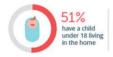
## WHAT Xers WANT



Generation Xers value family time above all else, and the home is the central hub of family activity, offering a place to unwind and connect outside of their busy work life.





have an aging parent or in-law in the home



wish they had more ability to monitor their home via their mobile device

Activities done in spare time for fun and enjoyment:





67% organizing their hom



66% grilling or barbecuing



53% baking







