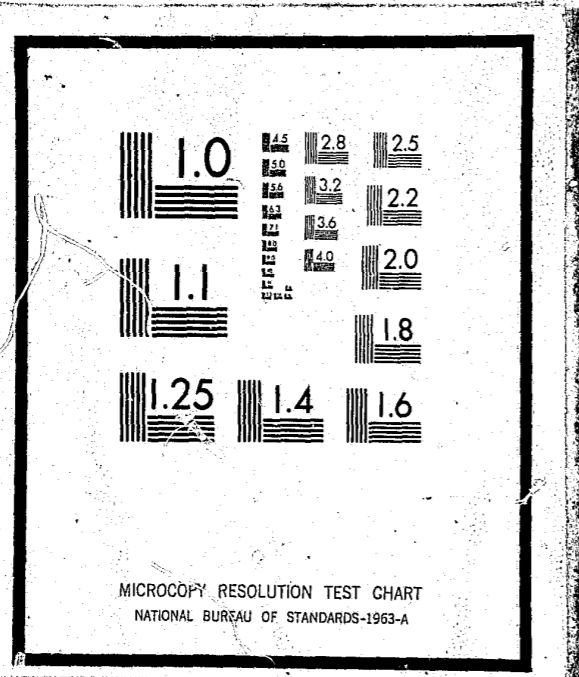


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THE MARKET POTENTIAL FOR A LOW COST  
BURGLARY ALARM SYSTEM FOR HOME  
AND BUSINESS APPLICATIONS IN  
HIGH CRIME S.M.S.A.'S

Conducted On Behalf Of:

THE AEROSPACE CORPORATION

By

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TABLE OF CONTENTS

	<u>PAGE</u>
INTRODUCTION . . . . .	i
METHODOLOGY . . . . .	iii
SUMMARY . . . . .	x
CONCLUSIONS . . . . .	xv
SECTION I - HEADS OF HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s . . . . .	1
CHAPTER I	
Burglary As A Problem Of Personal Concern To Heads Of Households In High Crime S.M.S.A.'s . . . . .	3
CHAPTER II	
Current Ownership Of Home Burglary Alarm Systems . . . . .	13
CHAPTER III	
Reactions To The Basic Burglary Alarm System Concept . . . . .	27
CHAPTER IV	
Likelihood Of Purchasing The Basic Burglary Alarm System At Various Price Levels And Likelihood Of Purchasing Additional Features . . . . .	37
SECTION II - OWNERS AND MANAGERS OF SMALL BUSINESSES IN HIGH CRIME S.M.S.A.'s . . . . .	51
CHAPTER V	
Burglary As A Problem Of Personal Concern To Owners And Managers Of Small Businesses . . . . .	53
CHAPTER VI	
Current Ownership Of Burglary Alarm Systems For Small Businesses . . . . .	63
CHAPTER VII	
Reactions To The Basic Burglary Alarm System Concept For Business Application . . . . .	81
CHAPTER VIII	
Likelihood Of Purchasing The Basic Burglary Alarm System At Various Price Levels And Likelihood of Purchasing Additional Features . . . . .	91
APPENDIX	

## INTRODUCTION

### Background

The Aerospace Corporation, under a prime contract with the Law Enforcement Assistance Administration, is participating in the development of new and/or improved crime prevention techniques and equipment systems for use by law enforcement and criminal justice agencies. It is expected that the products developed under the government program will be made available for commercial manufacture and sale, and a general assessment of the potential market is required.

The three products and services included in the series of studies conducted by Tyler Research Associates, Inc. are:

- 1) A low cost burglary alarm system - A burglary alarm for use in residences and small businesses which signals a burglar's presence audibly, covertly to a response agency, or a combination of the two.
- 2) A citizen's alarm system - A personal alarm actuator, in the size and shape of a wristwatch or pendant, can be used to summon aid in the event of a criminal act, or other emergency, within a geographic area having the required receiver network. Actuation identifies the user and his location for response agent action (police, security guards, etc.).
- 3) Lightweight body armor - A soft body armor for protection of law enforcement personnel. The armor is made from a synthetic fiber, fashioned into various articles of lightweight clothing which can defeat a .38 caliber handgun and other threats of equal or less severity.

Products #1 and #2 are believed to have market potential among the general public and small businesses. Product #3 is designed for use by law enforcement officials.

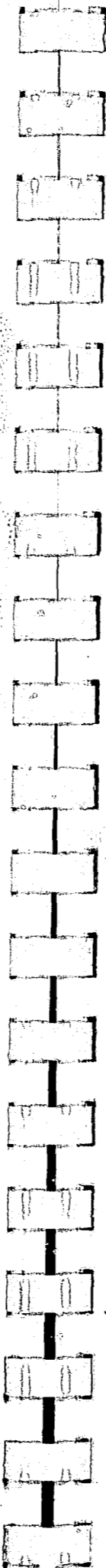
This report presents the findings from a study of the market potential for the low cost burglary alarm system. Findings from studies concerned with the citizen's alarm system and the lightweight body armor are presented under separate cover.

Objectives

The overall objective of this study was to assess the likely acceptance and market potential for the low cost burglary alarm system. The most logical consumer market for the low cost burglary alarm system was agreed to be in high crime, high-population density areas.

The overall objective of this study, then, was to assess the potential market for the low cost burglary alarm system among the general public and small businesses located in such high crime, high-population density areas. Specific objectives were to:

- . Determine the level of public concern with burglary;
- . Obtain consumer reactions to the low cost burglary alarm system, including things liked and disliked about the system;
- . Identify those consumer segments most likely to purchase the low cost burglary alarm system if it were on the market;
- . Determine the likely acceptance of the burglary alarm system at three price levels - \$500, \$350, and \$200.



## METHODOLOGY

### General Sample Design

The most logical consumer market for the low cost burglary alarm system was agreed to be in high crime, high-population density areas. Therefore, the sampling approach used in this study provided for a definitive sampling of such areas as opposed to a general sampling of public opinion nationwide.

As an initial step, one Standard Metropolitan Statistical Area was drawn from each of the nine Census regions:

<u>Census Region</u>	<u>S.M.S.A.</u>
. New England	. Boston, Massachusetts
. Middle Atlantic	. Paterson-Clifton-Passaic, New Jersey
. East North Central	. Chicago, Illinois
. West North Central	. Kansas City, Missouri - Kansas
. South Atlantic	. Charlotte-Gastonia, North Carolina
. East South Central	. Nashville-Davidson, Tennessee
. West South Central	. Dallas, Texas
. Mountain	. Denver-Boulder, Colorado
. Pacific	. San Francisco-Oakland, California

Sample S.M.S.A.'s were selected on two bases:

- . Having a high total crime index\* and,
- . Not being an area where field testing of the lightweight body armor is currently being conducted.

\* Crime In The United States, 1973, Federal Bureau of Investigation, Uniform Crime Reports.

Among the nine sample S.M.S.A.'s, the area having the highest total crime index was San Francisco/Oakland, at 7,277.8, and the lowest was Nashville-Davidson, at 4,021.0.

Sampling Procedure - Heads of Households

Probability sampling procedures were used to draw thirteen starting addresses spread throughout each S.M.S.A. Interviewers completed four interviews, two with male and two with female heads of four different households, around each of the thirteen starting addresses.

This procedure yielded a total of 472 interviews, distributed by S.M.S.A. as follows:

<u>S.M.S.A.</u>	<u>Number Of Interviews</u>
Boston, Massachusetts	52
Charlotte-Gastonia, North Carolina	52
Chicago, Illinois	52
Dallas, Texas	56
Denver-Boulder, Colorado	52
Kansas City, Missouri- Kansas	52
Nashville-Davidson, Tennessee	52
Paterson-Clifton-Passaic, New Jersey	52
San Francisco-Oakland, California	52

Sampling Procedure - Owners And Managers Of Small Businesses

Using the Yellow Pages from all of the telephone directories covering each of the nine S.M.S.A.'s, randomizing procedures were used to draw the samples of names and addresses of "primary" marketing potential businesses, i.e., liquor stores, restaurants, bars/cocktail lounges, and grocery stores. In the selection of small businesses where interviews were to be conducted, large chain store operations were eliminated.

"Secondary" marketing potential businesses (other types of small businesses which deal with the general public) were selected within a six-block radius of the primary business addresses.

These procedures yielded a total of 135 interviews with small businesses, distributed as follows:

Primary potential businesses	91
Secondary potential businesses	44

#### Interviewing Procedures

Both heads of households and owners/managers of small businesses were interviewed in a face-to-face situation, in their homes or businesses. The face-to-face, personal interview technique was utilized since the nature of the subject matter to be covered in the interview would not have been easily communicated by telephone. Additionally, it was agreed that a professional interviewer, approaching a potential respondent in person and possessing the proper credentials, would offer reassurance that the interview was not a sales call or other potentially threatening contact. All interviewing was conducted during July of 1975.

#### Weighting Procedures - Heads Of Households

Percentage distributions and market projections shown on the tables in this report, under the heading "All Households In High Crime S.M.S.A.'s," are based on weighted figures projectable to all such households. Each S.M.S.A. sample was first weighted to represent the actual number of households (1970 Census) in that S.M.S.A..

Crime In The United States, the 1973 Uniform Crime Reports issued by the Federal Bureau of Investigation, shows 124 Standard Metropolitan Statistical Areas with total crime indexes of 4,021.0 or higher. These 124 S.M.S.A.'s (which include the nine S.M.S.A.'s in the current sample) represent a total of 32,537,512 households, according to the 1970 Census.

A second weighting figure was applied to all respondents to make the total column ("All Households In High Crime S.M.S.A.'s") as closely representative as possible of these 32,537,512 households.

#### Interpreting The Data - Heads Of Households

In every study where less than 100% of the universe in question is interviewed, there is some possible error attributable to sampling. Table I shows the sampling tolerance levels for the various heads of household groups discussed in this report.

TABLE I

Size of Group On Which Survey Result is Based		Approximate Sampling Tolerances For A Survey Percentage At Or Near These Levels (95 In 100 Confidence Level)				
		10% or	20% or	30% or	40% or	50%
		90%	80%	70%	60%	50%
All Households In High Crime S.M.S.A.'s	472	3%	4%	4%	5%	5%
Racial/Ethnic Character- istics						
White	390	3%	4%	5%	5%	5%
Black	69	7%	10%	11%	12%	12%
Other	10	19%	25%	29%	31%	32%
"Very Likely" To Buy The Burglary Alarm System At						
\$500	18	14%	19%	22%	23%	24%
\$350	19	14%	19%	22%	23%	24%
\$200	63	8%	10%	12%	12%	13%
Under \$200	127	5%	7%	8%	9%	9%
Not At All	216	4%	5%	6%	7%	7%
Home Owners	326	3%	4%	5%	5%	6%
Renters						
Total	145	5%	7%	8%	8%	8%
Multiple Family	94	6%	8%	9%	10%	10%
Single Family	49	9%	11%	13%	14%	14%

For example, on a question where 90% of those in the sample of all households in high crime S.M.S.A.'s respond with a certain answer, the chances are 95 in 100 that this result would not vary more than three percentage points, plus or minus, from what we would have found had we interviewed all households in high crime S.M.S.A.'s.

For ease of reading, data bases have not been repeated on the Heads of Households tables in this report. All percentages shown for the column "All Households In High Crime S.M.S.A.'s" were calculated on the weighted base. Although the weighted base was used in these calculations, the reader should keep in mind the actual numbers of interviews conducted when assessing the meaningfulness of differences among various response categories and among various categories of respondents.



Interpreting The Data - Small Businesses

Table II below shows the possible error attributable to sampling for the sample of small businesses included in this report. Since reliable figures for the numbers of businesses of various categories were not available, no attempt has been made to project the figures from this sample to the total of all such businesses nationwide. Therefore, the percentages presented in Section II of this report were calculated on the actual number of interviews completed, and the bases for these calculations appear on the tables.

TABLE II

	Size Of Group On Which Survey Result Is Based	Approximate Sampling Tolerances For A Survey Percentage At Or Near These Levels (95 In 100 Confidence Level)				
		10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
		Small Businesses	135	5%	7%	8%
<u>Neighborhood Characteristics</u>						
Racial Composition						
White	59	8%	11%	12%	13%	13%
Mixed	57	8%	11%	12%	13%	13%
Black	19	14%	19%	22%	23%	24%
Population Density						
Densely Populated	77	7%	9%	10%	11%	11%
Less Densely Populated	58	8%	11%	12%	13%	13%
"Burglary In My Neighborhood Is"						
Very Serious	50	9%	11%	13%	14%	14%
Somewhat Serious	37	10%	13%	15%	16%	16%
Not Very Serious	35	10%	14%	16%	17%	17%
Not At All Serious	13	17%	22%	25%	27%	28%
Have Insurance Policy For Loss Against Burglary						
Yes	108	6%	8%	9%	9%	10%
No	27	12%	15%	18%	19%	19%
Type Of Business						
Primary	91	6%	8%	9%	10%	10%
Secondary	44	9%	12%	14%	15%	15%

(Continued)

TABLE II (Continued)

Size Of Group On Which Survey Result Is Based	Approximate Sampling Tolerances For A Survey Percentage At Or Near These Levels (95 In 100 Confidence Level)					
	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%	
	"Very Likely" To Buy The Burglary Alarm System At					
\$500	17	15%	19%	22%	24%	24%
\$350	11	18%	24%	28%	30%	30%
\$200	22	13%	17%	20%	21%	21%
Under \$200	20	13%	18%	20%	22%	22%
Not At All	52	8%	11%	13%	14%	14%

Definition of Terms

The following definitions should be kept in mind when reading the tables in this report:

CHARACTERISTICS OF THE NEIGHBORHOOD --

Racial Composition

White -- A neighborhood which is close to 100% White in composition;

Mixed -- A neighborhood which is comprised of at least two races, with no predominant race;

Black -- A neighborhood which is close to 100% Black in composition.

Neighborhood Density

Densely Populated -- A neighborhood located in the central city portion of the S.M.S.A., which may contain a disproportionate number of multiple family dwelling units.

Less Densely Populated -- All other neighborhoods in the S.M.S.A. not defined as densely populated.

In Conclusion

We would like to acknowledge here the fine cooperation and help given us by members of The Aerospace Corporation project team throughout this study. In particular, we wish to express our appreciation to Mr. R.R. Bales, Materiel Department, and to Mr. Walter R. Preysnar and Dr. John P. Johnson of the Law Enforcement & Telecommunications Division.

