

Nearly Half of U.S. Homes Have Smart Devices, Higher Among Younger and Multicultural Consumers, New Horowitz Study Finds

Consumers with smart home devices tend to be younger, multicultural, and more likely to have children in the home, according to the Horowitz study.

IRVING, TX, UNITED STATES, May 13, 2025 /EINPresswire.com/ -- Nearly half (48%) of American homes have at least one smart home device, according to Horowitz's latest annual report, [State of Media, Entertainment & Tech: Subscriptions 2025](#). Beyond the 7 in 10 smart homes that have smart TVs, the top smart home devices include home security cameras (66%), sound systems (57%), doorbells/door cams (52%), and lightbulbs/light fixtures (35%).



The Adoption of Smart Home Devices in U.S. Homes

Consumers with smart home devices tend to be younger, multicultural, and more likely to have children in the home, according to the study. For instance, younger consumers – 59% of 18-34 year-olds and 55% of consumers ages 35-49 – are more likely to own at least one smart home device, compared to their older counterparts (37% of 50+ year-olds). When it comes to multicultural homes, more than half of Latinx (59%), Asian (56%), and Black (53%) consumers have smart devices, higher than their white, non-Hispanic counterparts (41%). In addition, families with children account for over 6 in 10 (62%) households with smart home devices.

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Adriana Waterston

On average, consumers with smart home devices report

owning 4.8 device types. In line with the total market, 18-34 year-olds with smart homes have an average of 4.9 devices and consumers ages 35-49 own 5.1 devices; 50+ year-olds under-index with 4.4 devices. Among multicultural homes with smart devices, Latinx consumers own an average of 6.2 smart devices and Black consumers typically have 5.7 of these device types, over-indexing compared to their Asian counterparts, who own 4.7 devices. Households with children that have smart technology report owning 5.4 types of devices.

“Smart home technologies are rapidly changing the way consumers are managing their households and lives, particularly for Black and Latinx consumers who have always been on the leading edge of new tech adoption,” notes Adriana Waterston, Executive Vice President and Insights & Strategy Lead for Horowitz Research, a division of M/A/R/C Research. “Tech companies looking to drive adoption of their smart devices really need to focus their attention on multicultural marketing as a matter of priority to thrive in today’s challenging economy.”

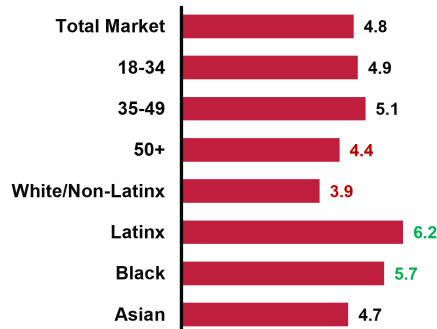
The State of Media, Entertainment & Tech: Subscriptions 2025 study tracks the evolution of the market for entertainment, data, mobile, and smart home technologies, services, and subscriptions. It provides current and tracking data on the market for pay and free TV, streaming, internet, and mobile, including MVPDs, vMVPDs, SVODs, AVOD, FAST, OTA, and 5G/FWA. This year, the study features a new focus on smart home adoption, usage, and attitudes, examining which services consumers pay for and use, how they are bundling traditional and new services, satisfaction with the services they have, and plans for the future. The survey was conducted in January-February 2025 among 2,200 consumers 18+ who are decision makers about subscription services in their home. Data have been weighted to ensure results are representative of the overall U.S. population. The report is available in total market, FOCUS Latinx, FOCUS Black, and FOCUS Asian editions.

CONTACT

For more information about the State of Media, Entertainment & Tech: Subscriptions 2025

AVERAGE NUMBER OF REPORTED TYPE OF SMART HOME/DEVICES

Among Consumers with Smart Devices/Electronics 18+ (N=1217)



Source: State of Media, Entertainment & Tech: Subscriptions 2025
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Average Number of Smart Devices in the Home



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report, visit: <https://www.horowitzresearch.com/syndicated-research/state-of-media-subscriptions/>. To purchase the report, schedule an interview with an analyst, or to request specific data, please contact Adriana Waterston: adrianaw@horowitzresearch.com, 914-325-4516.

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