

transportation **ALTERNATIVES**

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About New York's alarm installation business:

The US Census Bureau classifies car alarm installers under “Automotive Parts and Accessories Stores” (NAICS # 441310). This category includes auto stereo stores, speed shops, tire stores, and auto accessories stores, as well as auto security installers. Within the five boroughs, the Census Bureau counts 501 automotive parts and accessories retailers, employing 2,931 people. (The average yearly salary is \$23,952.)

Only 40% of these shops, at the most, sell or install car alarms (according to Drew Robertson at the Center for Automotive Security Innovation). Of these installers, each one sells an array of car parts and accessories, with security systems making up about 20% of their sales. Using these numbers, we conclude that car security installations in New York account for approximately 235 jobs.