As stipulated by the Code of Ethics of the American Association of Public Opinion Research, we are required to maintain the anonymity of all respondents. No information can be released that in any way will reveal the identity of a respondent. Also, our authorization is required for any publication of research findings or their implications.

SUMMARY

SECTION I -- HEADS OF HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s

Burglary As A Problem Of Personal Concern To Heads Of Households In High Crime S.M.S.A.'s

Burglary is a problem of both personal relevance and concern to heads of households in high crime S.M.S.A.'s. Among 18 problems of concern, burglary is the fifth most frequently named problem, mentioned by 31% of heads of households in high crime S.M.S.A.'s.

However, four in ten (41%) heads of households in high crime S.M.S.A.'s feel that home burglary is either "a very serious" (14%) or "a somewhat serious" (27%) problem in their neighborhood.

More than three in ten (32%) have themselves been victims of burglary or burglary attempts.

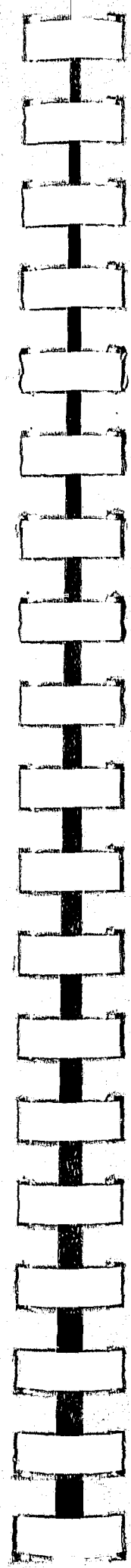
Seventy-seven percent have insurance protecting against the loss of possessions through burglary.

Current Ownership Of Home Burglary Alarm Systems

Only 4% of the households in high crime S.M.S.A.'s are currently protected by home burglary alarm systems or services.

The overwhelmingly majority of those who currently have burglary alarm systems or services are White, homeowners, and have an insurance policy covering their possessions.

Eighty-six percent of those heads of households who have burglary alarm systems or services have a basic system, with a local alarm ringing on the premises only. Currently, no single brand dominates the market. Prices paid for local (on-premises) alarm systems range from \$50 or less to more than \$700. The great majority of those who do have such local alarm systems have acquired them within the past five years.



Reactions To The Basic Burglary Alarm System Concept

Overall reaction to the alarm system concept is more positive than negative. Eight in ten (80%) like something about the system. The keyless, code number door lock (mentioned by 25%) is the most appealing feature of the burglary alarm system. The idea that the system could be installed by the owner himself is a positive feature of the system to 17%. The loud alarm, the fire sensor, and the panic button are each mentioned by 12% as things they like about the burglary alarm system.

About six in ten (62%) find something about the system that they dislike. However, only three specific criticisms of the system are mentioned by more than one in twenty: the likely cost (10%); its not being tied into the police station (9%); and the possibility that the owner might forget or confuse the code numbers necessary to gain entrance to the house (7%).

Likelihood Of Purchasing The Basic Burglary Alarm System At Various Price Levels And The Likelihood Of Purchasing Additional Features

Five percent of the heads of households in high crime S.M.S.A.'s say they would be very likely to purchase the burglary alarm system if it were priced at \$500. An additional 4% would be very likely to purchase at \$350, and 15% more at \$200.

Twenty-four percent in total, then, would be very likely to purchase the burglary alarm system if it were priced at \$200. In terms of the total potential market -- the number of units represented by this proportion of heads of households in high crime S.M.S.A.'s would be approximately 7.5 million units.

Among the 24% very likely to purchase the burglary alarm system at between \$500 and \$200 (the likely high and low range of the probable selling price), the mean, or average, acceptable selling price is \$288.44.

Although the differences are not statistically meaningful, Black heads of households and those who are renting in multiple family dwelling units tend to be more interested in the burglary alarm system than are other heads of households in high crime S.M.S.A.'s.

Purchase interest in four extra-cost, additional features is relatively high among those interested in buying the system. Among those who say they are very likely to purchase the burglary alarm system, priced at \$500, between four and five in ten say they would also be very likely to purchase:

- . A yearly adjustment and maintenance policy (50%);
- . Installation of the system by a professional installer (44%);

- Relaying the alarm signal to a private security agency (39%);
- Extra sensors, over and above the four which would be provided with the basic system (39%).

In general, as the acceptable price level for the burglary alarm system declines (to \$350, \$200, or under \$200), the likelihood of purchasing additional, extra-cost features also declines. The exception may be the yearly adjustment and maintenance policy, which is about as attractive to those who are very likely to purchase the system at \$500, \$350, or \$200.

More than four heads of households in ten (44%) say they would prefer the local alarm only (included in the system at no additional charge) if they were to purchase the burglary alarm system. An identical proportion (44%) would prefer one of the three systems which would relay the alarm to a private security agency (\$240 per year), if they were to purchase the burglary alarm system.

Among those who say they would purchase the burglary alarm system for \$500, 39% prefer the local alarm only and 50% choose one of the three systems which involve a private security agency.

The primary reason for preferring the local alarm only (included in the basic system) is that it does not represent any additional cost. The most frequently mentioned reason for preferring one of the two alarm systems which eliminates or delays the local (on-premises) alarm is the increased chance of apprehending the burglar. Those who favor the combination of a local alarm and a silent alarm to a private security agency (with both alarms sounding simultaneously) are most likely to feel that this combination provides superior protection.

## SECTION II -- OWNERS AND MANAGERS OF SMALL BUSINESSES IN HIGH CRIME S.M.S.A.'s

### Burglary As A Problem Of Personal Concern To Owners And Managers Of Small Businesses

There was substantial concern among owners and managers of small businesses about burglary. Nearly one-half (47%) named burglary as one of the problems about which they were personally most concerned.

In total, more than six businessmen in ten (64%) felt that burglaries of businesses were "a very serious" (37%) or "a somewhat serious" (27%) problem in their neighborhoods.

For the majority, burglary was a subject with which they had first-hand experience. More than six businessmen in ten (64%) had been the victims of burglaries or burglary attempts at their present business address or at an earlier business location.

Current Ownership Of Burglary Alarm Systems For Small Businesses

More than one-half of the businessmen (56%) already had a burglary alarm system or service for their businesses. An additional 10% had thought seriously about getting such a system or service.

Fifty-three percent of those who already had burglary alarm systems or services for their businesses had systems with only local (on-premises) alarms. Other principal types of systems owned were:

- . A combination of a local (on-premises) alarm and a silent alarm to a private security agency (15%);
- . A combination of a local (on-premises) alarm and a silent alarm to the police department (15%);
- . A silent alarm sent to a private security agency, with no alarm bell ringing on the premises (12%);
- . A silent alarm sent to the police department, with no alarm bell ringing on the premises (5%).

Reactions To The Basic Burglary Alarm System Concept For Business Application

Overall reaction to the burglary alarm system concept was more positive than negative. Almost seven in ten (68%) liked something about the system. The features of self-installation (22%) and the code number door lock (19%) were the most frequently mentioned positive attributes of the burglary alarm system for business application.

Between one and two businessmen in ten mentioned the panic button (13%) and the loud alarm (11%) as things they liked about the burglary alarm system.

Negative commentary about the burglary alarm system was at lower levels. Although seven in ten (70%) disliked something about the system, no single feature of the system was criticized by even one businessman in ten. Nine percent said they simply didn't need the system. Eight percent were concerned that the connections (inside or outside) to the system could be cut or deactivated in some way.

Three businessmen in ten (30%) found nothing about the burglary alarm system that they disliked.

Likelihood Of Purchasing The Basic Burglary Alarm System At Various Price Levels And Likelihood Of Purchasing Additional Features

Thirteen percent said they would be very likely to purchase the burglary alarm system for their businesses if it were priced at \$500. An additional 8% would be very likely to purchase at \$350, and 16% more at \$200. In total, therefore, 37% of the businessmen would be very likely to purchase the system if it were priced at \$200.

Among the 37% very likely to purchase the burglary alarm system at between \$500 and \$200 (the likely high and low range of the probable selling price), the mean, or average, acceptable selling price was \$335.00.

About four businessmen in ten (39%) said they would not purchase the burglary alarm system at any price.

Among those businesses which tended to be the most likely prospects for purchase of the burglary alarm system at between \$500 and \$200 were: "primary potential businesses" (restaurants, liquor stores, cocktail lounges/bars, and grocery stores), those businesses located in predominantly Black neighborhoods, and businesses located in densely populated neighborhoods.

Current non-owners of burglary alarm systems were no more likely than others to buy the system at between \$500 and \$200, but perhaps were more likely than others to buy if it cost less than \$200.

Interest in purchasing extra-cost, additional options for the basic burglary alarm system was at relatively high levels among those interested in buying the system. Among those businessmen who said they would be very likely to purchase the burglary alarm system for \$500, the following proportions said they would also be very likely to purchase each extra-cost option:

- . A yearly adjustment and maintenance policy at \$25 per year (59%);
- . Professional installation at \$100 (41%);
- . Extra sensors at \$25 each (41%);
- . Relaying the alarm signal to a private security agency at \$240 per year (35%).

Assuming they were to buy the burglary alarm system for their business, a majority would prefer one of the three systems which relay the alarm to a private security agency (at an additional cost of \$240 per year).

Among those who said they would purchase the burglary alarm system at \$500, 35% preferred the local (on-premises) alarm only, and 65% chose one of the systems which involve a relay of the alarm to a private security agency.

Those businessmen who preferred the local alarm only did so because it represented no additional cost (52%) or because they felt it would be a sufficient deterrent for their purposes (30%). The primary reason for preferring the alarm options which eliminated or delayed the local alarm was that they would facilitate catching the burglar. The most frequently given reason for choosing the combination of local and silent, relayed alarm (ringing simultaneously) was the additional protection this combination was thought to provide.



CONCLUSIONS

We believe that there is good market potential for the burglary alarm system, both among residents and among businessmen in high crime S.M.S.A.'s.

We believe this because the data reveal:

- . A perceived need for the product;
- . No substantial level of concern regarding the ability of the product to do its job;
- . Substantial purchase interest in the system.

Among heads of households, 41% rate home burglary a serious problem in their neighborhood. 32% already have been victims of burglary or burglary attempts.

Only 4% of these households currently have a home burglary alarm system.

24% say they would be very likely to purchase such a system within the range of the probable selling price.

Among businessmen in high crime S.M.S.A.'s, there is also a potentially good market for the product.

64% of the businessmen considered burglary a serious problem in their neighborhood. An identical proportion (64%) had been the victims of burglary or burglary attempts. However, over half of the businesses (56%) already had a burglary alarm system.

Even so, purchase interest in the new system was relatively high, with 13% very likely to buy at \$500, 8% more very likely at \$350, and an additional 16% very likely to buy at \$200. This represents a total of 37% of the businessmen who said they are very likely to purchase the system within the likely high and low range of the probable selling price.

SECTION I

HEADS OF HOUSEHOLDS IN HIGH

CRIME S.M.S.A.'s

CHAPTER I

BURGLARY AS A PROBLEM OF PERSONAL CONCERN TO  
HEADS OF HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s

INFLATION (COST OF LIVING) AND CRIMES AGAINST PEOPLE ARE THE MOST IMPORTANT SOCIAL PROBLEMS OF CONCERN TO MALE AND FEMALE HEADS OF HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s.

59% and 52%, respectively, consider inflation and crimes against people to be among the four or five problems about which they are personally most concerned.

About four in ten mention corruption in government (40%) and drug addiction (38%) as major problems.

Burglary is the fifth most often named problem, mentioned by 31%.

Black residents of high crime S.M.S.A.'s are more likely than others to mention the following problems as being of personal concern to them:

- . Burglary;
- . Drug addiction;
- . Problems of the poor.

White residents of high crime S.M.S.A.'s are more likely than others to be concerned about using up natural resources, while members of other racial/ethnic groups (e.g., Oriental, Spanish-American, etc.) are more likely to name discrimination against minorities as a problem of personal concern.

"Here is a list of problems facing the country today. Which four or five of these are you personally most concerned about?"

	ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s	RACIAL/ETHNIC CHARACTERISTICS		
		White	Black	Other
Inflation (cost of living)	59%	60%	67%	50%
Crimes against people (muggings, holdups, rapes, murders, etc.)	52	55	58	50
Corruption in government	40	42	23	50
Drug addiction	38	33	54	40
Burglary	31	27	57	30
Using up natural resources	29	32	3	-
The energy shortage	27	30	23	30
Air pollution	25	23	20	40
Quality of education	24	25	26	10
Welfare abuse	23	24	16	30
Juvenile delinquency	19	18	16	20
Problems of the poor	19	16	52	10
Problems of the elderly	17	19	16	20
Problems of the cities	14	11	26	-
Water pollution	12	14	6	10
Discrimination against minorities	10	7	17	40
Racial difficulties	9	10	10	-
Public transportation	6	6	3	10
Others	3	3	-	-
None	*	1	-	-

\*Less than 0.5 percent.

FOUR IN TEN (41%) HEADS OF HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s FEEL THAT BURGLARY IS EITHER "A VERY SERIOUS" OR "A SOMEWHAT SERIOUS PROBLEM" IN THEIR NEIGHBORHOOD.

14% regard burglary as "a very serious problem" in their neighborhood.

Black heads of households may be more likely than others to view burglary as "a very serious problem."

"As far as this neighborhood is concerned, how much of a problem would you say burglaries are? Would you say that burglaries of homes in this neighborhood are:"

	ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s	RACIAL/ETHNIC CHARACTERISTICS		
		White	Black	Other
A very serious problem	14%	10%	29%	-%
A somewhat serious problem	27	22	25	60
Not a very serious problem	35	34	36	30
Not a serious problem at all	23	33	10	10
Don't Know/No Response	*	1	-	-

\*Less than 0.5 percent.

MORE THAN THREE IN TEN (32%) HEADS OF HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s HAVE BEEN VICTIMS OF BURGLARY OR BURGLARY ATTEMPTS.

There is no substantial difference among members of various racial/ethnic groups in terms of the likelihood of their having been burglary victims.

"Have you ever been the victim of a burglary, or burglary attempt, in this neighborhood, or anywhere else you've lived?"

	ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s	RACIAL/ETHNIC CHARACTERISTICS		
		White	Black	Other
Yes	32%	32%	29%	20%
No	68	69	71	80

77% OF THE HEADS OF HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s HAVE INSURANCE  
PROTECTING AGAINST THE LOSS OF POSSESSIONS THROUGH BURGLARY.

