

The 2025 Home & Living Survey

New Insights on the Everyday Realities
Driving Consumer Demand



The 2025 Home & Living Survey



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Prime Directive:

To spotlight generational perspectives and lifestyle realities, and to quantify the influence of these cohort variances on product valuation and purchase intent. Further, to illuminate the opportunities and obstacles these differences create for the industry.

Sample Criteria

Age: Census balanced by generation (Excluding Gen Z aged 17 and under)

Gender: Census balanced

HH Income: Restricted to range \$25k to \$199k Pre-Tax

HH Composition: # of adults aged 18 and older, Unrestricted

HH Composition: # of children under age 18, Unrestricted

Geographic Region: By major regions, Unrestricted

Rental or Owned: Unrestricted

Resident Community: By type, Unrestricted

Lifestyle Exclusion: Q. "Do you regularly cook at home for yourself and others?", ONLY "Yes" responses were permitted to complete the survey

The Generations in Profile

	Gen Z	Millennials	Gen X	Boomers	Silent Gen
Age	13-28	29-44	45-60	61-79	80-97
% of Population	20%	21.7%	19.5%	20.9%	4.9%
Wealth per Capita*	N/A	9%	26%	52%	13%
Average HH Spending	29%	31%	25%	36%	8%
% Who Rent Home	74%	49%	31%	21%	40%
% Who Own Home	26%	51%	69%	79%	60%

**Wealth field indicates the % of total assets this generation holds in the United States. It includes property (i.e. houses, cars), accumulated income, stocks, real estate, etc.*



The Generations in Profile

	Gen Z	Millennials	Gen X	Boomers	Silent Gen
Age	13-28	29-44	45-60	61-79	80-97
% of Population	20%	21.7%	19.5%	20.9%	4.9%
Amount of Debt per Capita	\$29,800	\$125,000	\$157,500	\$95,000	\$38,600
Amount of Savings per Capita	\$11,300	\$59,800	\$178,500	\$241,200	N/A
Disposable Income per HH*	\$57,000	\$98,000	\$114,000	\$74,000	\$45,500

**Disposable income is calculated by subtracting all mandatory taxes, contributions, and payments (this includes rent, phone bills, utilities, etc.)*

Gen Z

Age: 13-28

Core Traits: Authentic, inclusive, entrepreneurial, and socially aware.

Defined by: Digital Nativity, Mobility, Collaboration.

Characteristics:

- Naturally skilled at navigating online platforms and digital communities.
- Demand authenticity, transparency, and responsibility from brands, leaders, and influencers.
- Highly invested in mental health and well-being. attuned to climate change, diversity and social justice, and health/wellbeing.
- Think globally due to exposure to diverse cultures and perspectives online.

Millennials

Age: 29-44

Core Traits: Socially conscious, tech-savvy, and purpose-driven

Defined by: Technology Integration and Influence

Characteristics:

- Optimistic, collaborative, and restless
- Prioritize experiences like travel and personal growth over material goods.
- Digital pioneers mastered reverse mentoring, shepherding other generations through tech shifts.
- Prefer access over ownership (streaming, sharing economy)
- Constantly seeking meaning in their work and lives, yet often struggle with economic pressures like student debt.

Gen X

Age: 45-60

- Core Traits: Self-reliant, skeptical, and resourceful.
- Defined by: Individualism, balance, and resilience.
- **Characteristics:**
- Realistic, skeptical, and adaptable.
- Unsupervised, less structured youth, fostering independence.
- Known for embracing alternative lifestyles and countercultures.
- Early adopters of new technologies, bridging analog and digital worlds.
- Many prioritize work-life balance and family engagement over ambition in response to recession and recovery.

Baby Boomers

Age: 61-79

- Core Traits: Competitive, driven, and idealistic
- Defined by: Optimism ownership, and affluence

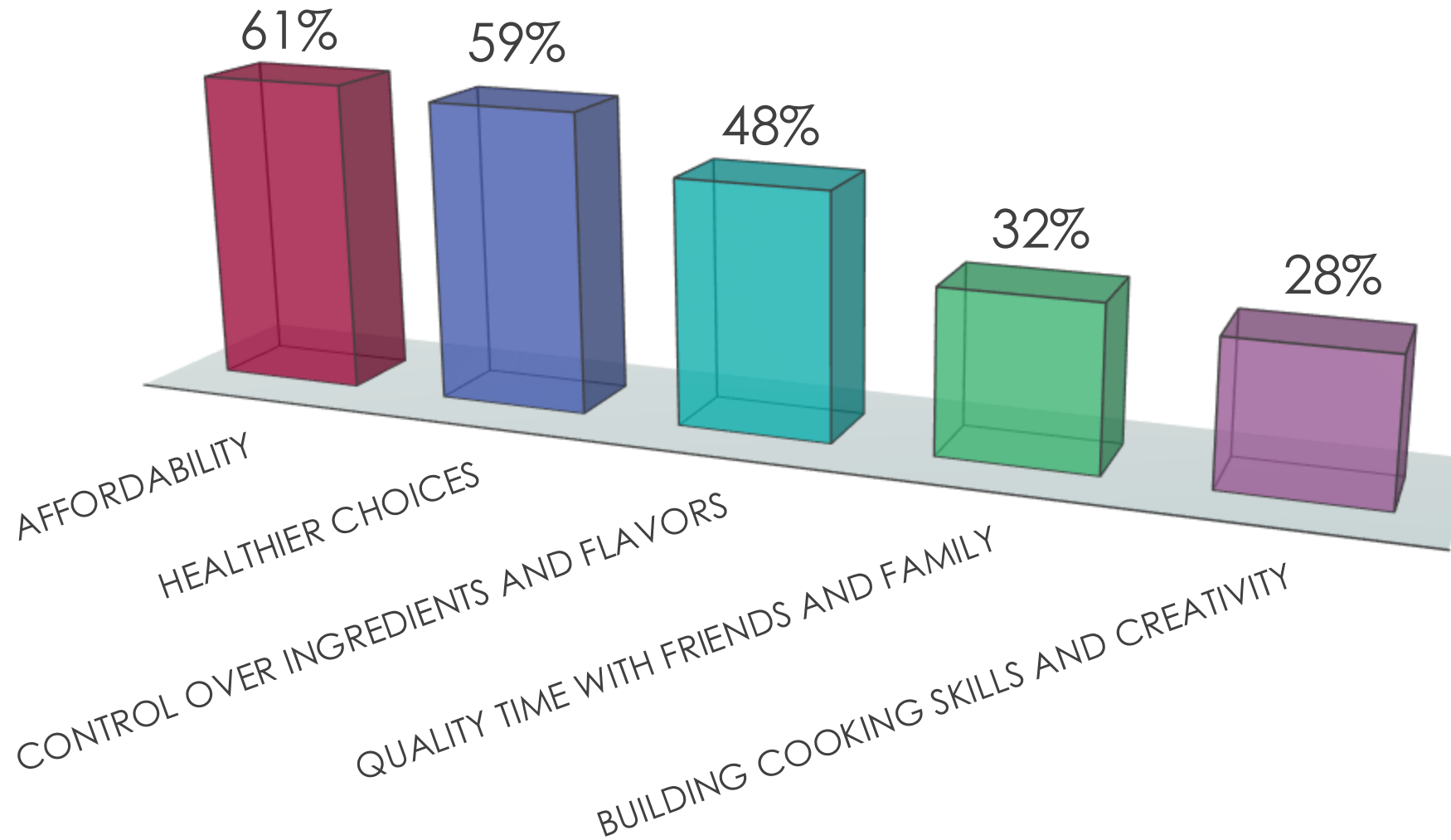
Characteristics:

- Idealistic (youth), ambitious/career-focused (mid-life), and nostalgic (now).
- Placed emphasis on status symbols as markers of success (homes, cars, etc.).
- Experienced a cultural shift from rebellion such as Woodstock, civil rights, and gender equality to responsibility such as environmental activism and career and family focus.
- Value face-to-face communication and prefer structured systems.

Meals and Making

Balancing Cost & Consciousness

Q: What are some of the most important reasons you choose to create meals and other foods at home?



Respondents were allowed to select up to three (3) options.

Which of the following do you prepare at home most or all the time?

Informal
Entertaining

37%

These usually mean more planning in advance and a slightly larger number of guests. For example dinner parties, movie nights, wine tastings, etc.

37%

Celebrations and
Themed Events

These usually involve the largest number of guests and the most advanced planning. Some examples might be costume parties, holidays, New Year's Eve celebrations, etc.

55%

Casual
Get-Togethers

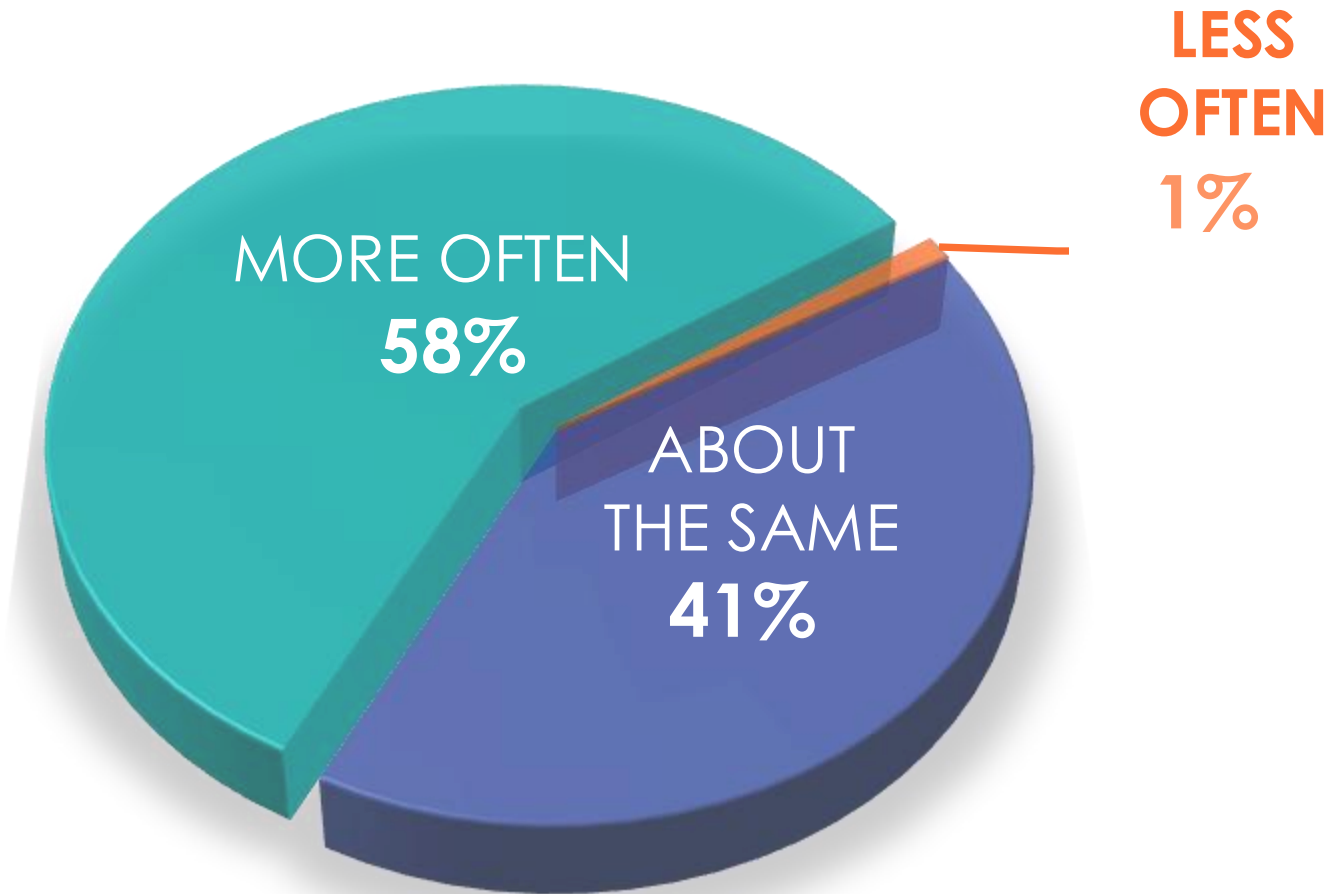
With simple food and drinks, guests are encouraged to chat, connect, and enjoy each other's company.

