

How We Home Report

A look at the opportunities and obstacles shaping smart home adoption.

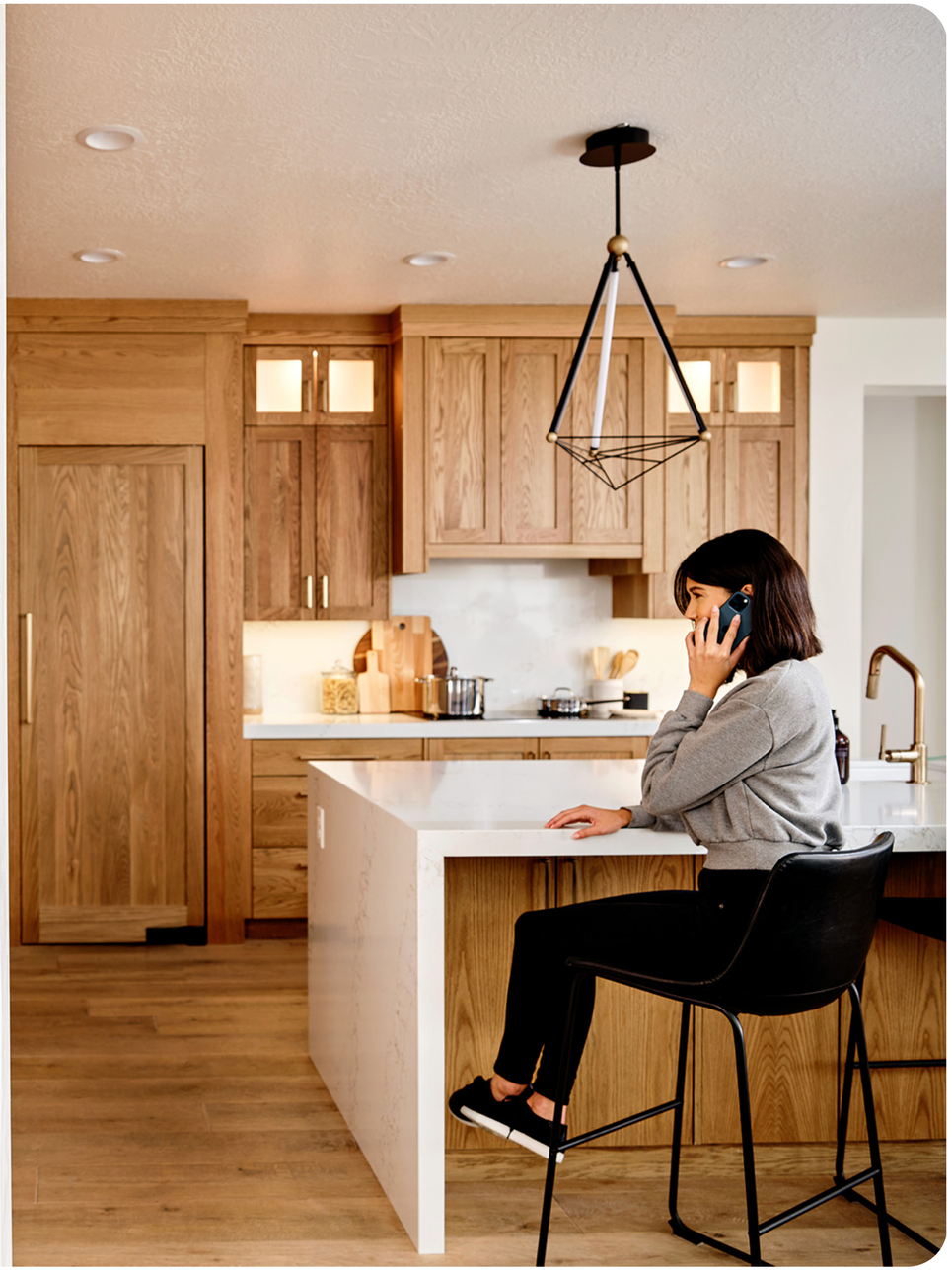
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INTRODUCTION

Executive summary

Technology is making every aspect of our lives smarter—smartphones, smart vehicles, even smart stores. At the center of it all is the smart home. It's not just where we live; it's the hub of our family and the foundation of a smarter life.

No longer just gadgets and flashy features, every smart home device, from televisions to thermostats, lights to locks, works together to create an ecosystem everyday homeowners trust to live more comfortably, conveniently, and securely.

