



Summary:

A key reason for the lack of police response to home security calls is due to false alarms. According to data from the Center for Problem Oriented Policing, police respond to more than 36 million alarm activations every year in the U.S., which costs an estimated \$1.8 billion. Most of these calls are false. Additional law enforcement agency research from Deep Sentinel Labs underscores this research, revealing that law enforcement agencies across the country say that 95 percent of alarm calls are false. As a result, they have stopped responding to alarms from alarm companies, finding them very costly and a drain on agency resources that could otherwise be used to address real offenses.

Deep Sentinel was inspired by interviews with police officers, revealing that most police officers believe that 95 percent of audible alarms are false. This drains resources from our cities. As a result, many cities and/or law enforcement agencies across America are adopting policies of not responding or not guaranteeing a response to alarms.

By adopting these policies, cities and law enforcement agencies across the U.S. are achieving cost savings.

Deep Sentinel analyzed how adopting such no response or no guaranteed response policies is impacting consumers – especially given that there are more than 10 million professionally installed alarm systems in America from large and well-known companies and brands.

Deep Sentinel’s findings dispel the myth that police rush to the scene when alarms sound from alarm companies such as ADT, Vivint, Protect America, SimpliSafe and others. This is in sharp contrast to focus groups and various consumer panelist surveys from Deep Sentinel that indicate that almost all consumers who have installed an alarm system believe that police will respond.

Deep Sentinel conducted its study to tabulate and analyze these policies across the collective population and according to a population groups by city size, state and in the highest population cities.

Methodology:

For the purposes of this study, Deep Sentinel Labs analyzed 765 U.S. cities with a population over 50,000 according to 2017 U.S. Census Bureau data. The populations of these cities range from 50,000 to 8.6 million, a study covering a total population of 126,013,430. The analysis



performed analyzed all city and local laws and policies governing how law enforcement responds to residential home alarm calls: local civic codes, city's ordinances. Further, these legal restrictions were validated by contacting local police departments by phone. The result of this primary research was then tabulated and analyzed.

The analysis focused on whether law enforcement will respond, will categorically not respond or will not guarantee a response to an alarm.

Cities analyzed ranged from New York City with a population of 8.6 million to Poway California with a population of 50,041

Key Findings

By Population and People

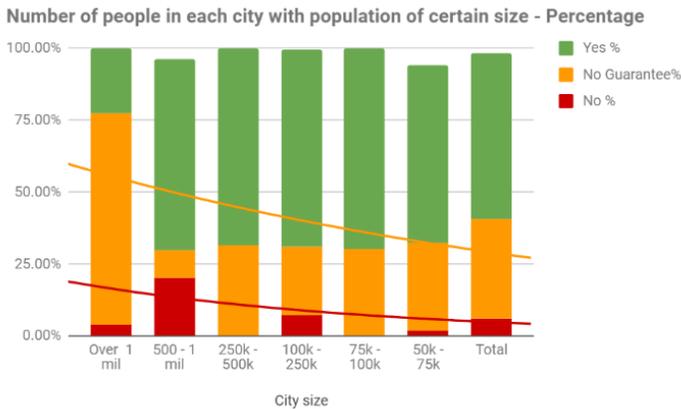
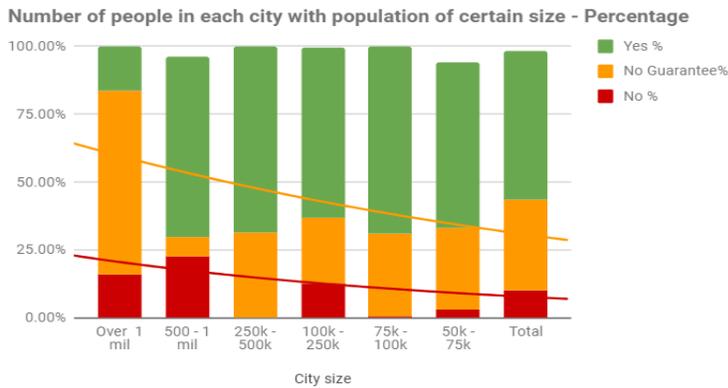
For more than 40 percent of residents living in U.S. cities with a population of 50,000 or more, police will not respond or will not guarantee that they will respond to residential alarm calls. This and other key findings dispel the myth that police will always rush to the scene when alarms sound. This is in sharp contrast to focus groups and various consumer panelist surveys from Deep Sentinel that indicate that almost all consumers who have installed an alarm system believe that police will always respond.