Everyday
Household Meals

88%

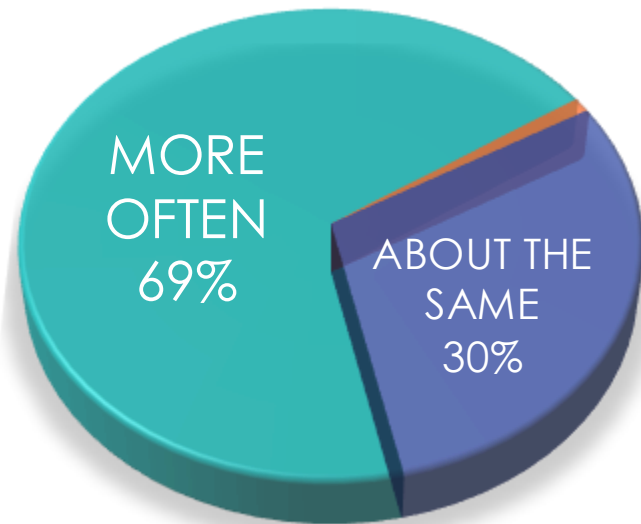
A shared dining experience where members of a household come together to eat.

Q: In the year ahead, how often do you plan to cook at home compared to the last year?

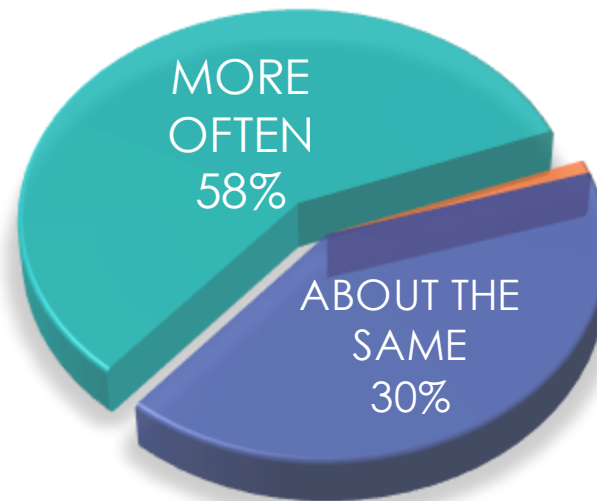


Gen Divergence & Diversity: *Cook-at-Home Future Intent*

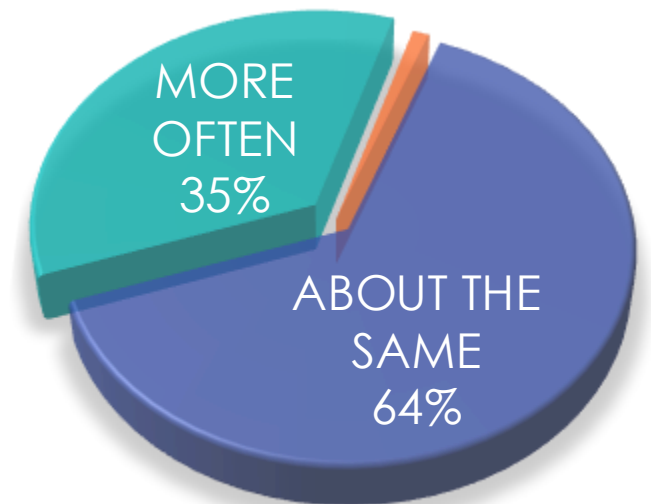
Millennials and Gen X



Average Population



Baby Boomers



Semi-Homemade Meals

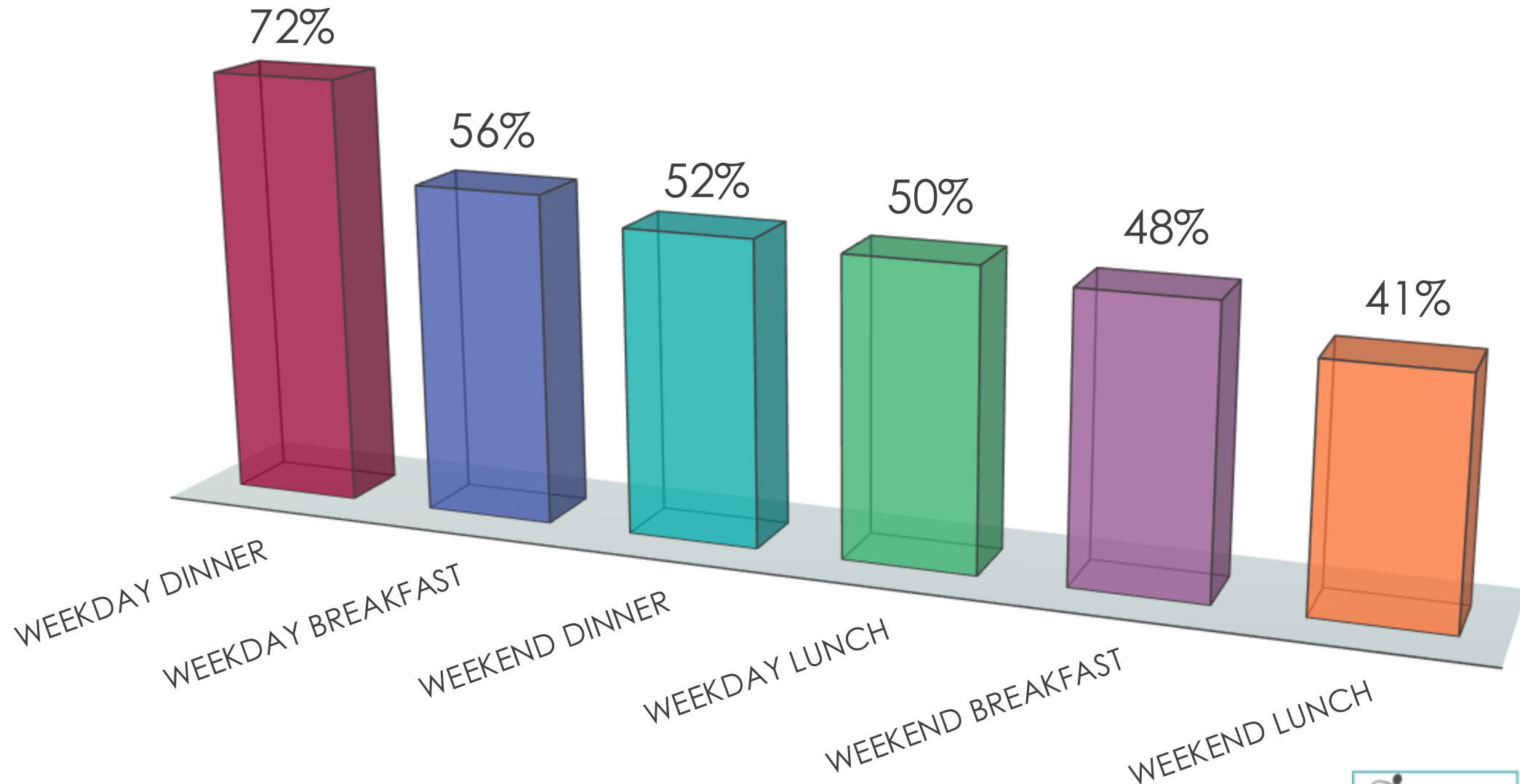
These meals and foods combine store-bought ingredients with a few homemade touches. For example, pre-made pizza dough topped with your favorite fresh vegetables