As part of our **How We Home** report, Vivint engaged thousands of U.S. homeowners to uncover how homes—and homeowners' interactions with them—continue to evolve. While homes are still seen primarily as places of rest and relaxation to raise kids and wrangle pets, respondents said they are increasingly serving as multipurpose spaces that cater to lives more interconnected than ever: part social venue (**48%**), part gym (**41%**), part daycare (**41%**), part office (**27%**) and even part extended stay hotel (**9%**).

How We Home is a portrait of the current relationship between homeowners and smart home technology. It explores growing appetites around security, application compatibility, and energy efficiency, as well as the motivators and obstacles shaping future adoption. The results paint a picture of homeowners enthusiastic about the expanding smart home ecosystem, but eager for greater cost-effectiveness, convenience, and customization.



William Stovall
Sr. Vice President of Marketing at Vivint

"Today, more than ever, homeowners are asking more of their homes, seeking out smart, connected solutions that enhance their everyday lives. This research provides a window into how U.S. households are using technology to create more personalized, secure, and convenient experiences that are reshaping the future of how we home."

Key insights

85%
Of homeowners have a least one smart home device, led by **smart TV or streaming hub, smart speaker/ voice assistant, and smart doorbells.**

37%
Of homeowners cite **home security and protection** as the most exciting smart home category.

53%
Of homeowners point to **cost as the biggest barrier** to adopting or adding smart home devices.

59%
Of homeowners say their **energy bills have increased** in the last 12 months.

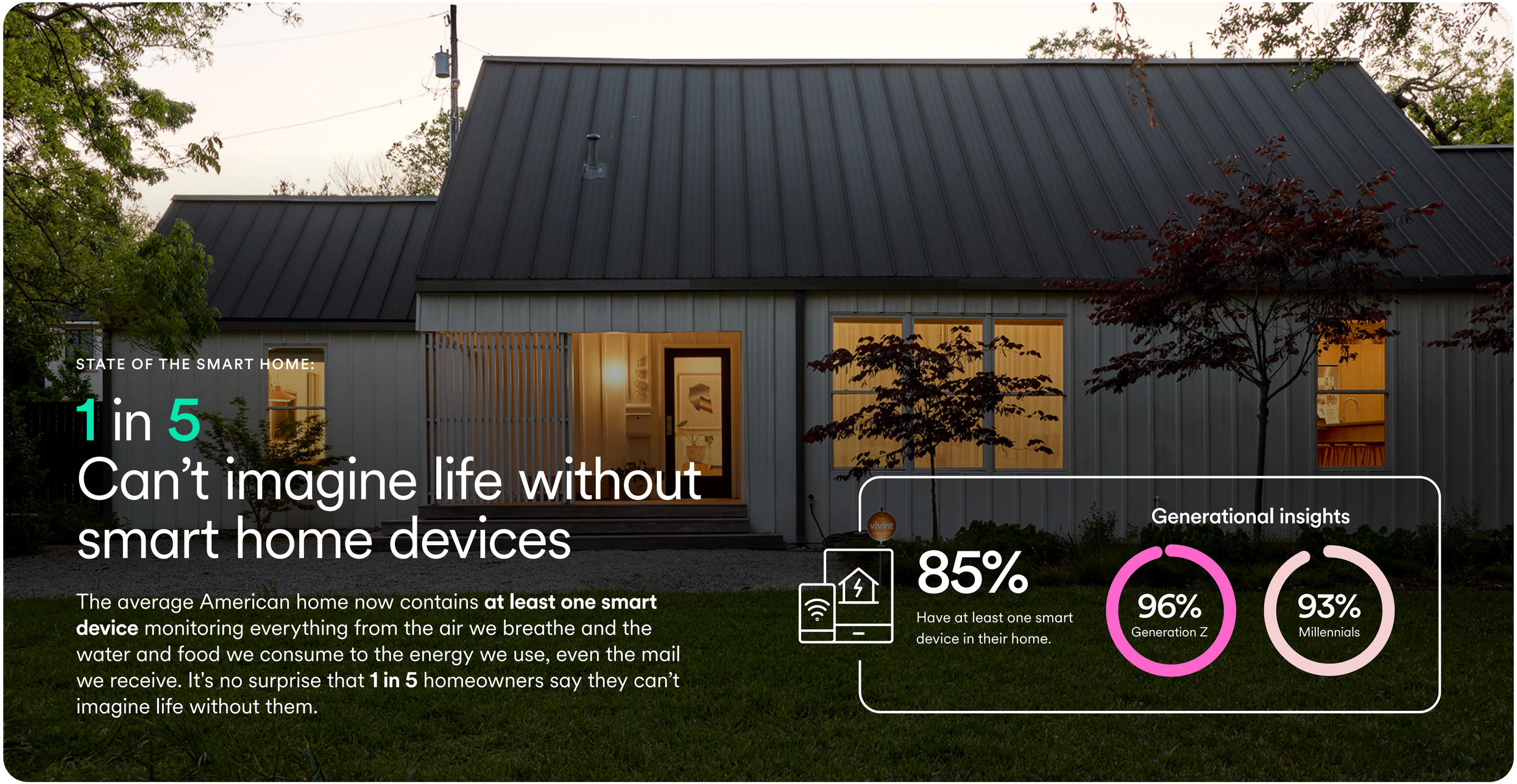
54%
Of homeowners believe smart home integrations can improve **energy management and efficiency.**