Only 23% report that they do not have such insurance.

"Do you have any type of insurance policy protecting the loss of  
your possessions like furniture, T.V. set, etc., against burglary?"

ALL HOUSEHOLDS  
IN HIGH CRIME  
S.M.S.A.'s

Yes	77%
No	23

CHAPTER II

CURRENT OWNERSHIP OF HOME BURGLARY ALARM SYSTEMS



ONLY 4% OF THE HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s ARE CURRENTLY PROTECTED BY HOME BURGLARY ALARM SYSTEMS OR SERVICES.

An additional 14% of household heads in high crime S.M.S.A.'s say that they have thought seriously about getting such a system or service.

The majority (57%), however, have never really considered getting a home burglary alarm system or service.

Further analysis shows that the overwhelming majority of those who currently have burglary alarm systems or services are White (96%), homeowners (96%), and have an insurance policy covering their property (92%).

"People feel somewhat differently about the need for burglary alarm systems or services for their homes. Which of these statements comes closest to describing you?"

	<u>ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s</u>
I already have one	4%
I have thought seriously about getting one	14
I have thought about it, but not seriously	25
I have never really considered it at all	57

86% OF THOSE WHO HAVE BURGLARY ALARM SYSTEMS OR SERVICES FOR THEIR HOMES HAVE A BASIC SYSTEM, WITH A LOCAL ALARM RINGING ON THE PREMISES ONLY.

Slightly fewer than two in ten have a system which includes an alarm relay to a private security agency or to the police department.

The table opposite totals to more than 100% due to a very infrequently occurring multiple system ownership.

"Which of the categories on this card describes your alarm system?"

ALL HOUSEHOLDS  
IN HIGH CRIME  
S.M.S.A.'s

Percentage Base: Those Who Have  
Burglary Alarm Systems For Their  
Homes

An alarm bell sounds on the premises.	86%
An alarm bell sounds on the premises <u>and</u> a silent alarm is sent to a <u>private security agency.</u>	6
An alarm bell sounds on the premises <u>and</u> a silent alarm is sent to the <u>police department.</u>	7
There is <u>no</u> alarm bell sounding on the premises. A silent alarm is sent to a <u>private security agency.</u>	5
There is <u>no</u> alarm bell sounding on the premises. A silent alarm is sent to the <u>police department.</u>	-
Other system	-

AMONG THOSE WHO CURRENTLY HAVE ONLY LOCAL (ON-PREMISES) ALARM SYSTEMS,  
THERE IS NO ONE BRAND WHICH DOMINATES THE HOME MARKET.

More than one-half of those who currently have home burglary alarm  
systems could not name the brand they own.

"What brand is the system?"

THOSE WHO HAVE ONLY LOCAL  
(ON-PREMISES) ALARM SYSTEM

Number of Respondents:	<u>20</u>
Archer	1
Dachound	1
Eico	1
Nutone	1
Protective Services, Inc.	1
Van Guard	1
Don't Know/No Response	14

PRICES PAID FOR LOCAL (ON-PREMISES) ALARM SYSTEMS RANGE FROM \$50 OR LESS TO MORE THAN \$700.

Between \$501 and \$600 is the most common price paid for home burglary alarm systems with local (on-premises) alarms only. 36% of those who have local (on-premises) alarm systems for their homes paid \$501 to \$600 for the system.

"About how much did it cost, including installation?"

ALL HOUSEHOLDS  
IN HIGH CRIME  
S.M.S.A.'s

Percentage Base: Those Who Have  
Only Local (On-Premises) Alarms

\$ 50 or less	2%
\$ 51 - \$100	7
\$101 - \$150	-
\$151 - \$200	10
\$201 - \$250	-
\$251 - \$300	-
\$301 - \$400	3
\$401 - \$500	9
\$501 - \$600	36
\$601 - \$700	-
\$701 or more	16
Don't Know/No Response	17

THE GREAT MAJORITY (88%) OF THOSE WHO HAVE LOCAL (ON-PREMISES) HOME BURGLARY ALARM SYSTEMS HAVE HAD THEM FOR FIVE YEARS OR LESS.

39% have had their local (on-premises) alarms for less than one year.

"How many years have you had the system?"

ALL HOUSEHOLDS  
IN HIGH CRIME  
S.M.S.A.'s

Percentage Base: Those Who Have  
Only Local (On-Premises) Alarms

Less than one year	39%
One to five years	49
Six to ten years	3
Eleven to fifteen years	7
Sixteen or more years	2

AMONG THE FEW HOUSEHOLDS WHICH HAVE ALARM SYSTEMS INVOLVING THE RELAY OF AN ALARM TO A PRIVATE SECURITY AGENCY OR TO THE POLICE, NO ONE SERVICE OR COMPANY DOMINATES THE MARKET.

As shown below, alarm relay services for the home are likely to have been obtained within the past five years. The few household heads who currently have such a service most typically do not remember exactly what the service costs them per month.

Length Of Time Had The Service

Less than 1 year	19%
1 to 5 years	81

Initial Cost, Including Installation

\$ 50 or less	16%
\$251 - \$300	16
\$701 or more	19
Don't Know/No Response	50

Cost Per Month

\$10 or less	31%
\$11 - \$20	8
Don't Know/No Response	61

"With what company do you have your alarm system?"

THOSE WHO HAVE ALARM SYSTEM TO POLICE OR PRIVATE AGENCY

Number of Respondents:	7
ADT	1
Denver Burglary Alarms	1
Safety Corporation	1
Thomas	1
Don't Know/No Response	3

CHAPTER III

REACTIONS TO THE BASIC BURGLARY ALARM SYSTEM CONCEPT

EIGHT IN TEN (80%) HEADS OF HOUSEHOLDS IN HIGH-CRIME S.M.S.A.'s FIND SOMETHING THEY LIKE ABOUT THE BURGLARY ALARM SYSTEM. THE KEYLESS, CODE NUMBER DOOR LOCK IS THE MOST APPEALING FEATURE OF THE SYSTEM FOR HOME APPLICATION.

Respondents were asked to read a comprehensive description of the burglary alarm system, including sections on "The Way The System Works," "The Parts Of The System," and "Installation Of The System." They were also shown a simple diagram of the system. Copies of both of these exhibits appear in the Appendix to this report.

25% of the heads of households in high crime S.M.S.A.'s say that the keyless, code number door lock is something they like about the burglary alarm system. This feature is particularly appealing to those heads of households who later say they would be very likely to purchase the system at \$500 or \$350.

The idea that the system could be installed by the owner himself is a positive feature of the burglary alarm system to 17%, particularly to those who later say they would be very likely to purchase the system for \$350 or \$200.

The loud alarm, the fire sensor, and the panic button are all mentioned by 12% as things they like about the burglary alarm system. Both of the latter two features are even more positively regarded by those who later say they would be very likely to purchase the burglary alarm system at price levels of \$500, \$350, or \$200.

"As far as you are concerned, what would you like about such a system?"

	ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM AT				
		\$500	\$350	\$200	Under \$200	Not At All
Something Liked About The System	80%	100%	95%	92%	85%	57%
Keyless lock/Use code numbers to unlock door/No key can be duplicated	25%	50%	42%	21%	27%	14%
Not hard to install/Easy to install/ Self-installation	17	6	26	29	18	12
Detects fires/Fire sensor	12	22	16	22	13	7
The panic button	12	17	37	24	12	6
The loud alarm/Alarm	12	6	21	14	16	10
Would protect house/Safe house pro- tection	11	6	5	18	13	5
The warning buzzer	9	17	11	5	13	7
Can be relocated easily/Can re- locate equipment	7		11	16	8	2
It's good/I like it (General)	6	17	5	8	6	7
Alarm rings for five minutes/ Length of time alarm rings	6	6	5	3	3	4
The sensors (General)	5	6	11	6	2	3
It's simple/Not complicated	4	-	-	5	5	5
Would protect home when unoccupied/ Bell sounds when home not occupied	3	6	5	2	2	6

(Continued)



"As far as you are concerned, what would you like about such a system?" (Continued)

	ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM AT				
		\$500	\$350	\$200	Under \$200	Not At All
Keyboard/The code system/Entrance control device	2%	-%	11%	-%	4%	3%
Code can be changed on lock	2	6	-	-	3	2
Alarm would scare away intruder, burglar	2	-	5	5	-	1
The central control box unit	1	6	-	-	2	1
Detection system is throughout entire house, on windows, doors	1	-	-	5	-	1
The code system to deactivate the alarm system	1	-	-	-	2	1
Would be inexpensive/Low priced/ Costs less	1	-	-	-	1	1
Plugs into outlets/Use your own wiring	1	-	-	-	-	2
Others	3	6	5	3	5	2
<u>Nothing Liked About The System</u>	<u>7%</u>	<u>-%</u>	<u>-%</u>	<u>-%</u>	<u>2%</u>	<u>16%</u>
Don't need it/Not interested in it	3	-	-	-	3	11
Don't Know/No Response	10	-	5	8	10	16

BETTER THAN SIX IN TEN (62%) DISLIKE SOMETHING ABOUT THE BURGLARY ALARM SYSTEM, ALTHOUGH SPECIFIC CRITICISMS OF THE SYSTEM ARE AT LOW LEVELS.

About one in ten anticipates that the system's cost will be high (10%) or feels that the system's alarm should be relayed to the police station (9%). 7% in total are concerned that the owner might forget or confuse the code numbers necessary to gain entrance to the house.

Three in ten (30%) find nothing to dislike about the burglary alarm system.

Among those who later indicate that they would be very likely to purchase the burglary alarm system at \$500, the most frequently voiced criticism of the system is that the alarm should ring for a longer period than five minutes, or should not shut off automatically after sounding for five minutes.

"What is there about such a system that you wouldn't like?"

	ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM AT				
		\$500	\$350	\$200	Under \$200	Not At All
Something Disliked About The System	62%	44%	58%	51%	59%	73%
The cost will be too high/The cost of the system	10%	6%	5%	11%	12%	9%
It's not hooked up, tied into the police station	9	-	11	6	8	9
Can forget code/Mix up numbers	7	6	-	6	2	5
Alarm should ring longer than five minutes/Bell should not turn off automatically	5	17	-	-	3	5
No back-up system if power fails/No good if electricity goes off	5	-	16	3	3	5
Sensors may trigger alarm without cause/Alarm may go off without cause	6	-	11	3	9	6
Too complicated/Sounds complicated/Too many things to remember (General)	5	6	5	2	4	6
Connections (inside or out) could be detached/Could be deactivated	5	-	11	5	8	5
Don't need the system/Have no need for one (No further information)	5	-	-	-	2	12
The idea of not having a key	4	11	-	2	3	4
Too complicated to set up myself/Wouldn't know how to set it up	4	-	-	-	4	3
Code could be figured out	3	6	5	5	3	2
No one would respond to the alarm/Would ignore alarm (police/neighbors)	3	-	5	2	1	3
You can't stop break-ins/A burglar will break in if he wants	3	-	-	2	3	7
Could avoid, go around sensors/Sensors don't cover all possible entrances/Too few sensors	2	-	5	-	2	2

(Continued)

"What is there about such a system that you wouldn't like?" (Continued)

	ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM AT				
		\$500	\$350	\$200	Under \$200	Not At All
Alarms, bells would just scare criminals away	2	-	-	3	2	1
Too far from anyone to have them hear the alarm/No one might hear the bell	2	-	-	-	2	6
Would create an atmosphere of fear/ Would feel uncomfortable	2	-	-	-	1	3
No one (police/neighbors) would respond in time	1	-	-	2	1	2
Alarm systems not worth their high cost/ Over-priced for what they do	1	-	-	2	-	2
Our dog would do the same job, better job/Dogs are enough	1	-	-	-	1	4
Don't have anything valuable enough to have one	1	-	-	-	1	2
Entrance central box too obvious, can be tampered with	1	-	-	-	-	-
Systems aren't worth anything	*	-	-	-	1	1
Seems too simple, not substantial enough	*	-	-	-	1	1
Have to install it yourself/Wouldn't like to install it myself	*	-	-	-	1	-
I already have an alarm system/My system is better	*	-	-	-	-	1
Others	6	-	11	10	9	8
<u>Nothing Disliked About The System</u>	<u>30%</u>	<u>50%</u>	<u>37%</u>	<u>38%</u>	<u>39%</u>	<u>19%</u>
Don't Know/No Response	8	6	5	11	2	8

\*Less than 0.5 percent.

CHAPTER IV

LIKELIHOOD OF PURCHASING THE BASIC BURGLARY ALARM SYSTEM  
AT VARIOUS PRICE LEVELS AND LIKELIHOOD OF PURCHASING ADDITIONAL FEATURES

5% OF THE HEADS OF HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s SAY THEY WOULD BE VERY LIKELY TO PURCHASE THE BURGLARY ALARM SYSTEM FOR THEIR HOMES AT \$500.

Respondents were asked a series of questions to determine at what price, if any, they would be very likely to purchase the burglary alarm system for their homes.

An additional 4% would be very likely to purchase at \$350, and 15% at \$200.

Among the 24% very likely to purchase the burglary alarm system at between \$500 and \$200 (the likely high and low range of the probable selling price), the mean, or average, acceptable selling price is \$288.44.

More than four in ten (45%) would not purchase the burglary alarm system at any price.

Shown below are the approximate number of units represented by these percentages when applied to all households in 124 high crime S.M.S.A.'s:

	<u>Number of Units</u>
Very likely to purchase at \$500	1.5 Million
Very likely to purchase at \$350	1.3 Million
Very likely to purchase at \$200	<u>4.7 Million</u>
Total \$500, \$350, and \$200	7.5 Million

These figures represent the total potential market for the burglary alarm system.

"If the basic system, as described on the concept card, were put on the market at \$500, how likely do you think you would be to buy one for your home? Would you say:"

"Let's assume that it were put on the market at \$350. How likely do you think you would be to buy one at that price? Would you say:"

"If the system costs \$200, how likely do you think you would be to buy one for your home? Would you say:"

"At what price, if any, do you think you would be very likely to buy such a burglary alarm system?"

	<u>ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s</u>
Very likely to buy at \$500	5%
Very likely to buy at \$350	4
Very likely to buy at \$200	15
Very likely to buy at:	
\$199 - \$151	1
\$150	3
\$149 - \$101	2
\$100	12
\$99 - \$51	2
\$50	6
Less than \$50	1
Others	2
Not at any price	45
Don't Know/No Response	3

BLACK HEADS OF HOUSEHOLDS AND THOSE WHO ARE RENTING IN MULTIPLE FAMILY DWELLING UNITS TEND TO BE MORE INTERESTED IN THE BURGLARY ALARM SYSTEM THAN ARE OTHER HEADS OF HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s.