and cheeses or a ready-to-bake pie crust baked with a filling recipe you love. Semi-homemade meals might also include canned or jarred ingredients and frozen food elements like vegetable stir-fry blends, pre-made meatballs, and frozen dumplings.

These meals would not include ready-to-eat and heat-and-eat elements.

Mainly Homemade Meals

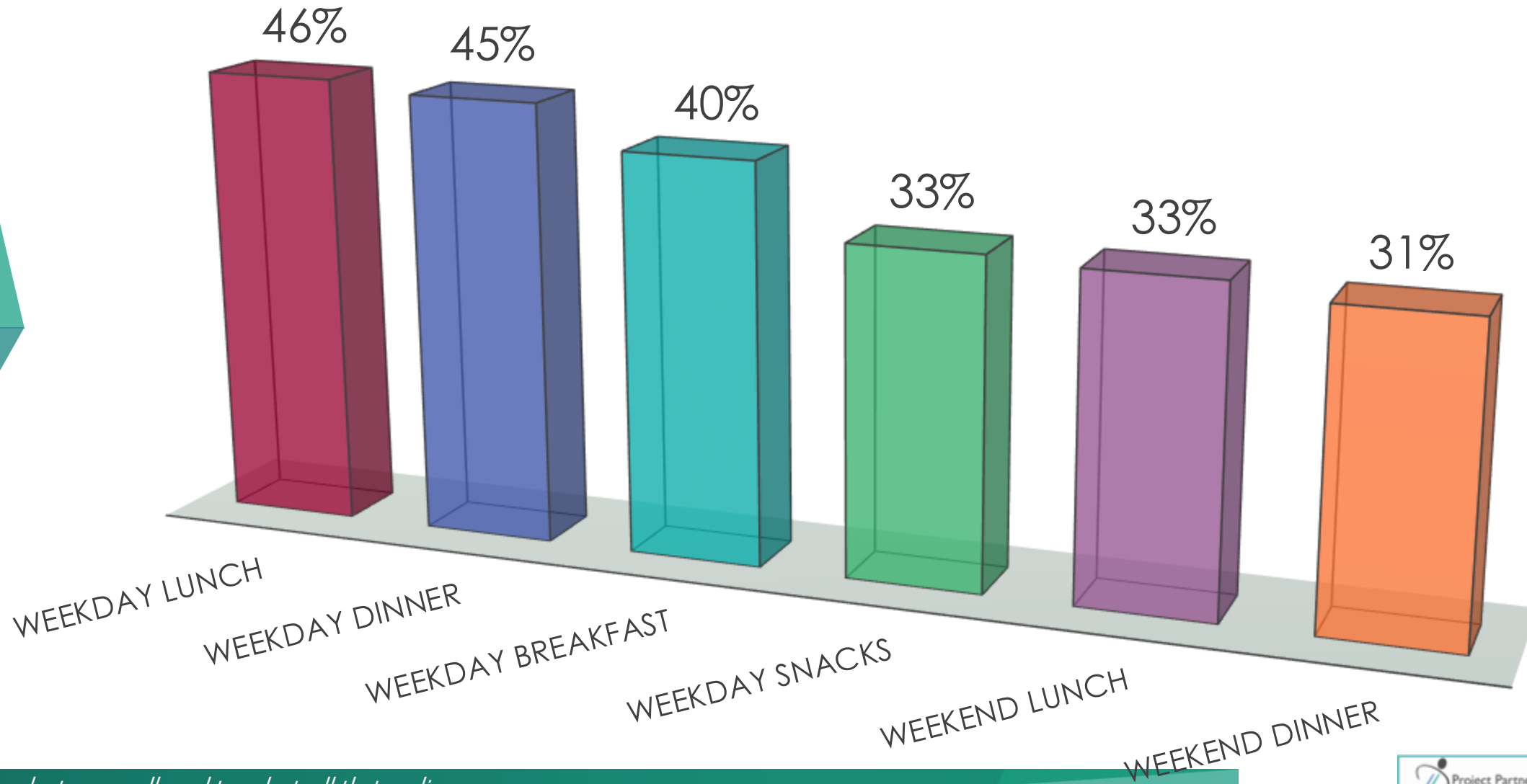
These meals and dishes emphasize freshly prepared elements and ingredients. Nothing is pre-made, but they can include some ready-to-use ingredients. For example, a meatloaf made with canned tomato paste and/or a pre-made seasoning blend is still considered “mainly homemade”.

