

THE GEN X FOCUS

While the recession may have set Xers back, the home remains a major asset and provides a place for connection with family and friends.

Gen X saw the most substantial decrease in their net worth of any generation during the recession, making it difficult to invest further in their homes today.



From 2007 to 2010 Gen X lost **45%** of its wealth

LONDON
PROPERTIES



~\$33,000
on average



27%
of its home equity

That said, Xers also have a strong connection to their homes, spending their leisure time improving, organizing, and entertaining in them.



enjoy working
in the yard



enjoy organizing
their home



enjoy DIY
projects



host get-togethers
at their home