In total, 33% of the Black heads of households, compared with 19% of the White heads of households, say they would be very likely to purchase the burglary alarm system at between \$500 and \$200.

In terms of the type of dwelling unit occupied by the household, 28% of those who are renting in multiple family dwelling units (e.g., apartment buildings) say they would be very likely to purchase the burglary alarm system at between \$500 and \$200. 19% of those heads of households who are home owners would be very likely to purchase the burglary alarm system within such a price range.

"If the basic system, as described on the concept card, were put on the market at \$500, how likely do you think you would be to buy one for your home? Would you say:"

"Let's assume that it were put on the market at \$350. How likely do you think you would be to buy one at that price? Would you say:"

"If the system costs \$200, how likely do you think you would be to buy one for your home? Would you say:"

"At what price, if any, do you think you would be very likely to buy such a burglary alarm system?"

	RACIAL/ETHNIC CHARACTERISTICS			HOME OWNERS	RENTERS		
	White	Black	Other		Total	Multiple Family	Single Family
Very likely to buy at \$500	3%	9%	10%	4%	3%	2%	4%
Very likely to buy at \$350	4	4	-	3	6	9	2
Very likely to buy at \$200	12	20	10	12	16	17	12
Very likely to buy at:							
\$199 - \$151	1	3	-	1	1	1	-
\$150	4	1	20	4	5	2	10
\$149 - \$101	2	1	-	2	3	3	2
\$100	11	16	30	13	9	7	12
\$99 - \$51	1	1	-	1	3	3	2
\$50	4	10	-	3	10	11	8
Less than \$50	1	3	-	1	3	3	2
Others	3	-	-	3	3	3	2
Not at any price	50	23	30	50	37	34	43
Don't Know/No Response	3	7	-	4	3	4	-

AMONG THOSE INTERESTED IN PURCHASING THE BURGLARY ALARM SYSTEM WITHIN THE PROBABLE SELLING PRICE RANGE, THERE IS MODERATE PURCHASE INTEREST IN EXTRA-COST, ADDITIONAL FEATURES. THE MOST POPULAR ADDITIONAL FEATURE AMONG FOUR WHICH WERE EVALUATED, WAS A YEARLY ADJUSTMENT AND MAINTENANCE POLICY.

Those who would be very likely to purchase the basic system at \$500 were the most interested in the majority of the four features. Among this group:

- 50% would be very likely to purchase a yearly adjustment and maintenance policy (at \$25 per year);
- 44% would be very likely to want professional installation (\$100);
- 39% would be very likely to purchase extra sensors (at \$25 each);
- 39% would be very likely to want the alarm relay service to a private security agency (at \$240 per year).

"There are a number of possible additional features for the burglary alarm system which would cost extra money from the basic system price. For each feature, we are showing the estimated additional cost. Assuming that you were going to purchase the basic system, how likely would you be to want each of the extra-cost features?"

"VERY LIKELY" TO BUY  
THE BURGLARY ALARM SYSTEM AT

	\$500	\$350	\$200	Under \$200	Not At All
--	-------	-------	-------	-------------	------------

A yearly adjustment and maintenance policy (\$25 per year)

Very likely	50%	37%	40%	16%	14%
Somewhat likely	22	32	24	32	11
Somewhat unlikely	11	11	11	19	5
Very unlikely	17	21	22	33	69
No Response	-	-	3	-	1

Extra sensors, over and above the four which would be provided with the basic system (\$25 each)

Very likely	39%	42%	8%	12%	9%
Somewhat likely	39	37	46	24	10
Somewhat unlikely	-	-	19	20	7
Very unlikely	22	21	25	44	73
No Response	-	-	2	-	1

Relaying the alarm signal to a private security agency who would then respond (\$240 per year)

Very likely	39%	21%	13%	11%	10%
Somewhat likely	28	21	29	20	8
Somewhat unlikely	22	32	22	16	7
Very unlikely	11	26	35	54	74
No Response	-	-	2	-	1

Installation of the system by a professional installer (\$100)

Very likely	44%	26%	18%	13%	10%
Somewhat likely	33	21	30	24	8
Somewhat unlikely	-	16	16	17	6
Very unlikely	22	37	35	47	75
No Response	-	-	2	-	1

MORE THAN FOUR HEADS OF HOUSEHOLDS IN TEN (44%) SAY THEY WOULD PREFER TO BUY THE BURGLARY ALARM SYSTEM WITH THE LOCAL ALARM ONLY (INCLUDED IN THE BASIC SYSTEM AT NO ADDITIONAL COST) IF THEY WERE TO BUY A SYSTEM FOR THEIR HOME. AN IDENTICAL PROPORTION (44%) WOULD PREFER ONE OF THREE SYSTEMS WHICH WOULD RELAY THE ALARM TO A PRIVATE SECURITY AGENCY WHO WOULD THEN RESPOND (\$240 EXTRA PER YEAR).

The combination of the local alarm and a silent alarm to a private security agency is the most frequently chosen option (23%) involving a security agency.

Among those who say they would purchase the burglary alarm system for \$500, 39% prefer the local alarm only and 50% choose one of the systems which involve a private security agency.

"Shown on this card are four different types of alarms which would be available for the system. One of them would be included in the cost of the basic system. Each of the other three calls for an additional yearly cost of \$240. Which one of them would you be most likely to want, assuming you were to buy the basic system for your home?"

	ALL HOUSEHOLDS IN HIGH CRIME S.M.S.A.'s	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM AT				
		\$500	\$350	\$200	Under \$200	Not At All
Local alarm only - included in the basic system at no extra cost	44%	39%	42%	35%	54%	37%
Silent alarm to a private security agency who would then respond (\$240 per year)	9	22	-	8	9	8
Combination of local alarm and silent alarm to a private security agency who would then respond (\$240 per year)	23	17	32	37	24	16
Silent alarm to a private security agency who would then respond, plus a delayed local alarm (\$240 per year)	12	11	21	18	10	8
None	9	6	-	-	2	27
Don't Know/No Response	3	5	3	-	5	7



THE PRIMARY REASON FOR PREFERRING THE LOCAL ALARM ONLY (INCLUDED IN THE BASIC SYSTEM) IS THAT IT DOES NOT REPRESENT ANY ADDITIONAL COST.

70% of those preferring the local alarm only indicate that the absence of additional charges is the reason for their preference.

At a lower level of mention, 21% feel that the local alarm would be sufficient, that relay of the alarm to a private agency would be unnecessary.

About one in ten say that the noise of the local alarm would scare the burglar away (13%) or that they don't like the idea of dealing with private security agencies (11%).

"Why do you prefer that one?"

ALL HOUSEHOLDS  
IN HIGH CRIME  
S.M.S.A.'s

Percentage Base: Those Who Prefer Local Alarm Only - Included In Basic System At No Extra Cost

It's cheaper/Less expense/Doesn't cost as much/No extra cost	70%
Would be sufficient/In this neighborhood it's all that's needed/Wouldn't need other alarms	21
Sound of alarm would scare burglar away	13
Don't like dealing with security agencies/ Unsure of security agencies	11
With local alarm, help would get here sooner	7
Other alarms aren't worth the expense	6
Neighbors would hear and call police/Fire	2
Simpler/Less complex than the other alarms	1
Don't need any kind of system/Not interested in the system	3
Others	4

THE INCREASED CHANCE OF APPREHENDING THE BURGLAR IS THE MOST FREQUENTLY MENTIONED REASON FOR PREFERRING AN ALARM SYSTEM WHICH ELIMINATES OR DELAYS THE LOCAL (ON-PREMISES) ALARM.

37% of those who prefer only a silent alarm to a private security agency, and 41% of those who prefer a silent alarm to a private security agency plus a delayed local alarm, mention that there would be a better chance of catching the burglar.

Those who favor the combination of a local alarm and a silent alarm to a security agency are most likely to feel that this combination provides superior protection (43%).

"Why do you prefer that one?"

PREFER ALARMS INVOLVING RELAY TO PRIVATE AGENCY

Silent Alarm To Private Security Agency	Combination Of Local And Silent to Agency	Silent Alarm To Agency, Plus Delayed Local Alarm
---	---	--

Percentage Base: Those Who Prefer Each Of The Systems Involving Relaying The Alarm To A Private Security Agency

More chance to, can catch the criminal	37%	4%	41%
Security agency will respond/You know someone will respond/Greatest chance of a response	31	23	16
An alarm the criminal won't know about, hear	18	2	14
Quicker way of getting help/Will be faster in getting help	13	6	8
More protection/Gives you both kinds of protection/Added protection	9	43	34
It's worth the (extra) cost, \$240/A reasonable cost	3	2	-
More faith in security agency than police/Security agency responds instead of police	2	1	1
Alarm to agency is good if no one home	1	8	1
No additional costs for local/Combination alarms at same price	-	17	-
Alarm to scare off criminals and agency to respond	-	8	7
Alarm to warn me/Would know when someone broke in	-	6	-
Alarm to scare off criminals (no mention of security agency)	-	4	-
Maximum number of people respond/All help you can get (in terms of numbers)	-	3	1
Alarm to agency is good for isolated areas	-	1	-
Others	17	8	7
Don't Know/No Response	6	3	3

SECTION II

OWNERS AND MANAGERS OF SMALL BUSINESSES  
IN HIGH CRIME S.M.S.A.'s

CHAPTER V

BURGLARY AS A PROBLEM OF PERSONAL CONCERN TO  
OWNERS AND MANAGERS OF SMALL BUSINESSES

INFLATION, CRIMES AGAINST PEOPLE AND BURGLARY RANKED HIGH ON THE LIST OF PROBLEMS WITH WHICH BUSINESSMEN WERE MOST CONCERNED.

When asked to select from a list of problems facing the country the four or five which they personally are most concerned about, substantial majorities mentioned inflation (cost of living) (67%) and crimes against people (66%).

Nearly one-half (47%) named burglary as a problem of personal concern. Between about three and four in ten mentioned:

- . Corruption in government (42%),
- . Drug addiction (36%),
- . Welfare abuse (32%).

The following problems tended to be mentioned more often by businessmen located in densely populated neighborhoods than by those in less densely populated areas:

- . Burglary,
- . Drug addiction,
- . Problems of the cities,
- . Water pollution,
- . Crimes against people.

Those whose businesses were located in predominantly Black neighborhoods were more likely than other businessmen to mention the following problems:

- . Burglary,
- . Racial difficulties,
- . Discrimination against minorities.

Welfare abuse and the energy shortage were more likely to be issues of concern to businessmen located in White and racially mixed neighborhoods than to those located in Black areas.

"Here is a list of problems facing the country today. Which four or five of these are you personally most concerned about?"

	SMALL BUSINESSES	-- CHARACTERISTICS OF THE NEIGHBORHOOD --				
		Racial Composition			Densely Populated	Less Densely Populated
		White	Mixed	Black		
Percentage Base:	(135)	(59)	(57)	(19)	(77)	(58)
Inflation (cost of living)	67%	63%	74%	63%	65%	71%
Crimes against people (muggings, holdups, rapes, murders, etc.)	66	70	63	63	71	59
Burglary	47	44	46	63	55	38
Corruption in government	42	44	37	47	44	38
Drug addiction	36	36	35	42	43	28
Welfare abuse	32	36	32	21	30	35
Problems of the cities	25	24	26	26	31	17
Juvenile delinquency	23	20	28	16	23	22
The energy shortage	21	22	25	5	12	33
Air pollution	19	24	14	21	21	17
Using up natural resources	16	17	16	11	17	14
Quality of education	16	15	18	11	16	16
Water pollution	13	17	4	26	18	5
Problems of the poor	13	9	16	21	16	10
Problems of the elderly	8	10	9	-	10	5
Discrimination against minorities	8	7	5	21	9	7
Racial difficulties	7	5	5	21	8	7
Public transportation	4	5	5	-	5	3
Others	2	3	2	-	1	3
None	1	2	-	-	-	2

IN TOTAL, MORE THAN SIX BUSINESSMEN IN TEN FELT THAT BURGLARIES OF BUSINESSES WERE A "VERY SERIOUS" (37%) OR A "SOMEWHAT SERIOUS" (27%) PROBLEM IN THEIR NEIGHBORHOODS.

26% felt that burglaries of businesses were "not a very serious problem" in their neighborhoods. Only one businessman in ten (10%) said that such burglaries were "not a serious problem at all" in their areas.

Businessmen located in predominantly Black neighborhoods and in densely populated neighborhoods were more likely than others to feel that burglaries of businesses were "a very serious problem" in their area (with 68% and 46%, respectively, holding this view).

"As far as this neighborhood is concerned, how much of a problem would you say burglaries are? Would you say that burglaries of businesses in this neighborhood are:"

	SMALL BUSINESSES	-- CHARACTERISTICS OF THE NEIGHBORHOOD --				
		Racial Composition			Densely Populated	Less Densely Populated
		White	Mixed	Black		
Percentage Base:	(135)	(59)	(57)	(19)	(77)	(58)
A very serious problem	37%	31%	33%	68%	46%	26%
A somewhat serious problem	27	25	32	21	26	29
Not a very serious problem	26	25	32	11	20	35
Not a serious problem at all	10	19	4	-	9	10

MORE THAN SIX BUSINESSMEN IN TEN (64%) HAD BEEN THE VICTIMS OF BURGLARIES OR BURGLARY ATTEMPTS AT THEIR PRESENT BUSINESS ADDRESS OR AT AN EARLIER BUSINESS LOCATION.

Nearly eight in ten (79%) whose businesses were located in predominantly Black neighborhoods had been burglarized. Those whose businesses were located in densely populated neighborhoods and less densely populated neighborhoods were equally likely to have been the victims of burglary or burglary attempts.

"Have you ever been the victim of a burglary, or burglary attempt, in this neighborhood, or anywhere else you've been in business?"

	SMALL BUSINESSES	-- CHARACTERISTICS OF THE NEIGHBORHOOD --				
		Racial Composition			Densely	Less Densely
		White	Mixed	Black	Populated	Populated
Percentage Base:	(135)	(59)	(57)	(19)	(77)	(58)
Yes	64%	61%	63%	79%	64%	66%
No	36	39	37	21	36	35

EIGHT BUSINESSMEN IN TEN (80%) REPORTED THAT THEY HAVE INSURANCE POLICIES PROTECTING AGAINST THE LOSS OF THEIR CASH OR INVENTORIES THROUGH BURGLARY.