Q: Which meals do you most frequently prepare as Mainly Homemade?



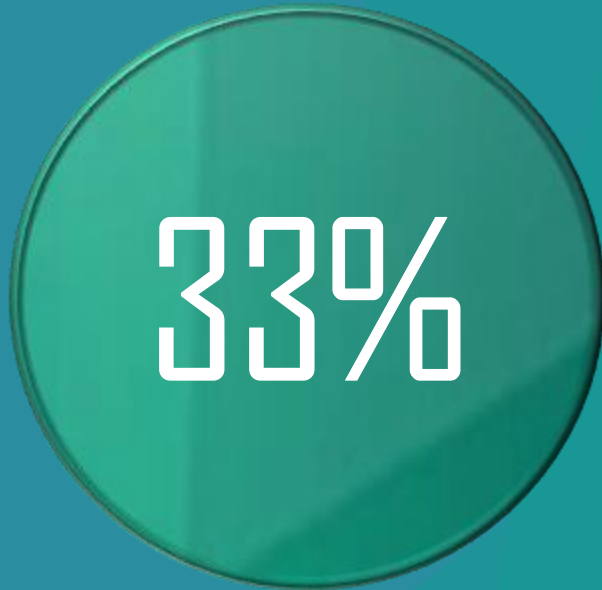
Respondents were allowed to select all that applies.

Q: Which meals do you most frequently prepare as Semi-Homemade?



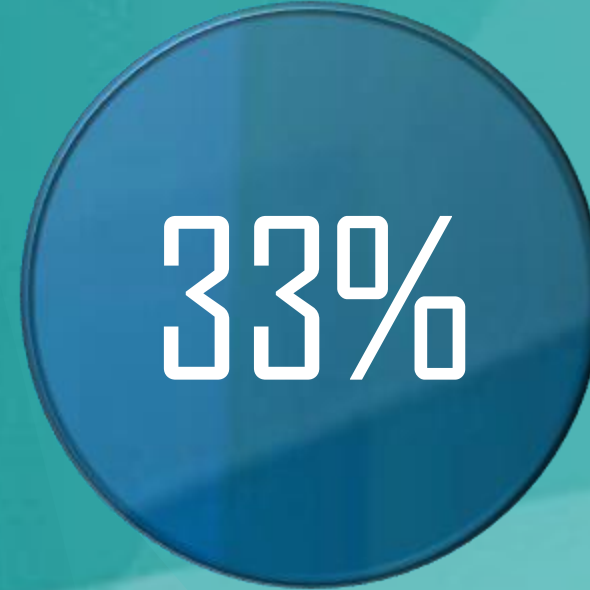
Respondents were allowed to select all that applies.

