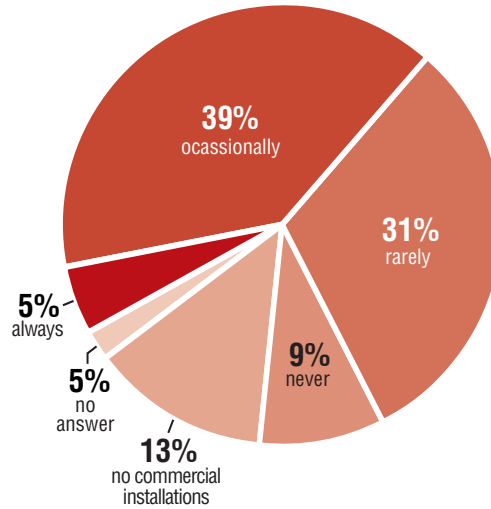
base: all respondents	(100%)
commercial	52.0%
residential	32.2%
large industrial (airports, stadiums, prisons, etc.)	15.8%
TOTAL =	100.0%



## FREQUENCY OF CUSTOMERS DEMANDING SPECIFIC BRANDS

9. How often do your firm's commercial customers (end-users) demand a *specific manufacturer brand* for installation?

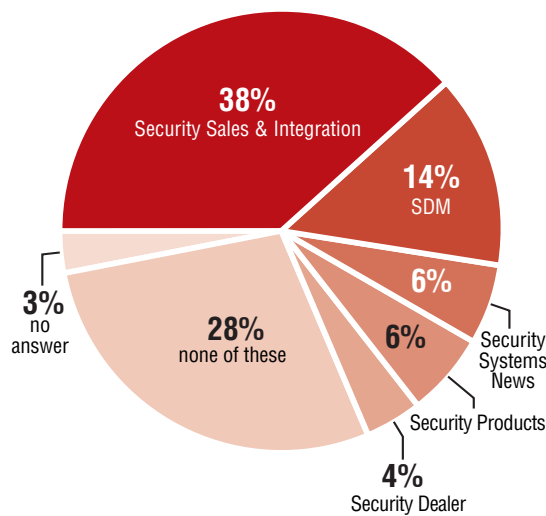
base: all respondents	804 (100%)
always - we install the specific manufacturer brands our customers ask for	40 (5%)
occasionally - only when existing system compatibility issues arise	313 (39%)
rarely - customers will typically accept our expert recommendations	253 (31%)
never - we install the brands we are familiar with	74 (9%)
our firm doesn't do commercial installations	105 (13%)
no answer	19 (2%)



## MOST RELIED-ON MAGAZINE

10. Which ONE security industry magazine do you rely on most to help run your business?

base: all respondents	804 (100%)
Security Sales & Integration	304 (38%)
SDM	114 (14%)
Security Systems News	52 (6%)
Security Products	51 (6%)
Security Dealer	34 (4%)
none of these	228 (28%)
no answer	21 (3%)



## SURVEY RESULTS SUMMARY

- Respondents are loyal, long-tenured *Security Sales & Integration* subscribers. On average, they have subscribed to the magazine 8.3 years. The publication also attracts new subscribers, as well as maintaining its established base. 10% have subscribed for less than one year, while 11% have subscribed for 20 years or more.
- Reader engagement with *Security Sales & Integration* is very high. The typical respondent has read or looked through all 4 of the last 4 issues. 67% of subscribers share each issue with one or more persons. On average, they share their issues with 1.8 people, more than doubling *Security Sales & Integration's* reach.
- *Security Sales & Integration* prompts readers to take action. In the last 12 months, 95% have taken at least one action as a direct result of reading articles or columns — an excellent indicator of editorial quality and integrity. 89% have taken at least one action as a result of reading advertisements in the publication — reasonable proof that the advertisers' message is being delivered with success.
- Respondents do subscribe to other industry publications; however, no more than 66% subscribe to any single one asked about, giving *Security Sales & Integration* a unique, unduplicated audience.

SURVEY PREPARED FOR:

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