Only two in ten (20%) did not have such insurance policies.

"Do you have any type of insurance policy protecting the loss of your cash or inventory against burglary?"

	<u>SMALL BUSINESSES</u>
Percentage Base:	(135)
Yes	80%
No	20



**CONTINUED**

**1 OF 3**

CHAPTER VI

CURRENT OWNERSHIP OF BURGLARY  
ALARM SYSTEMS FOR SMALL BUSINESSES

MORE THAN ONE-HALF OF THE BUSINESSMEN (56%) ALREADY HAD A BURGLARY ALARM SYSTEM OR SERVICE FOR THEIR BUSINESSES. AN ADDITIONAL 10% HAD THOUGHT SERIOUSLY ABOUT GETTING SUCH A SYSTEM OR SERVICE.

Businessmen who appeared to be the most likely to have a burglary alarm system or service were:

- Those who felt that burglary of businesses was "a very serious problem" in their neighborhood;
- Those who had an insurance policy to protect their business against losses incurred through burglary;
- Owners and managers of "primary" businesses (restaurants, liquor stores, grocery stores, and bars/cocktail lounges);
- Those whose businesses were located in predominantly Black neighborhoods;
- Those in densely populated neighborhoods.

"People feel somewhat differently about the need for burglary alarm systems or services for their businesses. Which of these statements comes closest to describing you?"

	<u>I Already Have A Burglary Alarm System Or Service</u>	<u>I Have Thought Seriously About Getting One</u>	<u>I Have Thought About It But Not Seriously</u>	<u>I Have Never Really Considered It At All</u>
Small Businesses (135)	56%	10	16	19
<u>Burglary In My Neighborhood Is</u>				
Very serious	66%	10	12	12
Somewhat serious	49%	14	22	16
Not very serious	54%	9	17	20
Not at all serious	46%	-	8	46
<u>Have Insurance Policy For Loss Against Burglary</u>				
Yes	60%	10	16	14
No	41%	7	15	37
<u>Type Of Business</u>				
Primary	60%	8	19	13
Secondary	48%	14	9	30
<u>Racial Composition of Neighbor- hood Is Predominately</u>				
White	53%	7	19	22
Mixed	58%	9	14	19
Black	63%	21	11	5
<u>Neighborhood is</u>				
Densely populated	60%	9	16	16
Less densely populated	52%	10	16	22

NOTE: Read percentages horizontally.

53% OF THOSE WHO ALREADY HAD BURGLARY ALARM SYSTEMS OR SERVICES FOR THEIR BUSINESSES HAD SYSTEMS WITH ONLY A LOCAL (ON-PREMISES) ALARM.

Between one and two in ten had:

- . A combination of a local (on-premises) alarm and a silent alarm to a private security agency (15%);
- . A combination of a local (on-premises) alarm and a silent alarm to the police department (15%);
- . A silent alarm sent to private security agency, with no alarm bell ringing on the premises (12%).

Analysis of the various possible combinations of the five categories on the table opposite shows that, of the currently owned systems:

83% had an on-premise alarm bell (Categories 1, 2 and 3);

47% had a silent alarm, relayed elsewhere (Categories 4 and 5);

27% involved arrangements with private security agencies (Categories 2 and 4); and

20% involved arrangements with police departments (Categories 3 and 5).

"Which of the categories on this card describes your alarm system?"

	SMALL BUSINESSES
Percentage Base: Those Who Have Burglary Alarm Systems For Their Businesses	(76)
1. An alarm bell sounds on the premises.	53%
2. An alarm bell sounds on the premises and a silent alarm is sent to a <u>private security agency</u> .	15
3. An alarm bell sounds on the premises <u>and</u> a silent alarm is sent to the <u>police department</u> .	15
4. There is <u>no</u> alarm bell sounding on the premises. A silent alarm is sent to a <u>private security agency</u> .	12
5. There is <u>no</u> alarm bell sounding on the premises. A silent alarm is sent to the <u>police department</u> .	5
Other system	3

AMONG THE 40 BUSINESSMEN WHO HAD ONLY LOCAL (ON-PREMISES) ALARM SYSTEMS,  
22 DIFFERENT BRANDS WERE REPRESENTED.

Eight businessmen did not know the brand of their local (on-premises) alarm,  
and one businessman said that his alarm system was homemade.

"What brand is the system?"

	<u>SMALL BUSINESSES</u>
Number Of Respondents: Those Who Have Only A Local (On-Premises) Alarm	<u>40</u>
Beam Ranson	3
3M	3
American Protective Services	2
ADT	2
Honeywell	2
Rollins Protective Service	2
Wells Fargo	2
Ademco	1
ASA	1
Atomic Alarm	1
Bay	1
Certified	1
Colonial	1
Dallas Burglary Alarm	1
Day and Night	1
Homemade	1
KASK	1
MDS	1
Merchants	1
Novar	1
Paymaster Electric Alarm	1
Riece's Alarm System	1
Security Alarms	1
Don't Know/No Response	8

PRICES PAID FOR THE LOCAL (ON-PREMISES) ALARM SYSTEMS RANGED FROM \$50 TO MORE THAN \$700.

Nearly one-half of the businessmen who had local (on-premises) alarms didn't know or couldn't recall what the system had cost.

"About how much did it cost, including installation?"

	<u>SMALL BUSINESSES</u>
Percentage Base: Those Who Have Only A Local (On-Premises) Alarm	(40)
\$ 51 - \$100	10%
\$101 - \$150	15
\$151 - \$200	3
\$201 - \$250	5
\$251 - \$300	5
\$301 - \$400	3
\$401 - \$500	3
\$501 - \$600	-
\$601 - \$700	3
\$701 or more	8
Don't Know/No Response	48

ONE-HALF (50%) OF THOSE BUSINESSMEN WITH LOCAL (ON-PREMISES) ALARM SYSTEMS HAD OWNED THEM FOR FIVE YEARS OR LESS.

"How many years have you had the system?"

	<u>SMALL BUSINESSES</u>
Percentage Base: Those Who Have Only A Local (On-Premises) Alarm	(40)
One to five years	50%
Six to ten years	28
Eleven to fifteen years	8
Sixteen or more years	8
Don't Know/No Response	8

AMONG THOSE 35 BUSINESSMEN WITH SYSTEMS INCLUDING AN ALARM RELAY TO A PRIVATE SECURITY AGENCY OR THE POLICE, ADT, MENTIONED BY SIX, WAS THE MOST COMMON SERVICE.

Other companies were mentioned by three or fewer businessmen.

"With what company do you have your alarm system?"

SMALL  
BUSINESSES

Number Of Respondents: Those Who Have Alarms To Private Agencies Or Police	<u>35</u>
ADT	6
Damon	3
Security Alarms	3
Denver Burglary Alarms	2
Detectolarm	2
Smith Detective Agency	2
A-1 Alarm System	1
American	1
Bay	1
Call Alarm	1
Certified	1
Crime Prevention	1
Dictograph	1
Honeywell's	1
Instant	1
Safeguard	1
Seeburg	1
T & R Alarms	1
Wells Fargo	1
Don't Know/No Response	4



INITIAL PRICES PAID FOR SYSTEMS WHICH RELAY THE ALARM TO PRIVATE AGENCIES OR TO THE POLICE RANGED FROM UNDER \$100 TO MORE THAN \$700. NEARLY ONE-HALF (49%) SAID THEY PAY MONTHLY CHARGES OF BETWEEN \$21 AND \$40 FOR THEIR SERVICES.

About one-half of those who had alarms to private agencies or the police were unaware of the initial cost of their alarm systems.

"About how much does the system cost?"

SMALL  
BUSINESSES

Percentage Base: Those Who Have Alarms To Private Agencies Or Police

(35)

Initial Cost, Including Installation

\$ 51 - \$100	3%
\$101 - \$150	-
\$151 - \$200	3
\$201 - \$250	6
\$251 - \$300	3
\$301 - \$400	-
\$401 - \$500	9
\$501 - \$600	6
\$601 - \$700	-
\$701 or more	17
Don't Know/No Response	54

Cost Per Month

\$10 or less	3%
\$11 - \$20	3
\$21 - \$30	20
\$31 - \$40	29
\$41 - \$50	6
\$51 - \$60	3
\$61 - \$100	-
\$100 or more	9
Don't Know/No Response	29

MORE THAN SIX IN TEN (63%) OF THOSE BUSINESSMEN WHO HAD ALARMS TO PRIVATE AGENCIES OR THE POLICE HAD OWNED THEIR SYSTEMS FOR FIVE YEARS OR LESS.

"How many years have you had the system?"

	<u>SMALL BUSINESSES</u>
Percentage Base: Those Who Have Alarms To Private Agencies Or Police	(35)
Less than one year	9%
One to five years	54
Six to ten years	14
Eleven to fifteen years	9
Sixteen or more years	6
Don't Know/No Response	9

CHAPTER VII

REACTIONS TO THE BASIC BURGLARY ALARM SYSTEM

CONCEPT FOR BUSINESS APPLICATION

ALMOST SEVEN BUSINESSMEN IN TEN (68%) LIKED SOMETHING ABOUT THE BURGLARY ALARM SYSTEM. THE SELF-INSTALLATION AND CODE NUMBER DOOR LOCK WERE THE MOST FREQUENTLY MENTIONED POSITIVE ATTRIBUTES OF THE SYSTEM FOR BUSINESS APPLICATION.

Respondents were asked to read a comprehensive description of the burglary alarm system, including sections on "The Way The System Works," "The Parts Of The System," and "Installation Of The System." They were also shown a simple diagram of the system. Copies of both of these exhibits appear in the Appendix to this report.

About two businessmen in ten mentioned the self-installation (22%) and the code number door lock (19%) as things they liked about the burglary alarm system.

Between one and two in ten mentioned the panic button (13%) and the loud alarm (11%) as positive features of the system.

Those businessmen (17) who later indicated that they would be very likely to buy the system at \$500 reacted more positively toward the keyless, code system door lock, the panic button, and the loud alarm than did businessmen in general.

Those who said they would be very likely to purchase the system at \$500 were less likely than other businessmen to feel that self-installation of the system was a positive feature.

The self-installation feature was a strongly positive element, however, to those who said they would be very likely to purchase the burglary alarm system at \$350.

About one businessman in ten (13%) said that there was nothing that he liked about the burglary alarm system. All of those who felt this way later indicated either that they would not purchase the system at any price, or that they would only be very likely to purchase it at some price less than \$200.

"As far as you are concerned, what would you like about such a system?"

	SMALL BUSINESSES	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM AT				
		\$500	\$350	\$200	Under \$200	Not At All
Percentage Base:	(135)	(17)	(11)	(22)	(20)	(52)
<u>Something Liked About The System</u>	<u>68%</u>	<u>76%</u>	<u>82%</u>	<u>86%</u>	<u>80%</u>	<u>48%</u>
Not hard to install/Easy to install/ Self-installation	22%	12%	46%	18%	35%	12%
Keyless lock/Use code numbers to unlock door/No key can be duplicated	19	35	27	27	15	12
The panic button	13	18	27	18	5	6
The loud alarm/Alarm	11	18	18	9	10	8
The sensors (General)	8	12	27	9	10	4
Would protect business/Safe business protection	7	18	-	5	15	4
Can be relocated easily/Can relocate equipment	7	12	9	5	20	2
It's simple/Not complicated	7	-	9	14	15	-
Detects fires/Fire sensor	6	6	9	9	-	8
The warning buzzer	4	-	9	5	5	2
It's good/I like it (General)	4	-	-	-	-	6
Would be inexpensive/Low priced/ Costs less	3	-	9	5	5	2

(Continued)

"As far as you are concerned, what would you like about such a system?"  
 (Continued)

	SMALL BUSINESSES	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM AT				
		\$500	\$350	\$200	Under \$200	Not At All
Percentage Base:	(135)	(17)	(11)	(22)	(20)	(52)
Keyboard/The code system/Entrance control device	3%	-%	-%	9%	-%	2%
The code system to deactivate the alarm system	2	-	-	5	10	-
Alarm rings for five minutes/ Length of time alarm rings	2	6	-	-	5	-
Code can be changed on lock	2	6	-	-	-	4
Alarm would scare away intruder, burglar	2	-	9	9	-	-
Detection system is throughout entire business, on windows, doors	1	-	-	5	-	-
The central control box unit	1	-	-	-	-	2
Others	8	12	18	14	10	2
<u>Nothing Liked About The System</u>	<u>13%</u>	<u>-%</u>	<u>-%</u>	<u>-%</u>	<u>10%</u>	<u>29%</u>
Don't need it/Not interested in it	3	-	-	-	-	8
Don't Know/No Response	16	24	18	14	10	15

ALTHOUGH SEVEN IN TEN (70%) DISLIKED SOMETHING ABOUT THE BURGLARY ALARM SYSTEM, SPECIFIC NEGATIVE REACTIONS WERE AT LOW LEVELS. NO SINGLE FEATURE OF THE SYSTEM WAS CRITICIZED BY EVEN ONE BUSINESSMAN IN TEN. THREE IN TEN COULD FIND NOTHING THAT THEY DISLIKED ABOUT IT.

9% said simply that they didn't need the system. 8% were concerned that the connections (inside or outside) to the system could be cut or deactivated in some way.

Among those who later said they would be very likely to purchase the system at \$200 to \$500, between four and five in ten found nothing to criticize about the burglary alarm system.

"What is there about such a system that you wouldn't like?"

