Reasons Shift for Purchasing or Upgrading Home Security System, J.D. Power Finds

AT&T Digital Life and SimpliSafe Rank Highest in Respective Segments

TROY, Mich.: 28 Oct. 2020 — As consumers’ want for the latest and greatest in technology increases, they look to home security providers to deliver. Simultaneously, COVID-19 caused a higher at-home presence resulting in a shift of home security usage, according to the J.D. Power 2020 Home Security Satisfaction Study,SM released today.

“The home security industry continues to be extremely competitive, and the pandemic has presented additional opportunities for providers to differentiate,” said Christina Cooley, director, home improvement and automation intelligence at J.D. Power. “Almost one-fourth of respondents indicate COVID-19 was the primary reason for getting a new or upgraded system. With the shift in purchase drivers, we see a shift in usage behaviors, including an increase in exterior home self-monitoring.

“There also have been challenges for the industry this year. Some customers are engaging with their systems less, while others have had concerns with the effectiveness of their professional monitoring service as COVID-19 created issues in how home security providers support their customers. Ultimately, all these drivers led to relatively flat customer satisfaction compared with 2019.”

Study Rankings

In the professionally installed security system segment, AT&T Digital Life ranks highest in customer satisfaction with a score of 878. Vivint Smart Home (847) ranks second and Brinks Home Security (842) ranks third.

In the DIY installed security system segment, SimpliSafe ranks highest with a score of 899. Ring Alarm (882) ranks second.

This year’s study measures customer satisfaction with home security systems based on six factors: billing and payment; customer service; price; professional monitoring; purchase and installation; and quality of home security system.

The 2020 Home Security Satisfaction StudySM is based on responses from 3,461 customers and was fielded July through September 2020. To participate in the study, customers are required to have a professionally monitored system which has been installed by the system provider (professionally installed) or self-installed (DIY installed).


See the online press release at http://www.jdpower.com/pr-id/2020140.

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world’s leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.
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NOTE: Two charts follow.
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2020 Home Security Satisfaction Study™

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

Professionally Installed Security System

AT&T Digital Life 878
Vivint Smart Home 847
Brinks Home Security 842
Segment Average 840
ADT 834
Xfinity Home Security 830

Source: J.D. Power 2020 Home Security Satisfaction Study™

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J.D. Power
2020 Home Security Satisfaction Study SM

Overall Customer Satisfaction Index Ranking
(Based on a 1,000-point scale)

DIY Installed Security System

SimpliSafe 899

Ring Alarm 882

Segment Average 882

Blue by ADT 880

Source: J.D. Power 2020 Home Security Satisfaction Study SM

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