

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.



51%

have a child
under 18 living
in the home



21%

have an aging
parent or in-law
in the home



45%

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

Activities done in spare time for fun and enjoyment:



71%

cooking



67%

organizing
their home



66%

grilling or
barbecuing



53%

baking



53%

gardening
or yard work



51%

DIY projects



41%

hosting get-togethers
in their home