78%
Of homeowners are interested in smart home solutions that provide **holistic energy management and efficiency** for the entire home.



This report covers **four key areas:**

- A snapshot of the current smart home landscape →
- Barriers to adoption for new and existing smart home users →
- The continued prominence of privacy and security →
- The rise of energy efficient solutions →



STATE OF THE SMART HOME:

1 in 5 Can't imagine life without smart home devices

The average American home now contains **at least one smart device** monitoring everything from the air we breathe and the water and food we consume to the energy we use, even the mail we receive. It's no surprise that **1 in 5** homeowners say they can't imagine life without them.

85%
Have at least one smart device in their home.

Generational insights

96%
Generation Z

93%
Millennials

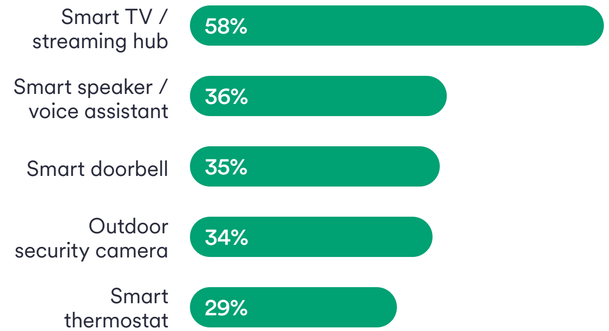
In the last 12 months, **72% of homeowners purchased at least one smart home device, and more than half plan to add new devices in the coming year.** That percentage increases among younger generations.

While smart TVs and streaming hubs remain the most common smart devices, a trio of security features— smart lighting, outdoor security cameras, and smart doorbells—top homeowners' wishlists. They may not have to wait long: **nearly half of homeowners say they regularly refresh or replace their devices within five years**—likely a nod to the rapid pace of innovation in smart home technology.

When it comes to the features homeowners want most in their smart devices, timeliness—like real-time alerts or notifications—reliability—like battery backup/power-fail safety—and convenience—like voice control or app control from anywhere—are valued above all else. Interestingly, in a world where the hype around AI is inescapable, it ranked lowest among any feature, with just **12%** of homeowners citing it as a priority.

Despite **38%** of homeowners saying they never want to move again as their smart home setup is just right (nearly half for Generation Z and Millennials), **more than 1 in 5 believe there's an opportunity for solutions to offer greater convenience, customization, and personalization**.

Top smart devices owned



Top smart device wishlist



22% Smart lighting

20% Outdoor security camera

19% Smart doorbell

Top features homeowners prioritize



38% Real-time alerts / notifications

36% Battery backup / power-fail safety

33% Voice control / app control from anywhere

On the other hand, Generation Z are more aware of digital privacy and environmental impact.