- **Cities with populations of 1 Million Plus:**
 - 78 percent of the populous lives in cities that do not respond to an alarm or do not guarantee a response. This reflects a total population of 20 million people out of a total population of 26 million. These cities range from New York City with 8.6 million to 1.035 million in San Jose, California
- **Cities with populations of 100 to 250K:**
 - 31% will not be secure, as police do not respond or do not guarantee they will respond to their alarms. That number is 10,266,271 people.
- **Cities with populations of 500K to 1 Million**
 - 29.89% will not be secure, as police do not respond or do not guarantee they will respond to their alarms. That number is 5,253,199 million out of a total population of 17,572,462 people
- **Cities with populations of 250,000 – 500,000**
 - 31.39% will not be secure, as police do not or do not guarantee that they will respond to their alarms. That number is 5,317,438 people out of a total population of 16,938,120 people
- **Cities with populations of 75,000 – 100,000 people**

- 30.28% will not be secure, as police do not or do not guarantee they will respond to their alarms. That number is around 4,230,844 million people out of a total population of 13,970,224 people

Cities with populations of 50,000 – 75,000 people

- 32.46% will not be secure, as police do not or do not guarantee they will respond to their alarms. That number is around 5,881,267 people out of a total population of about 18,117,913 people



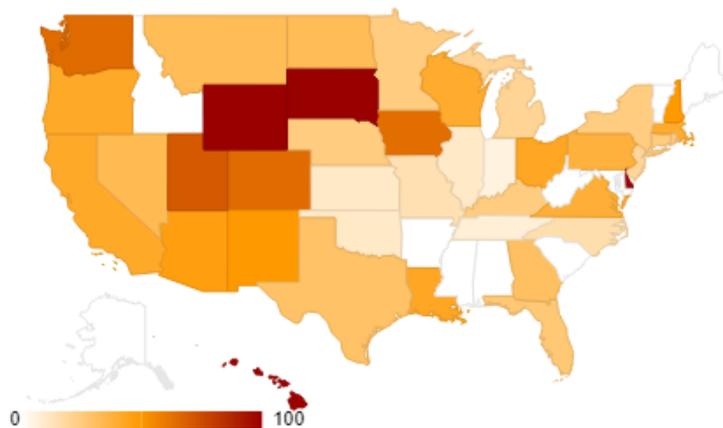
By Top 200 and Lowest 200 population

In the top 200 cities, we found that a police response of No or No Guarantee was significantly Higher than that in the lowest 200 cities considered within the study with the lowest populations (see Sheet 4 in data report.)

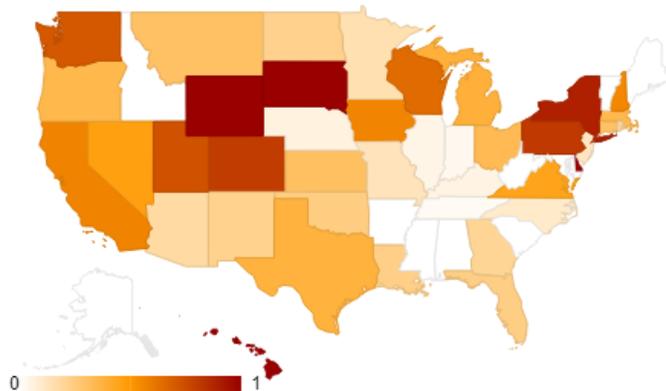
By State

The study also analyzed alarm response by State according to the number of cities, percentage of cities and percentage of the population affected, whereby police response is Yes, No or No Guarantee (03 - By State). The map of the U.S. (by cities provided in Sheet 02) goes from very few light/white where zero percent of cities surveyed in that state say they wouldn't respond to dark red where all the cities in the survey in that state say they will not respond or do not guarantee a response. The proportion of cities with a darker red hue are greater on the East and West Coasts. The majority of states in the study have some shade of red.

By Number of Cities in Each State:



By Population:



Top No Response Cities:



26 cities with a combined population of 7,357,254 categorically will NOT respond to alarm calls. This represents 6 percent of the total 126,013,430 million people covered by the study.

10 Top No Alarm Response Cities

NO Response City	Population
San Jose, CA	1,035,317
San Francisco, CA	884,363
Seattle, WA	724,745
Detroit, MI	673,104
Las Vegas, NV	641,676
Milwaukee, WI	595,351
Fremont, CA	234,962
Modesto, CA	214,221
Fontana, CA	211,815
Salt Lake City, UT	200,544

About Deep Sentinel

Deep Sentinel is a pioneer in AI-based home protection. The company's intelligent crime prevention transforms home security from false alarms and ineffective after-the-fact crime alerts to real-time crime prediction and prevention. With Deep Sentinel, Americans can gain a reliable, cost-effective way to protect their homes and stop a burglary, mail theft or driveway break-in before it happens – and feel dramatically safer at home, at work and on vacation. www.deepsentinel.com.



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