Weekend Lunches & Dinners



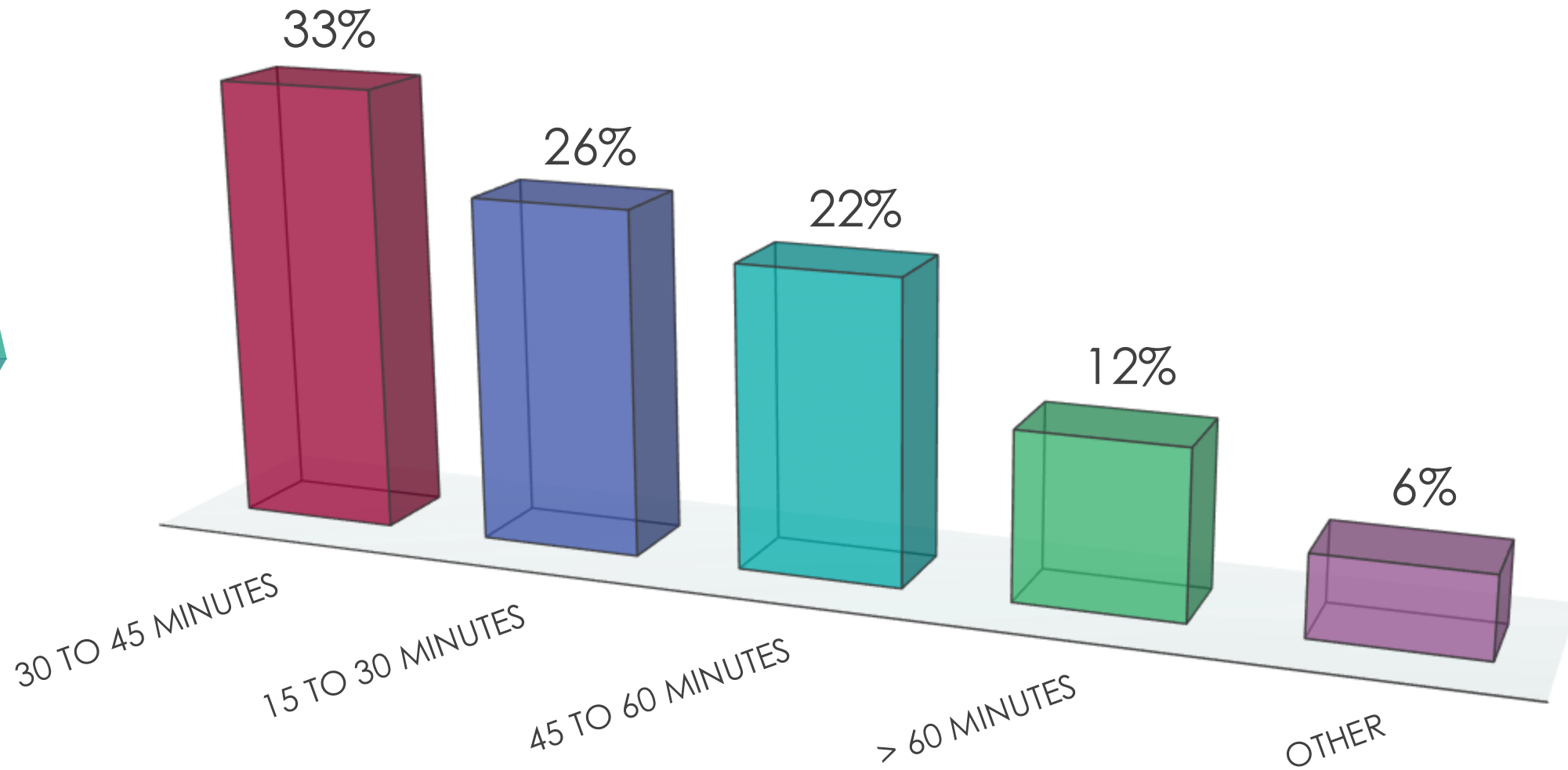
Weekend Lunches and Dinners tied for third place in Semi-Homemade, but both have 18% fewer fans than Mainly Homemade.

Weekday Snacks



Weekday Snacks were another favorite, with 33% frequently preparing Snacks Semi-Homemade and 30% Mainly Homemade.

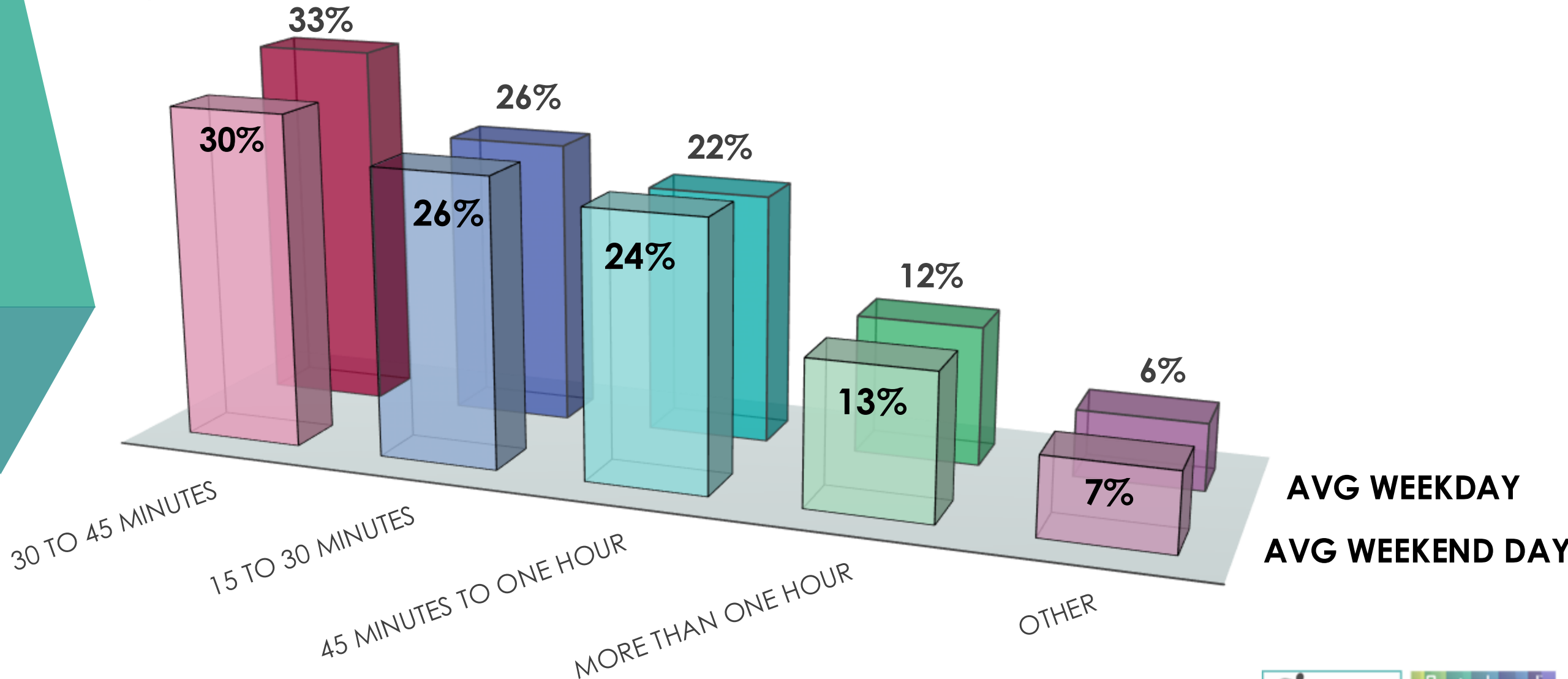
Q: How much time do you spend on an average weekday preparing homemade and semi-homemade foods and meals?