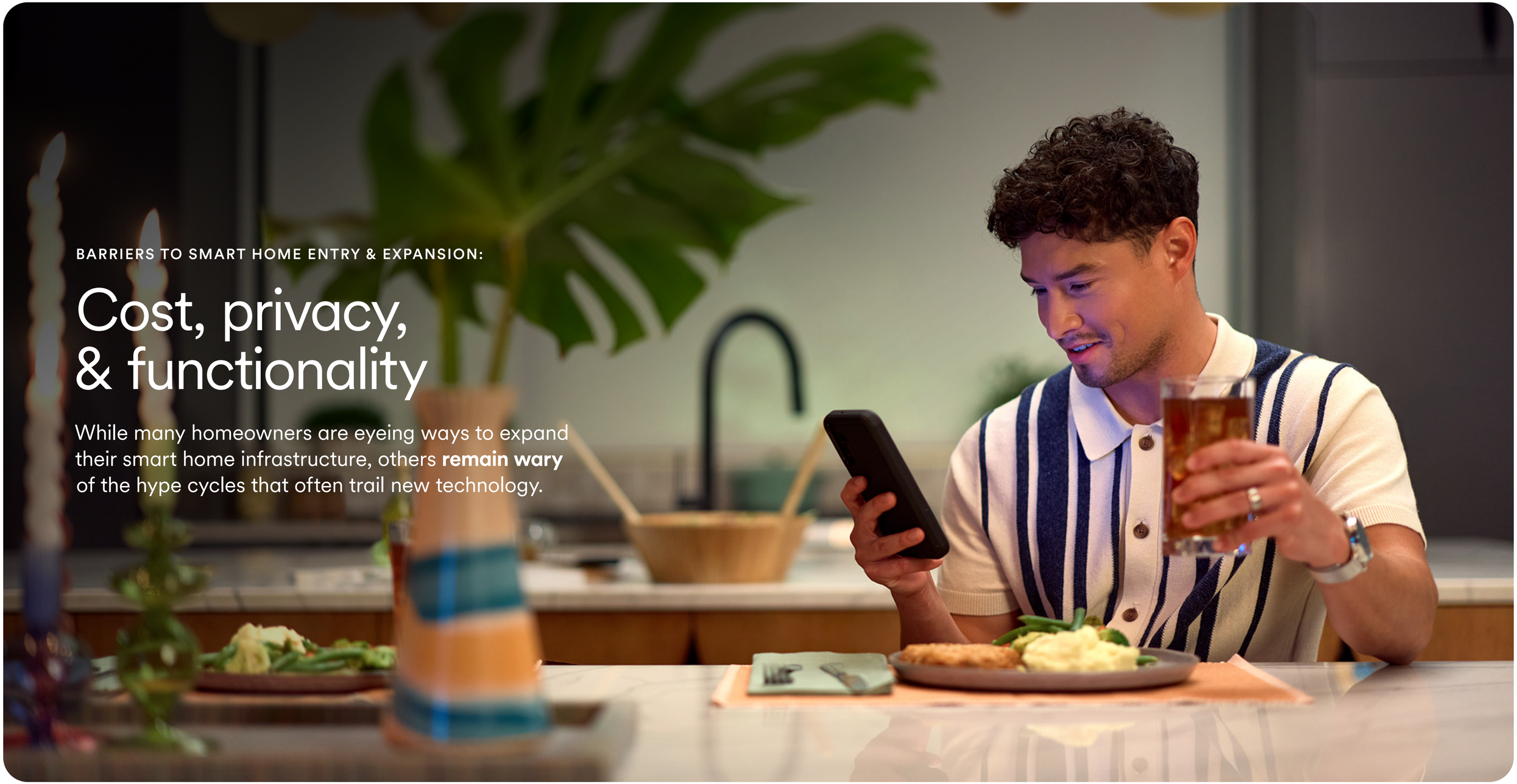
32% Energy efficiency, monitoring, or reporting

29% High data security / encryption



28% Real-time alerts / notifications

28% Battery backup / power-fail safety



BARRIERS TO SMART HOME ENTRY & EXPANSION:

Cost, privacy, & functionality

While many homeowners are eyeing ways to expand their smart home infrastructure, others **remain wary** of the hype cycles that often trail new technology.

Only 17% consider themselves early adopters of smart home devices, while more than half prefer to delay their purchases until new products have proven track records.

In fact, **38%** of homeowners say they're unlikely to purchase any devices in the next 12 months. This cautiousness has likely influenced why the majority of homeowners—particularly older generations—have spent less than $1,500 on smart home devices in the last five years.

Unsurprisingly, most homeowners cite **cost as the biggest barrier to smart device acquisition**—whether initial products or additions to their current setup. Functionality and privacy concerns also rank high, reflecting a heightened awareness of digital security and a greater desire for ease and accessibility with new technology.