	SMALL BUSINESSES	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM/AT				
		\$500	\$350	\$200	Under \$200	Not At All
Percentage Base:	(135)	(17)	(11)	(22)	(20)	(52)
<u>Something Disliked About The System</u>	<u>70%</u>	<u>53%</u>	<u>54%</u>	<u>54%</u>	<u>75%</u>	<u>81%</u>
Don't need the system/Have no need for one (No further information)	9%	-%	-%	-%	-%	17%
Connections (inside or out) could be detached/Could be deactivated	8	6	9	5	20	4
I already have an alarm system/My system is better	7	12	9	-	-	12
It's not hooked up, tied into the police station	7	12	-	-	15	8
The cost will be too high/The cost of the system	7	-	-	9	5	10
The idea of not having a key	6	6	-	14	5	4
Alarm should ring longer than five minutes/Bell should not turn off automatically	4	6	9	-	5	4
Prefer, like sonic, microwave system/Not as effective as microwave system	4	6	9	-	5	4
Sensors may trigger alarm without cause/Alarm may go off without cause	4	6	-	14	-	2
Alarms, bells would just scare criminals away	4	6	-	-	10	6
No back-up system if power fails/No good if electricity goes off	4	-	9	9	-	-
You can't stop break-ins/A burglar will break in if he wants	4	-	9	-	15	4
No one (police/neighbor) would respond in time	4	-	-	-	-	10
Could avoid, go around sensors/Sensors don't cover all possible entrances/Too few sensors	3	6	-	5	-	4

(Continued)

"What is there about such a system that you wouldn't like?" (Continued)

	SMALL BUSINESSES	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM AT				
		\$500	\$350	\$200	Under \$200	Not At All
Percentage Base:	(135)	(17)	(11)	(22)	(20)	(52)
Code could be figured out	3%	-%	-%	5%	5%	4%
Too complicated/Sounds complicated/Too many things to remember (General)	2	6	9	-	-	2
Our dog would do the same job/Better job/Dogs are enough	2	6	-	-	-	2
Entrance central box too obvious, can be tampered with	2	-	-	5	5	-
No one would respond to the alarm/Would ignore alarm (police/neighbors)	2	-	-	-	5	2
Systems aren't worth anything	2	-	-	-	-	6
Alarm systems not worth their high cost/Over-priced for what they do	2	-	-	-	-	4
Have to install it yourself/Wouldn't like to install it myself	2	-	-	-	-	4
Seems too simple, not substantial enough	1	-	9	-	-	-
Can forget code/Mix up numbers	1	-	-	-	5	-
Too complicated to set up myself/Wouldn't know how to set it up	1	-	-	-	-	2
Too far from anyone to have them hear the alarm/No one might hear the bell	1	-	-	-	-	2
Others	11	-	9	5	10	19
<u>Nothing Disliked About The System</u>	<u>30%</u>	<u>47%</u>	<u>46%</u>	<u>46%</u>	<u>25%</u>	<u>19%</u>

CHAPTER VIII

LIKELIHOOD OF PURCHASING THE BASIC BURGLARY ALARM SYSTEM  
AT VARIOUS PRICE LEVELS AND  
LIKELIHOOD OF PURCHASING ADDITIONAL FEATURES



ABOUT ONE BUSINESSMAN IN TEN (13%) SAID HE WOULD BE VERY LIKELY TO PURCHASE THE BURGLARY ALARM SYSTEM IF IT WERE PRICED AT \$500. IN TOTAL, 37% SAID THEY WOULD BE VERY LIKELY TO PURCHASE THE SYSTEM AT BETWEEN \$200 AND \$500.

Respondents were asked a series of questions designed to determine at what price level they would be very likely to purchase the burglary alarm system.

Among the 37% very likely to purchase the burglary alarm system at between \$500 and \$200 (the likely high and low range of the probable selling price), the mean, or average, acceptable selling price was \$335.00.

16% said that they would be very likely to purchase the burglary alarm system at prices ranging from \$50 to \$199.

About four businessmen in ten (39%) said they would not purchase the burglary alarm system at any price.

As illustrated by the table below, those businessmen who currently did not have a burglary alarm system tended to be no more likely to buy the new system, except perhaps at price levels below \$200.

BUSINESSES WHICH DID NOT HAVE  
A BURGLARY ALARM SYSTEM OR SERVICE

Percentage Base:	(59)
Very likely to buy at \$500	12%
Very likely to buy at \$350	6
Very likely to buy at \$200	12
Very likely to buy at less than \$200	27
Not at any price	34
Don't Know/No Response	10

"If the basic system, as described on the concept card, were put on the market at \$500, how likely do you think you would be to buy one for your business? Would you say:"

"Let's assume that it were put on the market at \$350. How likely do you think you would be to buy one at that price? Would you say:"

"If the system cost \$200, how likely do you think you would be to buy one for your business? Would you say:"

"At what price, if any, do you think you would be very likely to buy such a burglary alarm system?"

	SMALL BUSINESSES (135)
Percentage Base:	
Very likely to buy at \$500	13%
Very likely to buy at \$350	8
Very likely to buy at \$200	16
Very likely to buy at:	
\$199 - \$151	1
\$150	7
\$149 - \$101	2
\$100	4
\$99 - \$51	1
\$50	1
Less than \$50	1
Others	4
Not at any price	39
Don't Know/No Response	6

AMONG THOSE BUSINESSES WHICH TENDED TO BE THE MOST LIKELY PROSPECTS FOR PURCHASE OF THE BURGLARY ALARM SYSTEM AT BETWEEN \$500 AND \$200 WERE "PRIMARY POTENTIAL BUSINESSES," THOSE BUSINESSES LOCATED IN PREDOMINANTLY BLACK NEIGHBORHOODS AND THOSE LOCATED IN DENSELY POPULATED NEIGHBORHOODS.

In total, 41% of the owners and managers of businesses we have designated as "primary potential businesses" (restaurants, liquor stores, grocery stores, and bars/cocktail lounges) indicated that they would be very likely to purchase the burglary alarm system at price levels between \$500 and \$200. 28% of the owners and managers of "secondary potential businesses" (various other types of businesses dealing with the public) said they would be very likely to purchase the burglary alarm system at those price levels.

Nearly one-half (48%) of those businessmen located in predominantly Black neighborhoods said they would be very likely to purchase the system if it were priced between \$500 and \$200. The comparable figures for businesses located in White and racially mixed neighborhoods were 34% and 37%, respectively.

41% of those whose businesses were located in densely populated neighborhoods, compared with 31% located in less densely populated areas, said they would be very likely to purchase the burglary alarm system priced from \$500 to \$200.

"If the basic system, as described on the concept card, were put on the market at \$500, how likely do you think you would be to buy one for your business? Would you say:"

"Let's assume that it were put on the market at \$350. How likely do you think you would be to buy one at that price? Would you say:"

"If the system costs \$200, how likely do you think you would be to buy one for your business? Would you say:"

"At what price, if any, do you think you would be very likely to buy such a burglary alarm system?"

	TYPE OF BUSINESS		-- CHARACTERISTICS OF THE NEIGHBORHOOD --				
	Primary	Secondary	Racial Composition			Densely	Less Densely
			White	Mixed	Black	Populated	Populated
Percentage Base:	(91)	(44)	(59)	(57)	(19)	(77)	(58)
Very likely to buy at \$500	15%	7%	19%	7%	11%	9%	17%
Very likely to buy at \$350	10	5	3	12	11	10	5
Very likely to buy at \$200	16	16	12	18	26	22	9
Very likely to buy at under \$200	12	20	9	23	11	13	17
Others	3	5	7	2	-	3	5
Not at any price	36	43	42	33	42	40	36
Don't Know/No Response	7	5	9	5	-	3	10

AMONG BUSINESSMEN INTERESTED IN PURCHASING THE BURGLARY ALARM SYSTEM WITHIN THE PROBABLE SELLING PRICE RANGE, PURCHASE INTEREST IN EXTRA-COST, ADDITIONAL FEATURES IS HIGH. THE MOST POPULAR ADDITIONAL FEATURE AMONG THE FOUR EVALUATED WAS A YEARLY ADJUSTMENT AND MAINTENANCE POLICY.

Among those businessmen who said they would purchase the burglary alarm system for \$500, the following proportions said they would be very likely to purchase each extra-cost option:

- . A yearly adjustment and maintenance policy (59%);
- . Extra sensors (41%);
- . Professional installation (41%);
- . Relaying the alarm signal to a private security agency (35%).

"There are a number of possible additional features for the burglary alarm system which would cost extra money from the basic system price. For each feature, we are showing the estimated additional cost. Assuming that you were going to purchase the basic system, how likely would you be to want each of the extra-cost features?"

"VERY LIKELY" TO BUY  
THE BURGLARY ALARM SYSTEM AT

	\$500	\$350	\$200	Under \$200	Not At All
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Percentage Base:

	(17)	(11)	(22)	(20)	(52)
--	------	------	------	------	------

A yearly adjustment and maintenance policy (\$25 per year)

Very likely	59%	55%	73%	25%	29%
Somewhat likely	18	46	9	30	17
Somewhat unlikely	12	-	14	10	2
Very unlikely	12	-	.5	35	50
Don't Know/No Response	-	-	-	-	2

Extra sensors, over and above the four which would be provided with the basic system (\$25 each)

Very likely	41%	36%	27%	15%	17%
Somewhat likely	35	9	27	25	19
Somewhat unlikely	6	18	18	20	4
Very unlikely	18	36	27	40	58
Don't Know/No Response	-	-	-	-	2

Installation of the system by a professional installer (\$100)

Very likely	41%	27%	41%	10%	19%
Somewhat likely	29	46	18	30	15
Somewhat unlikely	18	-	23	30	4
Very unlikely	12	27	18	30	60
Don't Know/No Response	-	-	-	-	2

Relaying the alarm signal to a private security agency who would then respond (\$240 per year)

Very likely	35%	27%	36%	20%	17%
Somewhat likely	24	-	5	15	10
Somewhat unlikely	6	9	18	5	8
Very unlikely	35	55	41	60	64
Don't Know/No Response	-	9	-	-	2

ASSUMING THEY WERE TO BUY A BURGLARY ALARM SYSTEM FOR THEIR BUSINESS, A MAJORITY (52%) WOULD PREFER ONE OF THREE SYSTEMS WHICH WOULD RELAY THE ALARM TO A PRIVATE SECURITY AGENCY WHO WOULD THEN RESPOND (\$240 EXTRA PER YEAR). ABOUT THREE IN TEN (33%) CHOSE THE LOCAL ALARM (INCLUDED IN THE SYSTEM AT NO EXTRA COST).

The combination of the local alarm and a silent alarm to a private security agency was the most frequently chosen option (29%) involving a security agency.

Among those who said they would purchase the burglary alarm system at \$500, 35% preferred the local alarm only and 65% chose one of the systems which involve a private security agency.

"Shown on this card are four different types of alarms which would be available for the system. One of them would be included in the cost of the basic system. Each of the other three calls for an additional yearly cost of \$240. Which one of them would you be most likely to want, assuming you were to buy the basic system for your business?"

	SMALL BUSINESSES	"VERY LIKELY" TO BUY THE BURGLARY ALARM SYSTEM AT				
		\$500	\$350	\$200	Under \$200	Not At All
Percentage Base:	(135)	(17)	(11)	(22)	(20)	(52)
Local alarm only - included in the basic system at no extra cost	33%	35%	36%	32%	40%	25%
Silent alarm to a private security agency who would then respond (\$240 per year)	10	12	-	23	5	10
Combination of local alarm and silent alarm to a private security agency who would then respond (\$240 per year)	29	35	46	27	30	25
Silent alarm to a private security agency who would then respond, plus a delayed local alarm (\$240 per year)	13	18	9	18	15	10
None	14	-	9	-	5	31
Don't Know/No Response	2	-	-	-	5	-

THE PRIMARY REASON FOR CHOOSING THE LOCAL ALARM WAS THAT IT REPRESENTED NO ADDITIONAL COST (MENTIONED BY 52% OF THOSE WHO SELECTED IT).

Three in ten (30%) of those selecting the local alarm felt that it would be sufficient to meet their needs.

"Why do you prefer that one?"

SMALL  
BUSINESSES

Percentage Base: Those Who Prefer Local Alarm Only -- Included In Basic System At No Extra Cost	(44)
It's cheaper/Less expensive/Doesn't cost as much/No extra cost	52%
Would be sufficient/In this neighborhood, it's all that is needed/Wouldn't need other alarms	30
Sound of alarm would scare burglar away	16
With local alarm, help would get here sooner	7
Other alarms aren't worth the expense	5
Don't like dealing with security agencies/Unsure of security agencies	2
Others	2
Don't Know/No Response	2

THE PRIMARY REASON FOR PREFERRING THE ALARM OPTIONS WHICH ELIMINATED OR DELAYED THE LOCAL ALARM WAS THAT THEY WOULD FACILITATE CATCHING THE BURGLAR.

More than six in ten of those preferring the alarm options which eliminated or delayed the local alarm said that this would afford authorities the opportunity to catch the criminal.

The most frequently given reason for choosing the combination of local alarm and silent alarm to a private security agency was the additional protection this combination provided.

"Why do you prefer that one?"

PREFERRED ALARMS INVOLVING RELAY TO PRIVATE AGENCY  
Silent Alarm To Private Security Agency    Combination Of Local And Silent To Agency    Silent Alarm To Agency, Plus Delayed Local Alarm

Percentage Base: Those Who Prefer Each Of The Systems Involving Relaying The Alarm To A Private Security Agency	(13)	(39)	(17)
More chance, to, can catch the criminal	62%	8%	65%
Security agency will respond/You know someone will respond/Greatest chance of a response	39	15	18
More protection/Gives you both kinds of protection/Added protection	8	36	41
Quicker way of getting help/Will be faster in getting help	8	13	6
Alarm to scare off criminals and agency to respond	-	15	12
Maximum number of people respond/All help you can get (in terms of numbers)	-	13	6
It's worth the (extra) cost, \$240/A reasonable cost	-	10	-
Alarm to scare off criminals (no mention of security agency)	-	8	-
No additional costs for local/Combination alarms at same price	-	5	-
Alarm to agency is good for isolated areas	-	3	-
Others	8	5	6
Don't Know/No Response	15	-	-

APPENDIX

DEMOGRAPHIC CHARACTERISTICS

ALL HOUSEHOLDS  
IN HIGH CRIME  
S.M.S.A.'s

Sex

Male	48%
Female	52

Race

White	85%
Black	12
Latin/Mexican	1
Oriental	1
No Response	1

Type Of Dwelling

Single family dwelling unit (e.g., house, mobile home, etc.)	70%
Multiple family dwelling unit (e.g., condominiums, apartment buildings, etc.)	29
No Response	1

Marital Status

Married	71%
Single	17
Divorced	2
Separated	1
Widowed	8

Number Of Children 18 Years Old Or Younger Living At Home

None	53%
One	16
Two	15
Three	9
Four	3
Five	2
Six	1
No Response	1

(Continued)



DEMOGRAPHIC CHARACTERISTICS (Continued)

ALL HOUSEHOLDS  
IN HIGH CRIME  
S.M.S.A.'s

Educational Level

Up to eighth grade	8%
High school incomplete	15
High school complete	34
College incomplete	15
College complete	18
Graduate study	8
Others	1

Age

18 - 19	4%
20 - 24	7
25 - 29	14
30 - 34	12
35 - 39	7
40 - 44	9
45 - 49	11
50 - 54	11
55 - 59	6
60 - 64	4
65 and over	15

Employed, Full-Time Or Part-Time

Yes	57%
No	42
No Response	1

Total Annual Family Income Before Taxes

Under \$2,000	2%
\$2,000 to \$3,999	7
\$4,000 to \$5,999	5
\$6,000 to \$7,999	5
\$8,000 to \$9,999	7
\$10,000 to \$14,999	23
\$15,000 to \$24,999	18
\$25,000 to \$49,999	12
\$50,000 or more	*
Refused/No Response	21

\*Less than 0.5 percent.

