

MILLENNIAL SURVEY FACT SHEET

*The Next Generation of Homebuyers Are Willing to Work
Hard to Make Home as Unique as They Are*

BACKGROUND:

Better Homes and Gardens® Real Estate recently commissioned a survey of 1,000 18-35 year-old Americans to assess their tenets of homeownership and home maintenance.

The survey finds that contrary to general misperceptions that Millennials are “coddled” or “entitled,” this group is willing to put in work to make their home suit their lifestyle. Findings indicate that the next generation of homeowners is reinterpreting traditional norms, and seek customized, purposeful homes, distinct from previous generations.

1. **The Fix-It Generation: Millennials work hard for their home**
 - a. 82% embrace their independence with gusto and prefer to handle home improvements on their own instead of turning to their parents to ask for money.
 - b. Nearly 1 in 3 (30%) would prefer a “fixer-upper” to a house with minimal repairs needed.
 - c. Nearly half (47%) would be more likely to tackle a home maintenance problem themselves, rather than calling a professional to handle the job.
 - d. 72% consider themselves just as handy—if not more so—than their parents.
2. **Millennials prefer an “essential” home**
 - a. Unlike previous generations, 77% prefer an “essential” home to a grand stereotypical “luxury” home.
 - b. 43% want their living quarters to be as unique as they are—more customized and less “cookie cutter.”
 - c. 1 in 5 agree “home office” is a more appropriate name for their dining room based on what they typically use it for.
3. **“Smart” homes are a must**
 - a. More than half (56%) believes home technology capabilities are more important than “curb appeal.”
 - b. 64% would not consider living in a home that was not up-to-date with the latest tech capabilities.
 - c. 84% believe technology is an absolute essential to have in their homes.
 - d. The most sought-after technology includes an energy efficient washer and dryer (57%), security system (48%), and smart thermostat (44%).
4. **Millennials are reinterpreting home traditions**
 - a. This generation seeks to customize rooms in their homes to serve a purpose and suit their unique lifestyle.
 - b. 59% would rather have extra space in their kitchen for a TV rather than a second oven.
 - c. 43% would like to transform their living room into a home theater.
 - d. 2 in 5 (41%) would be more likely to brag to a friend about a home automation system over a newly renovated kitchen.