Meanwhile, when it comes to the most important purchasing considerations, cost again remains top of mind: **more than 2 in 3 homeowners say affordability is their primary influence**, while more than half say ease of use and installation is most significant.

As smart home ecosystems continue to expand in size and complexity, early warning signs suggest homeowners are struggling to corral a house full of disparate and disconnected applications.

A majority say they **prefer to manage all their smart home devices through a single platform**. This may reflect underlying dysfunction in some ecosystems, with **1 in 5** homeowners citing too many different apps (**20%**) and a lack of compatibility with existing devices (**18%**) as key obstacles to purchase.



63%
Prefer to have all their smart home devices integrated in one platform/app.

Smart home spending reflects generational caution



60%
Spent less than $1,500 on smart home devices in the last five years.

Generational insights

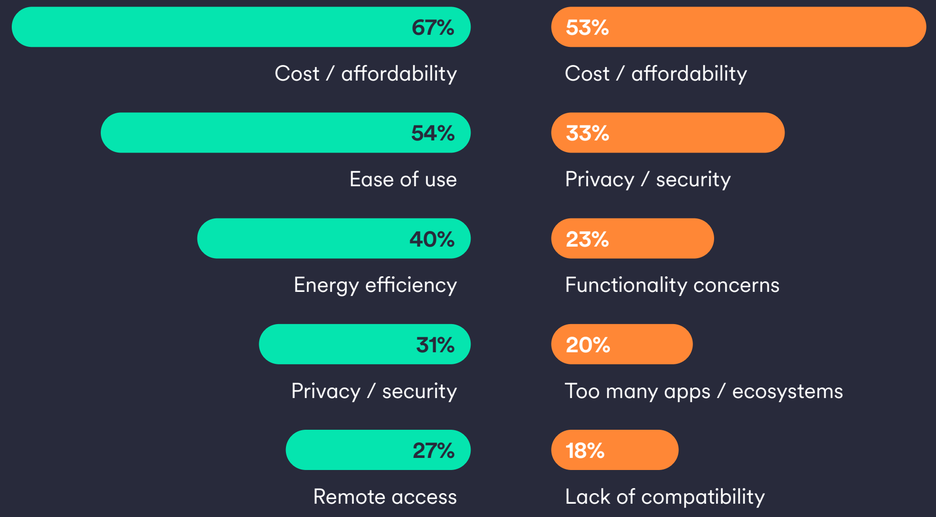


Baby Boomers



Silent Generation

Top importance vs Top barriers



A SMARTER HOME IS A SAFER HOME:

Physical & digital security remain in high demand

A smarter home starts with security and peace of mind.
Some of the earliest smart home devices—like alarm systems, motion-activated lights, and CCTV box cameras—were designed to protect homes and those within them. While the technology has rapidly changed, homeowners' desire for safety and privacy has not.



In fact, more homeowners are eager to **explore future smart devices focused on home security and protection** than any other category, including entertainment, health and wellness, and even pet and child monitoring.

Generational insights

Security and protection is unanimous across all generations as the smart home technology they're most excited about. After that, **Generation Z and Millennials** are eager for more sustainability and efficiency solutions, **Generation X** for new entertainment/media, and, unsurprisingly, **Baby Boomers and Silent Generation** are interested in aging-in-place/elder care products.