"Do you own this home or do you rent?"

"Do you belong to a homeowner's association?"

ALL HOUSEHOLDS  
IN HIGH CRIME  
S.M.S.A.'s

Own	72%
Belong to a homeowners' association	13
Don't belong to a homeowners' association	57
Don't know if belong to a homeowners' association	3
Rent	28

DEMOGRAPHIC CHARACTERISTICS

SMALL  
BUSINESSES

Percentage Base: (135)

Sex

Male	86%
Female	14

Race

White	84%
Black	10
Latin/Mexican	3
Oriental	4

Education

Up to eighth grade	3%
High school incomplete	9
High school complete	38
College incomplete	21
College complete	19
Graduate study	10
No Response	1

Age

18 - 19	1%
20 - 24	7
25 - 29	10
30 - 34	14
35 - 39	13
40 - 44	19
45 - 49	8
50 - 54	13
55 - 59	9
60 - 64	5
65 and over	1
No Response	1

(Continued)

DEMOGRAPHIC CHARACTERISTICS (Continued)

SMALL  
BUSINESSES

Percentage Base:

(135)

Marital Status

Married	73%
Single	16
Divorced	6
Separated	1
Widowed	4

Number Of Children 18 Years Old Or  
Younger Living At Home

None	47%
One	17
Two	16
Three	13
Four	2
Five	3
No Response	3

"What is your position or title in connection with this business?"

	<u>SMALL BUSINESSES</u>
Percentage Base:	(135)
Owner/President	61%
General Manager/Manager	21
Co-Owner/Partner	13
Assistant Manager	3
Others	3

"Type of business"

SMALL  
BUSINESSES

Percentage Base:

(135)

Primary Businesses

Restaurant	29%
Grocery Store	16
Liquor Store	12
Bar/Cocktail Lounge	11

Secondary Businesses

Beauty Salon	2%
Clothing Store	2
Drug Store	2
Dry Cleaners	2
Florist	2
Furniture Store	2
Gas Station	2
Hardware Store	2
Music Store	2
Stereo/Radio Equipment Store	2
T.V. Sales and Service	2
Antique and Gift Store	1
Auto Dealer	1

(Continued)

"Type of business" (Continued)

SMALL  
BUSINESSES

Percentage Base:

(135)

Bearings and Power Transmission Distributor	1%
Feed Store	1
General Merchandise Store	1
Graphic Art Shop	1
Ice Cream Shop	1
Income Tax Service	1
Jewelry Store	1
Luggage Store	1
New Auto Parts	1
Novelty Store	1
Record and Gift Shop	1
Retail Home Improvement	1
Retail Plants and Gift Shop	1
24-Hour Convenience Store	1
Used Cars and Gas Station	1
Wrecker Service	1

"Which of the categories on this card includes this business' total sales in 1974?"

SMALL  
BUSINESSES

Percentage Base:	(135)
Under \$500,000	62%
\$500,000 to \$999,999	7
\$1,000,000 to \$1,499,999	4
\$1,500,000 to \$1,999,999	2
\$2,000,000 to \$2,499,999	1
\$2,500,000 to \$2,999,999	-
\$3,000,000 to \$3,499,999	1
\$3,500,000 to \$3,999,999	1
\$4,000,000 to \$4,499,999	-
\$4,500,000 to \$4,999,999	-
\$5,000,000 or more	1
Refused/No Response	23



"Do you own this building or do you rent?"

	<u>SMALL BUSINESSES</u>
Percentage Base:	(135)
Own	29%
Rent	71

TYLER RESEARCH ASSOCIATES, INC.  
850 Battery Street  
San Francisco, California 94111  
(415) 986-2500  
July, 1975

Resp. no. cols. 1 thru 5  
Cols. 6 thru 10-95106  
Col. 11-

BURGLARY ALARM AND  
CITIZENS ALARM SYSTEMS QUESTIONNAIRE

Hello, I'm \_\_\_\_\_ with Tyler Research Associates, Inc., a national public opinion and marketing research firm. We're talking with people across the country about issues of public interest, and would like your opinion on a few important questions. (HAND RESPONDENT CARD "1")

1. Here is a list of problems facing the country today. Which four or five of these are you personally most concerned about?

- |   |      |   |      |
|---|------|---|------|
| A. Using up natural resources           | 12-1 | K. Crimes against people<br>(muggings, hold-ups,<br>rapes, murders, etc.) | -X   |
| B. Air pollution                        | -2   | L. Drug addiction   | -Y   |
| C. Burglary                             | -3   | M. Racial difficulties  | 13-1 |
| D. Problems of the cities               | -4   | N. Problems of the elderly  | -2   |
| E. Water pollution                      | -5   | O. Welfare abuse  | -3   |
| F. Inflation (cost of living)           | -6   | P. Juvenile delinquency   | -4   |
| G. Discrimination against<br>minorities | -7   | Q. Public transportation  | -5   |
| H. Corruption in govern-<br>ment        | -8   | R. The energy shortage  | -6   |
| I. Problems of the poor                 | -9   | Other _____   | -7   |
| J. Quality of education                 | -0   | (SPECIFY)   |      |

We would like to talk more about two of these issues, that is, crimes against people and burglary. Burglary as you know, is the breaking into and the entering of a building to commit a crime.

2. Have you ever been the victim of a burglary, or burglary attempt, in this neighborhood, or anywhere else you've (lived) (been in business)?

Yes 14-1

No -2

3. As far as this neighborhood is concerned, how much of a problem would you say burglaries are? Would you say that burglaries of (homes) (businesses) in this neighborhood are: (READ LIST)

A very serious problem 15-1

A somewhat serious problem -2

Not a very serious problem -3

Not a serious problem at all -4

4. People feel somewhat differently about the need for burglary alarm systems or services for their (homes) (businesses). Which of these statements comes closest to describing you? (HAND RESPONDENT CARD "2")

A. I already have one 16-1 (ASK Q.5a)

B. I have thought seriously about getting one -2

C. I have thought about it but not seriously -3

D. I have never really considered it at all -4

(SKIP TO Q.6)

(HAND RESPONDENT CARD "3")

5a. Which of the categories on this card describes your alarm system? Just give me the letter, please.

- |  |      |                                       |
|--|------|---------------------------------------|
| A. Only local (on-premises) alarm      | 17-1 | (ASK Q.5b thru 5d)                    |
| B. Local plus silent to private agency | -2   | } (ASK Q.5e thru 5g)                  |
| C. Local plus silent to police         | -3   |                                       |
| D. Silent to private agency only       | -4   |                                       |
| E. Silent to police only               | -5   |                                       |
| F. Other (EXPLAIN/DESCRIBE)            | -6   | (ASK EITHER 5b thru 5d or 5e thru 5g) |
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

(IF SYSTEM "A" IN Q.5a, ASK:)

- |   |     |
|---|-----|
| 5b. What brand is the system?                           | 18- |
| Brand: _____  | 19- |
| 5c. About how much did it cost, including installation? |     |
| Cost: \$ _____  | 20- |
| 5d. How many years have you had the system?             |     |
| Number of years: _____ (GO ON TO Q.6)                   | 21- |

(IF SYSTEMS "B," "C," "D," OR "E" IN Q.5a, ASK:)

- |  |     |
|--|-----|
| 5e. With what company do you have your alarm system? | 22- |
| Company: _____                                       | 23- |
| 5f. About how much does the system cost?             |     |
| Initial cost, including installation: \$ _____       | 24- |
| Cost per month: \$ _____                             | 25- |
| 5g. How many years have you had the system?          |     |
| Number of years: _____ (GO ON TO Q.6)                | 26- |

(HAND RESPONDENT CONCEPT STATEMENT "A" AND BURGLAR ALARM SYSTEM DIAGRAM)

6. A major U.S. corporation, working with the U.S. Department of Justice, is in the process of designing a burglary alarm system which is described briefly on this card. Naturally since it is still being designed, it is not for sale at the present time. Would you please read this description. (ALLOW RESPONDENT TIME TO READ CONCEPT STATEMENT "A" CARD, AND BE SURE HE UNDERSTANDS IT BEFORE ASKING Q.7. RESPONDENT SHOULD KEEP CONCEPT STATEMENT "A" AND DIAGRAM FOR REFERENCE).

7. As far as you are concerned, what would you like about such a system?  
PROBE: What else would you like about it? PROBE: What else?

27-

28-

29-

8. What is there about such a system that you wouldn't like? PROBE: What else wouldn't you like about it? PROBE: What else?

30-

31-

32-

9. If the basic system, as described on the concept card, were put on the market at \$500, how likely do you think you would be to buy one for your (home) (business)? Would you say: (READ CATEGORIES)

Very likely 33-1 (SKIP TO Q.13)

Somewhat likely -2

Somewhat unlikely -3

Very unlikely -4

(GO ON TO Q.10)

10. Let's assume that it were put on the market at \$350. How likely do you think you would be to buy one at that price? Would you say: (READ CATEGORIES)

Very likely	34-1	(SKIP TO Q.13)
Somewhat likely	-2	} (GO ON TO Q.11)
Somewhat unlikely	-3	
Very unlikely	-4	

11. If the system cost \$200, how likely do you think you would be to buy one for your (home) (business)? Would you say: (READ CATEGORIES)

Very likely	35-1	(SKIP TO Q.13)
Somewhat likely	-2	} (GO ON TO Q.12)
Somewhat unlikely	-3	
Very unlikely	-4	

12. At what price, if any, do you think you would be very likely to buy such a burglary alarm system?

\$ \_\_\_\_\_  
Not at any price ( )

36-

(TAKE BACK CONCEPT STATEMENT "A" AND DIAGRAM, AND HAND RESPONDENT FEATURES RATING SHEET AND PENCIL)

13. There are a number of possible additional features for the burglary alarm system which would cost extra money from the basic system price. For each feature, we are showing the estimated additional cost. Assuming that you were going to purchase the basic system, how likely would you be to want each of the extra-cost features? Use a checkmark to indicate whether you would be very likely, somewhat likely, somewhat unlikely, or very unlikely to purchase each of these features, if you were going to purchase the basic system.

(ALLOW RESPONDENT TIME TO COMPLETE RATING SHEET)

(HAND RESPONDENT CARD "4")

14. Shown on this card are four different types of alarms which would be available for the system. One of them would be included in the cost of the basic system. Each of the other three calls for an additional yearly cost of \$240. Which one of them would you be most likely to want, assuming you were to buy the basic system for your (home) (business)?

A. 37-1  
B. -2  
C. -3  
D. -4

15. Why do you prefer that one? PROBE: What else would you like about it?  
PROBE: What else?

38-

39-

40-

41-

(TAKE BACK CARD "4")

16. Do you own this (home) (building) or do you rent?

Own 42-1 (ASK Q.16b)  
Rent -2 (SKIP TO Q.17)

(IF "OWN" ON Q.16a, ASK:)

16b. Do you belong to a homeowners' association?

Yes 43-1  
No -2  
Don't Know -Y

17. Do you have any type of insurance policy protecting the loss of your (possessions like furniture, T.V. set, etc.) (cash or inventory) against burglary?

Yes 44-1

No -2

18. Now we are going to talk about crimes against people. As far as this neighborhood is concerned, how much of a problem would you say such crimes are? By crimes against people, we mean holdups, muggings, rapes, murders, and similar crimes. Would you say they are: (READ CATEGORIES)

A very serious problem 45-1

A somewhat serious problem -2

Not a very serious problem -3

Not a serious problem at all -4

19. Have you ever been a victim of a crime such as these?

Yes 46-1

No -2

(HAND RESPONDENT CONCEPT STATEMENT "B", CITIZENS ALARM SYSTEM DIAGRAMS, AND PHOTOS OF WRIST AND PENDANT ACTUATORS)

20. A major U.S. corporation, working with the U.S. Department of Justice, is in the process of designing a citizens alarm system, which is described briefly on this card. Naturally, since it is still being designed, it is not for sale at the present time. Would you please read this description. (ALLOW RESPONDENT TIME TO READ CONCEPT STATEMENT "B", AND BE SURE HE UNDERSTANDS IT BEFORE ASKING Q.21. RESPONDENT SHOULD KEEP CONCEPT STATEMENT "B", PHOTOS AND DIAGRAMS FOR REFERENCE).



21. As far as you are concerned, what would you like about such a system?  
PROBE: What else would you like about it? PROBE: What else?

47-

48-

49-

22. What is there about such a system that you wouldn't like? PROBE: What  
else wouldn't you like about it? PROBE: What else?

50-

51-

52-

23. If the cost for this service were \$300 a year, how likely do you think  
you would be to subscribe? Would you say: (READ CATEGORIES)

Very likely	53-1	(SKIP TO Q.27)
Somewhat likely	-2	} (GO ON TO Q.24)
Somewhat unlikely	-3	
Very unlikely	-4	

24. Let's assume that you could subscribe to the service for \$175 a year. How  
likely do you think you would be to subscribe at that cost? Would you say:  
(READ CATEGORIES)

Very likely	54-1	(SKIP TO Q.27)
Somewhat likely	-2	} (GO ON TO Q.25)
Somewhat unlikely	-3	
Very unlikely	-4	

25. If the system could be subscribed to for \$50 a year, how likely do you think you would be to subscribe at that cost? Would you say: (READ CATEGORIES)

Very likely	55-1	(SKIP TO Q.27)
Somewhat likely	-2	} (GO ON TO Q.26)
Somewhat unlikely	-3	
Very unlikely	-4	

26. At what cost per year, if any, would you be very likely to subscribe to the system?

\$ \_\_\_\_\_ 56-  
Not at any price ( )

27. If additional transmitters could be purchased for a one-time cost of \$20 each, how many additional transmitters would you be likely to buy?