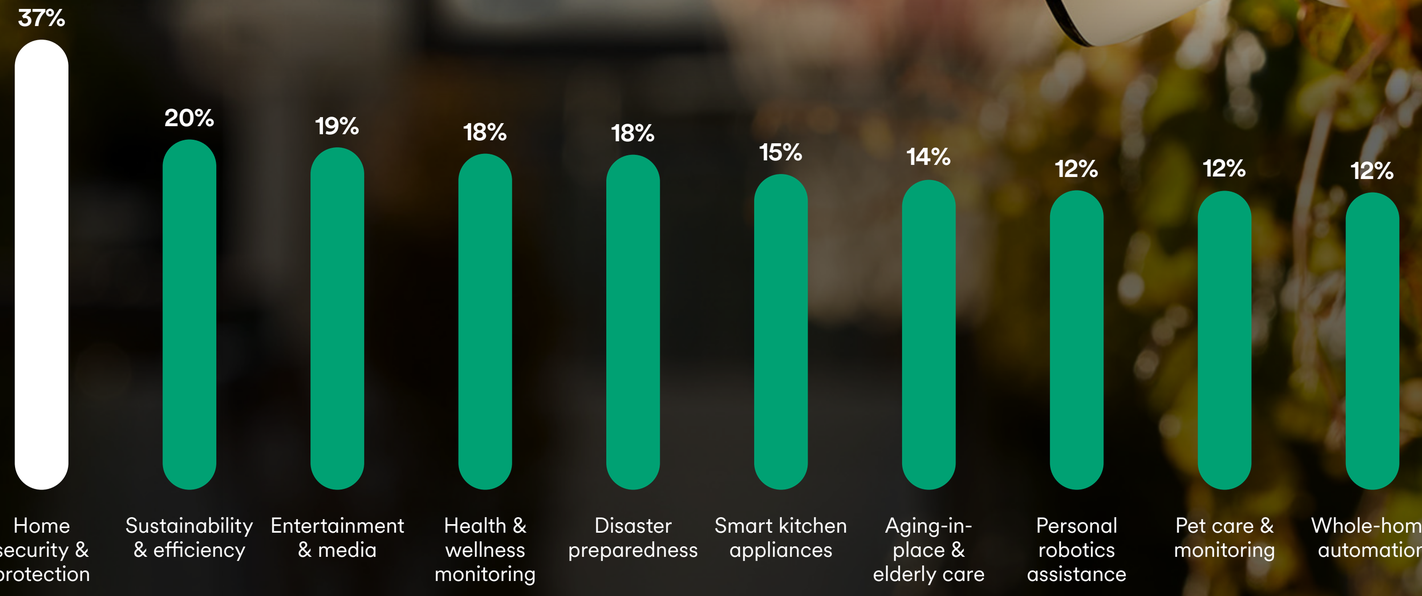
24%
Sustainability & efficiency



22%
Entertainment & media



23%
Aging-in-place & elderly care



Security-related devices—such as smart doorbells, smart lighting, outdoor and indoor security cameras, and smart locks—are among the **10 products homeowners currently own or plan to purchase in the next 12 months.**

Expectedly, the things they want to protect most: family members, the physical home, pets, and technology (i.e., phones, computers, TVs, etc.) universally rank highest among all generations.

Homeowners aren't just vigilant with their physical environments, but their digital ones too. **Nearly 1 in 3 prioritize high data security and encryption as a key smart device feature**, and it's a top three attribute for more digital-native Generation Z, Millennials, and Generation X.

But there remains a privacy paradox: while one-third of homeowners view privacy and security, including data protection, as a potential barrier to adoption, roughly the same (**31%**) see it as a critical capability when considering new device purchases—behind only affordability, ease of use, and energy efficiency.

Generational insights

There's a three-way tie between outdoor security cameras, smart thermostat, and smart ceiling fan for the top smart home device **Generation Z** plans to purchase in the next 12 months. For **Millennials** and **Generation X**, smart lighting; for **Baby Boomers**, smart doorbell; and for **Silent Generation**, a tie between smart lighting and smart garage door opener.

21%	21%	21%	22% / 25% / 30%	25%	30%
Outdoor security camera	Smart thermostat	Smart ceiling fan	Smart lighting	Smart doorbell	Smart garage door opener





THE RISE OF EFFICIENT SOLUTIONS:

As energy costs rise, so does optimism in smart solutions to manage them

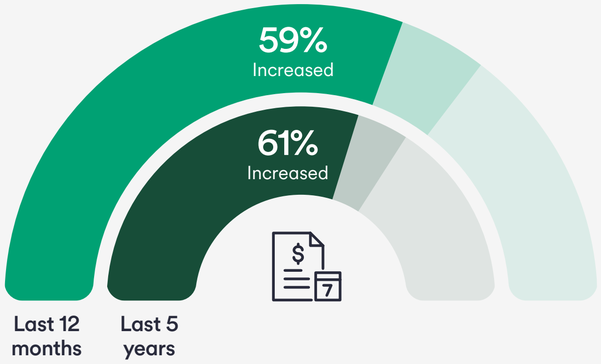
In the last five years, average U.S. household utility costs, including electricity, gas, and water, have surged by **41%**, according to [recent analysis by J.D. Power](). This mirrors what we heard from homeowners: **the majority have faced rising energy costs over the same period.**

Unsurprisingly, **energy-efficient solutions such as smart thermostats, appliances, and water leak detectors are emerging as key priorities** for current and prospective users of smart home technology. Nearly **one-third** of homeowners expressed interest in 'smarter' ways to track and manage their home's energy usage, and **more than half** believe smart home integrations can improve energy management and efficiency.

Energy saving and efficiency are top considerations for **40%** of homeowners exploring smart device purchases, and **nearly one-third** specifically search for energy efficiency, monitoring, and reporting features.

But one thing is clear: homeowners don't want a patchwork of disconnected point solutions to manage energy usage. Nearly 8 in 10 say they're interested in a smart solution that provides holistic energy management and efficiency for the entire home.

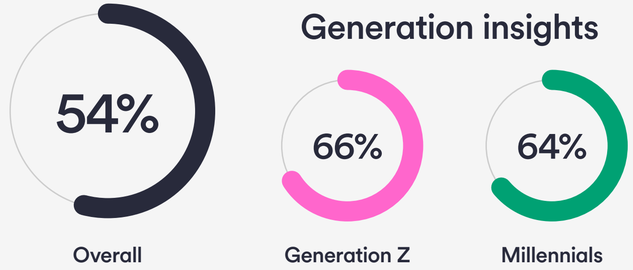
Energy bills continue to climb

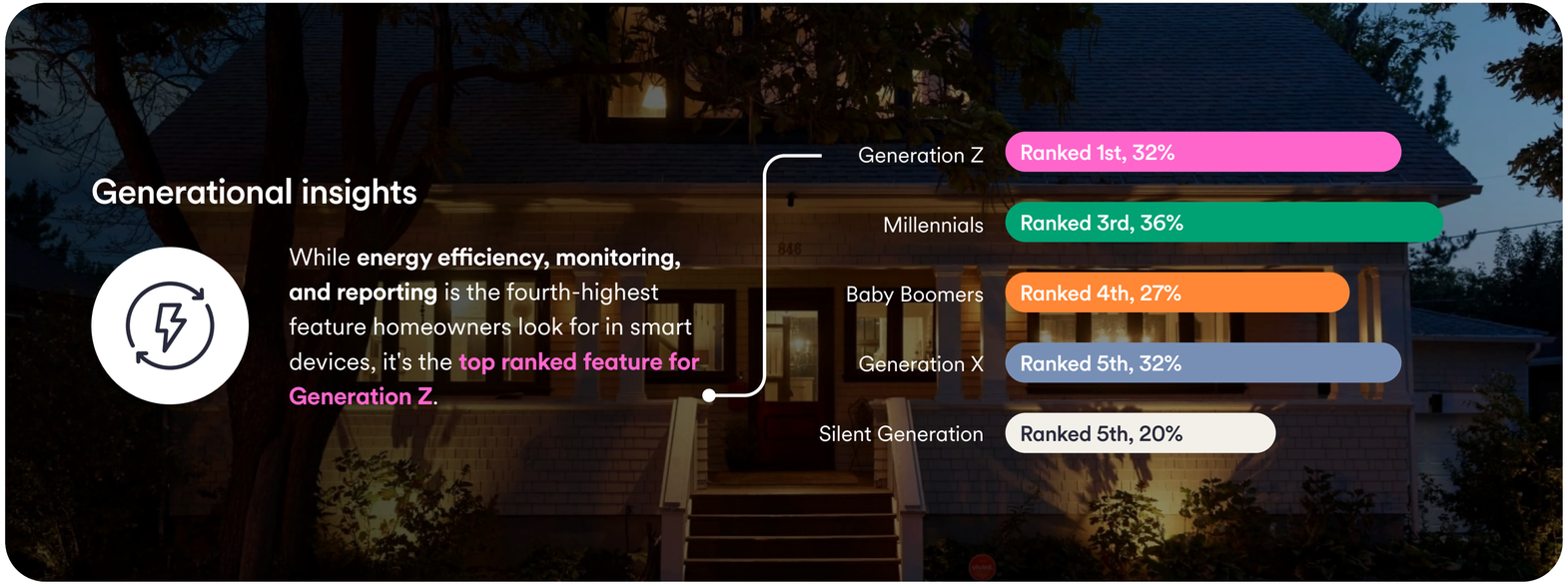


More than half

of homeowners say smart home integrations can **improve energy management and efficiency.**

Generation insights





SUMMARY & TAKEAWAYS:

Smart homes enter their next era of growth

When we examine the state and sentiment of the current smart home landscape, and where it's going, we find three distinct takeaways for homeowners:

Smart homes go mainstream

While specific smart devices may still be considered niche (we see you, automatic lawn mowers), smart homes themselves are mainstream. With smart TVs, doorbells, and voice assistant devices often serving as the gateway, more comprehensive solutions such as security and energy management are quickly gaining traction. Smart technology has shifted from novelty to necessity, with younger, more tech-savvy generations largely fueling adoption and reshaping expectations.