None	57-0	(SKIP TO Q.29)
One	-1	} (GO ON TO Q.28)
Two	-2	
Three	-3	
Four	-4	
Five	-5	
Six	-6	
Seven	-7	
Eight	-8	
Nine	-9	
Ten or more	-X	
Don't Know/No Answer	-Y	(SKIP TO Q.29)

28. How many of these extra transmitters would be for children 18 years old or under?

None	58-0
One	-1
Two	-2
Three	-3
Four	-4
Five	-5
Six	-6
Seven	-7
Eight	-8
Nine	-9
Ten or more	-X
Don't Know/No Answer	-Y

(TAKE BACK ALL EXHIBITS)

Now, I'd like to ask you a few questions about yourself (and your business) to make sure we are talking with a good cross-section of people. Your answers will be kept strictly confidential.

(ASK Q.29 AND Q.30 ONLY OF THE BUSINESS SAMPLE. FOR GENERAL PUBLIC SAMPLE, SKIP TO Q.31)

29. What is your position or title in connection with this business?

\_\_\_\_\_

(HAND RESPONDENT CARD "5")

30. Which of the categories on this card includes this business' total sales in 1974? All I need is the letter of the category on the card.

A. Under \$500,000	60-1	G. \$3,000,000 to \$3,499,999	-7
B. \$500,000 to \$999,999	-2	H. \$3,500,000 to \$3,999,999	-8
C. \$1,000,000 to \$1,499,999	-3	I. \$4,000,000 to \$4,499,999	-9
D. \$1,500,000 to \$1,999,999	-4	J. \$4,500,000 to \$4,999,999	-0
E. \$2,000,000 to \$2,499,999	-5	K. \$5,000,000 or more	-X
F. \$2,500,000 to \$2,999,999	-6	Refused	-Y

(TAKE BACK CARD "5")

(ASK Q. 31, 32, 33 AND 34 OF BOTH GENERAL PUBLIC AND BUSINESS RESPONDENTS)

31. What is the last grade you completed in school?

Up to eighth grade	61-1
High school incomplete	-2
High school complete	-3
College incomplete	-4
College complete	-5
Graduate study	-6
Other _____	-7
(SPECIFY)	

(HAND RESPONDENT CARD "6")

32. What is your age? Just give me the letter of the category that includes your age.

A. 18 - 19	62-1	G. 45 - 49	-7
B. 20 - 24	-2	H. 50 - 54	-8
C. 25 - 29	-3	I. 55 - 59	-9
D. 30 - 34	-4	J. 60 - 64	-0
E. 35 - 39	-5	K. 65 and over	-X
F. 40 - 44	-6	No Answer	-Y

(TAKE BACK CARD "6")

33. What is your marital status? Are you: (READ CATEGORIES 1-5)

Married	63-1
Single	-2
Divorced	-3
Separated	-4
Widowed	-5
Other _____	-6

34. How many children do you have living at home who are 18 years old or younger?

None	64-0	Six	-6
One	-1	Seven	-7
Two	-2	Eight	-8
Three	-3	Nine	-9
Four	-4	Ten or more	-X
Five	-5		

(ASK Q.35 AND 36 ONLY OF THE GENERAL PUBLIC SAMPLE. FOR BUSINESS SAMPLE, SKIP TO Q.37)

35. Are you employed, either full-time or part-time?

Yes	65-1
No	-2

(HAND RESPONDENT CARD "7")

36. Which of the categories on this card includes your total annual family income before taxes? Just give me the letter of the category on the card.

A.	Under \$2,000	66-1
B.	\$2,000 to \$3,999	-2
C.	\$4,000 to \$5,999	-3
D.	\$6,000 to \$7,999	-4
E.	\$8,000 to \$9,999	-5
F.	\$10,000 to \$14,999	-6
G.	\$15,000 to \$24,999	-7
H.	\$25,000 to \$49,999	-8
I.	\$50,000 or more	-9
	Refused	-Y

(TAKE BACK CARD "7")

(FOR Q.37, 38, 39, AND 40, RECORD FROM OBSERVATION)

37. Type of business: (RECORD ONLY FOR BUSINESS SAMPLE)

Bar/Cocktail Lounge	67-1	Drug Store	-6
Liquor Store	-2	Hardware Store	-7
Grocery Store	-3	Dry Cleaners	-8
Restaurant	-4	Other Type	-9
24-Hour convenience store	-5	<hr/> (SPECIFY)	

(RECORD FOR EVERYONE)

38. Sex of respondent:

Male 68-1

Female -2

39. Race of respondent:

White 69-1

Black -2

Latin/Mexican -3

Oriental -4

Other -5

---

(SPECIFY)

40. Type of dwelling: (RECORD ONLY FOR GENERAL PUBLIC SAMPLE)

Single family dwelling unit (e.g., house, mobile home, etc.) 70-1

Multiple family dwelling unit (e.g., condominiums, apartment buildings, etc.) -2

---

In case my supervisor wishes to verify that I conducted this interview, may I ask your:

(GO ON TO NEXT PAGE)

NAME OF RESPONDENT: \_\_\_\_\_

ADDRESS OF (RESPONDENT) (BUSINESS): \_\_\_\_\_

(IF BUSINESS SAMPLE): NAME OF BUSINESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

TELEPHONE NUMBER OF (RESPONDENT) (BUSINESS): \_\_\_\_\_  
(AREA CODE) (NUMBER)

## CONCEPT STATEMENT "A"

### BURGLARY ALARM SYSTEM

#### The Way The System Works

The way the system works is this:

At the most often used door, there is an entrance control keyboard and a special door lock. As the owner leaves the premises he activates the alarm system by pushing a button on the special door lock, if he wishes.

When the owner returns, he punches a four number code at the keyboard to de-activate the system and unlock his door. This gives the owner the advantage of a locking system which does not require a key and an entry code which he can easily change.

During the owner's absence, if anyone enters the premises, sensors, located in various places throughout the building detect the person's presence and an alarm bell goes off. The alarm bell rings for five minutes.

#### The Parts Of The System

The basic burglary alarm system would consist of the following:

- . A central control box unit receives signals from the sensors and the special door lock and sets off the alarm when the system detects an intruder;
- . Entrance control keyboard and special door lock;
- . A loud alarm bell;
- . Four sensors which are sensitive to pressure or movements which detect the presence of a burglar and send a signal to the central control box unit. One of the sensors is sensitive to heat and detects the presence of fire on the premises;
- . A warning buzzer which lets the occupants know the alarm is about to go off;
- . A panic button which occupants can use to set off the alarm when they are in the building.

#### Installation Of The System

The system has been designed so that it could be installed by the owner using hand tools such as a drill, screwdriver, and hammer. Installation would require:

- . Plugging the central control box unit into an existing electrical outlet (wall socket);
- . Mounting or placing the sensors;
- . Plugging sensor transmitters into the wall outlets;



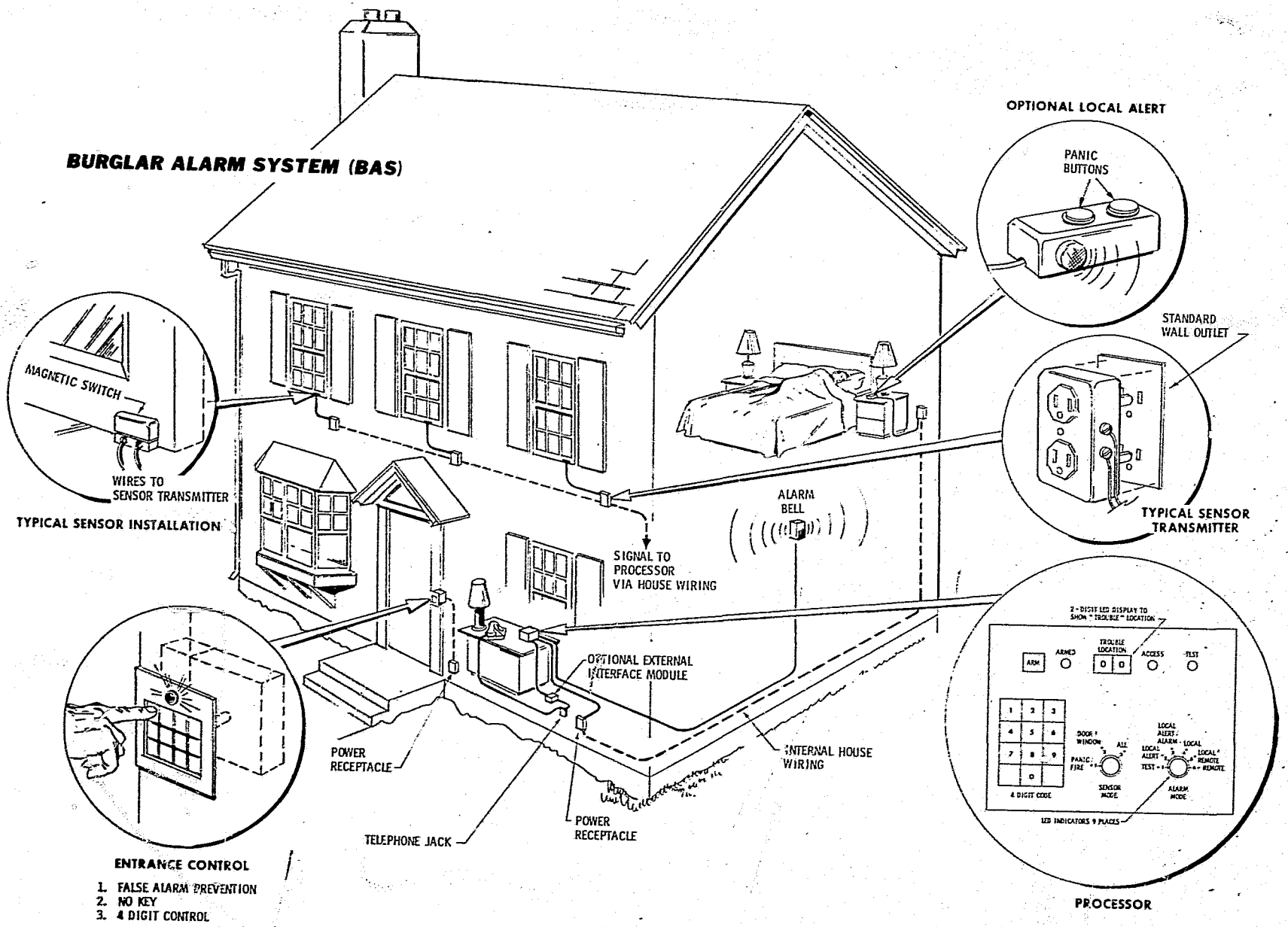
- . Drilling two holes through the wall and passing electrical wires through them;
- . Mounting the door control device, which must be attached to both the door frame and door;
- . Mounting the alarm bell and running wires from it to the central control device.

If the owner should want to, he can remove the entire system and reinstall it at another location.

**CONTINUED**

**2 OF 3**

**BURGLAR ALARM SYSTEM (BAS)**



- ENTRANCE CONTROL**
1. FALSE ALARM PREVENTION
  2. NO KEY
  3. 4 DIGIT CONTROL

**PROCESSOR**

FEATURES RATING SHEET

	<u>Very Likely</u>	<u>Somewhat Likely</u>	<u>Somewhat Unlikely</u>	<u>Very Unlikely</u>	
Relaying the alarm signal to a private security agency who would then respond (\$240 per year)	( )	( )	( )	( )	71-
Installation of the system by a professional installer (\$100)	( )	( )	( )	( )	72-
Extra sensors, over and above the four which would be provided with the basic system (\$25 each)	( )	( )	( )	( )	73-
A yearly adjustment and maintenance policy (\$25 per year)	( )	( )	( )	( )	74-

CARD "1"

- |                                      |   |
|--------------------------------------|---|
| A. Using up natural resources        | K. Crimes against people (muggings, hold-ups, rapes, murders, etc.) |
| B. Air pollution                     | L. Drug addiction   |
| C. Burglary                          | M. Racial difficulties  |
| D. Problems of the cities            | N. Problems of the elderly  |
| E. Water pollution                   | O. Welfare abuse  |
| F. Inflation (cost of living)        | P. Juvenile delinquency   |
| G. Discrimination against minorities | Q. Public transportation  |
| H. Corruption in government          | R. The energy shortage  |
| I. Problems of the poor              | Other _____   |
| J. Quality of education              | (PLEASE SPECIFY)  |

CARD "2"

- A. I already have a burglary alarm system or service
- B. I have thought seriously about getting one
- C. I have thought about it but not seriously
- D. I have never really considered it at all

CARD "3"

- A. An alarm bell sounds on the premises.
- B. An alarm bell sounds on the premises and a silent alarm is sent to a private security agency.
- C. An alarm bell sounds on the premises and a silent alarm is sent to the police department.
- D. There is no alarm bell sounding on the premises. A silent alarm is sent to a private security agency.
- E. There is no alarm bell sounding on the premises. A silent alarm is sent to the police department.
- F. Other System (Please Explain)

CARD "4"

- A. Local alarm only - included in the basic system at no extra cost
- B. Silent alarm to a private security agency who would then respond (\$240 per year)
- C. Combination of local alarm and silent alarm to a private security agency who would then respond (\$240 per year)
- D. Silent alarm to a private security agency who would then respond, plus a delayed local alarm (\$240 per year)



CARD "5"

- A. Under \$500,000
- B. \$500,000 to \$999,999
- C. \$1,000,000 to \$1,499,999
- D. \$1,500,000 to \$1,999,999
- E. \$2,000,000 to \$2,499,999
- F. \$2,500,000 to \$2,999,999
- G. \$3,000,000 to \$3,499,999
- H. \$3,500,000 to \$3,999,999
- I. \$4,000,000 to \$4,499,999
- J. \$4,500,000 to \$4,999,999
- K. \$5,000,000 or More

CARD "6"

- |            |                |
|------------|----------------|
| A. 18 - 19 | G. 45 - 49     |
| B. 20 - 24 | H. 50 - 54     |
| C. 25 - 29 | I. 55 - 59     |
| D. 30 - 34 | J. 60 - 64     |
| E. 35 - 39 | K. 65 and over |
| F. 40 - 44 |                |

CARD "7"

- A. Under \$2,000
- B. \$2,000 to \$3,999
- C. \$4,000 to \$5,999
- D. \$6,000 to \$7,999
- E. \$8,000 to \$9,999
- F. \$10,000 to \$14,999
- G. \$15,000 to \$24,999
- H. \$25,000 to \$49,999
- I. \$50,000 or more

**END**