The next wave of adoption will be driven by security and energy

Security remains a persistent, omnipresent priority for homeowners, with both digital and physical protection dominating current and near-term interest. But as rising energy costs continue to strain household wallets, device efficiency and solutions that enable real-time energy monitoring and management are becoming staples in smart home ecosystems.

Homeowners want smarter, but they also need simpler

As smart home environments grow more complex, accessibility, functionality, and compatibility are becoming non-negotiables. The desire for unified platforms over siloed solutions to simplify management signals homeowners are eager to reduce friction, frustration, and fragmentation—with simplicity evolving from a nice-to-have to a must-have for continued adoption.



Jim Nye
Chief Product Officer at Vivint

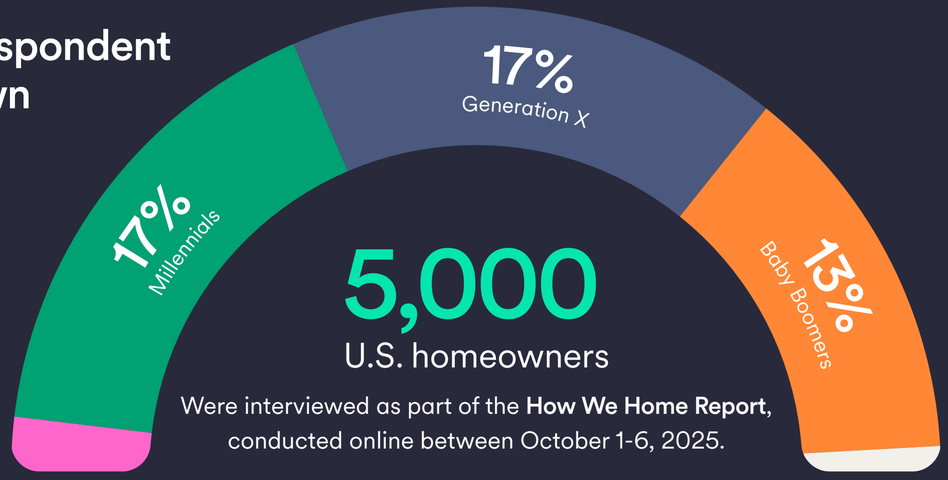
"As homeowners become more digitally engaged and conscious of what is available in the market, smart home expectations are shifting as quickly as the technology that underpins them. While priorities are constantly evolving, our research shows others remain unchanged: the desire for connected, intuitive, affordable smart solutions that keep homes—and what matters most within them—safe and secure."

Methodology & demographics

The survey was commissioned by Vivint and conducted by market research company OnePoll, in accordance with the Market Research Society's code of conduct.

All participants were double-opted in to take part in research and were paid an amount depending on the length and complexity of the survey. The survey was overseen and edited by the OnePoll research team. OnePoll are MRS Company Partners, corporate membership of ESOMAR and Members of the British Polling Council. Unless indicated, report results are based on the total sample.

Survey respondent breakdown



189	1,669	1,715	1,339	88
Generation Z (1996+)	**Millennials** (1981-1996)	**Generation X** (1965-1980)	**Baby Boomers** (1946-1946)	**Silent Generation** (1928-1945)

OnePoll®

OnePoll is a market research agency specializing in online quantitative and qualitative research, PR surveys, and consumer insights. The company, founded in 2003, serves global brands, agencies, and news media outlets. A key focus is transforming data stories into compelling, audience-ready insights.

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Vivint, an NRG company, is a leading U.S. smart home company redefining the home experience through intelligent products and services that help millions of customers live in smarter, safer, more efficient homes. Vivint's integrated platform combines security, energy management, and automation, delivering a fully connected experience with a human touch that offers customers greater control of homes, anytime, from anywhere. Every Vivint system includes professional installation and personalized setup from Vivint home experts, plus award-winning 24/7 customer support and monitoring. For more information, visit vivint.com.

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