Respondents were allowed to choose one (1) selection.

Q:

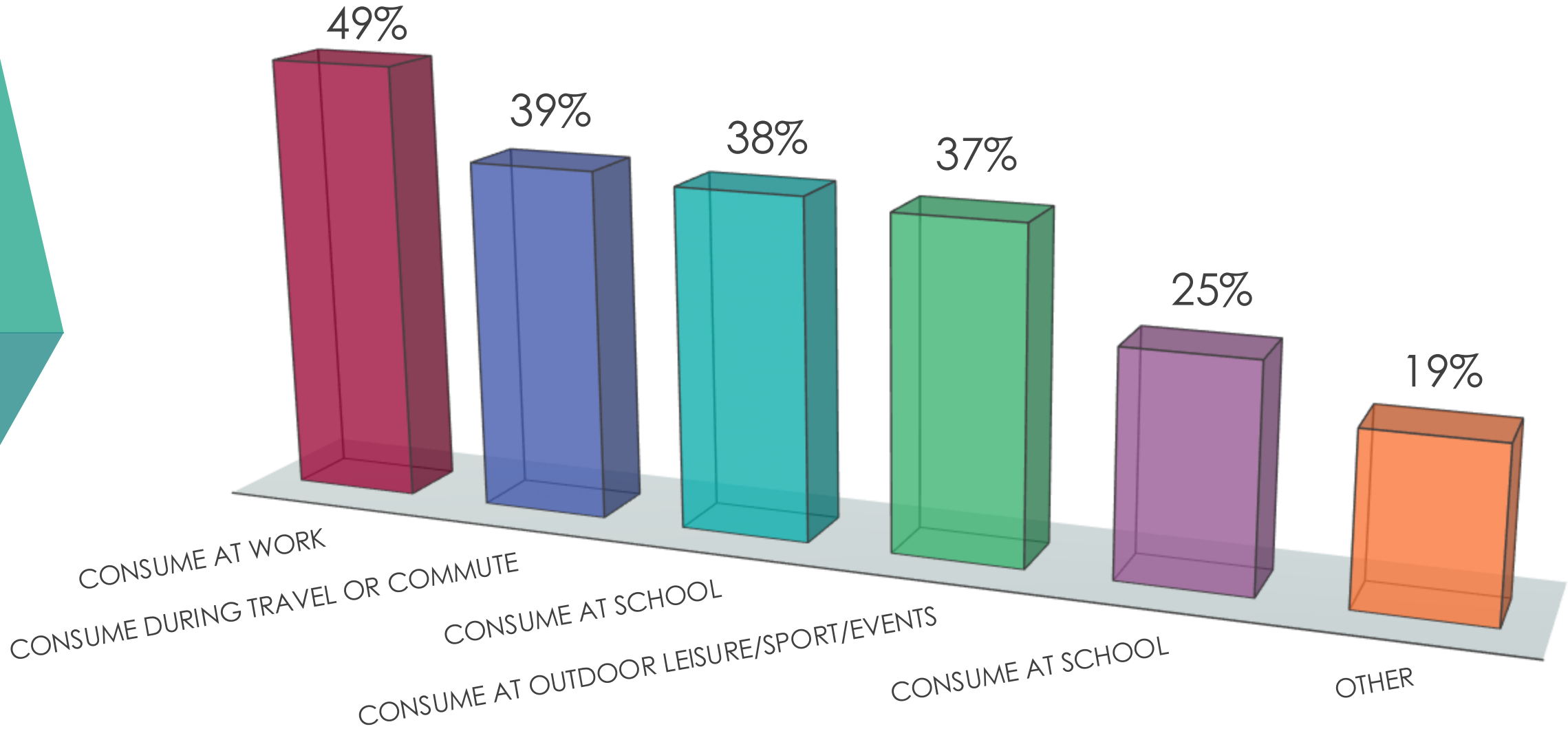
How much time do you spend on an average weekend day preparing foods and meals?



Respondents were allowed to choose one (1) selection.

Q:

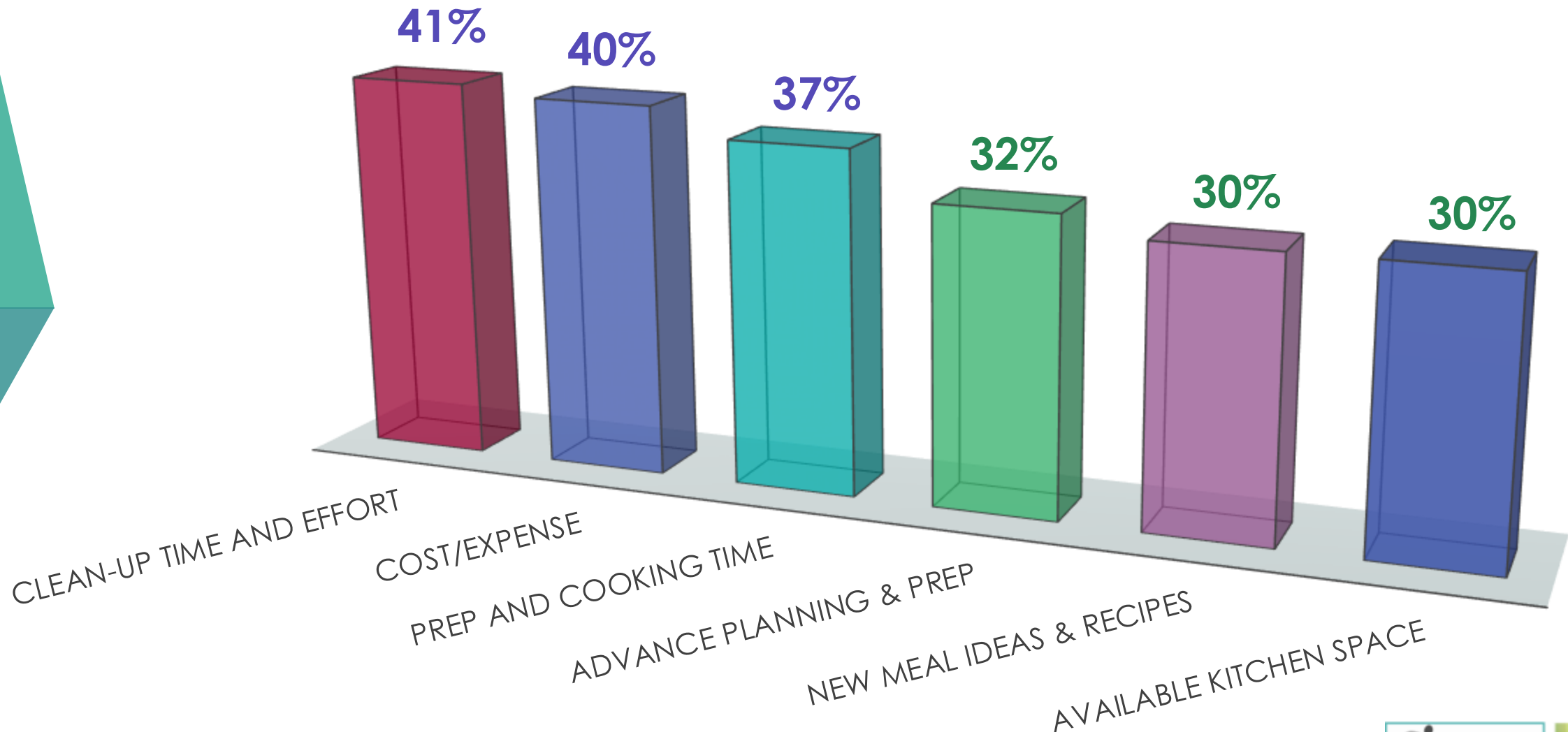
Sometimes, foods prepared at home are consumed elsewhere. For example, bagged meals, snacks, sandwiches, bowl meals, smoothies, salads, etc. Which, if any of the following are reasons you frequently take food away from home ?



Respondents were allowed to select up to three (3) options.

Q:

Which aspects of preparing food and meals do you find most challenging or difficult on a regular basis?

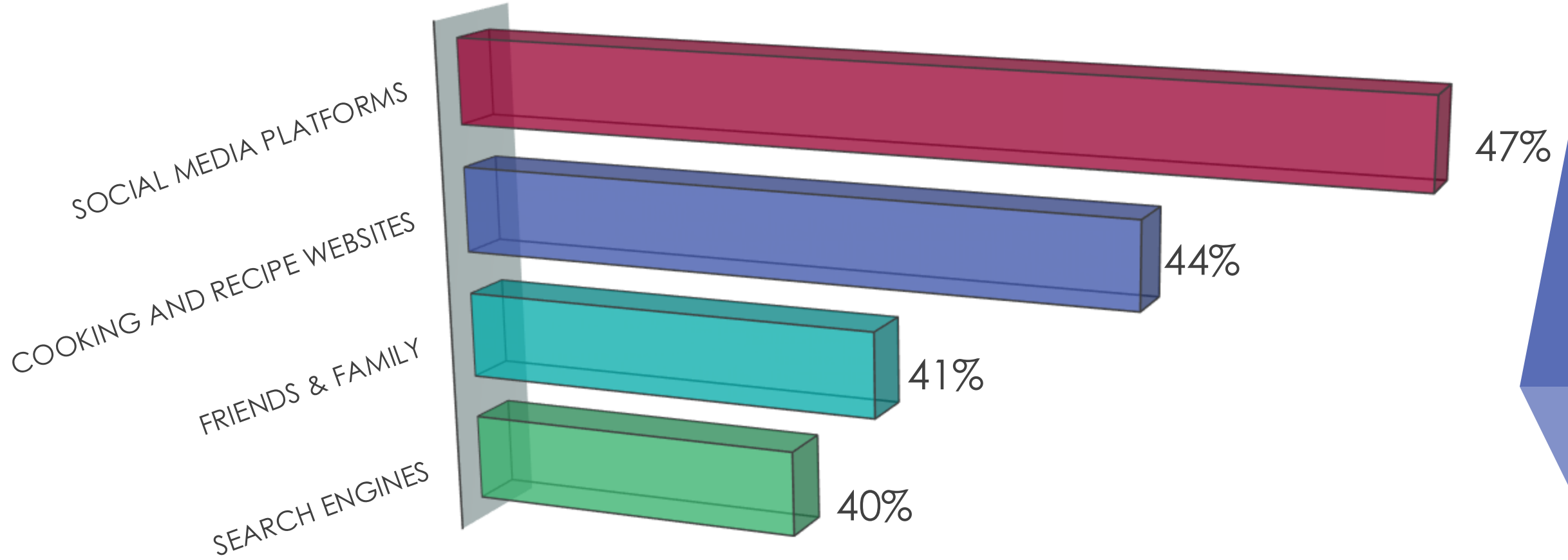


8 options were provided. Respondents were allowed to select up to three (3) options. 2 least selected removed from graphic here/

Decision Drivers

The Informed (and Influenced)
Modern Consumer

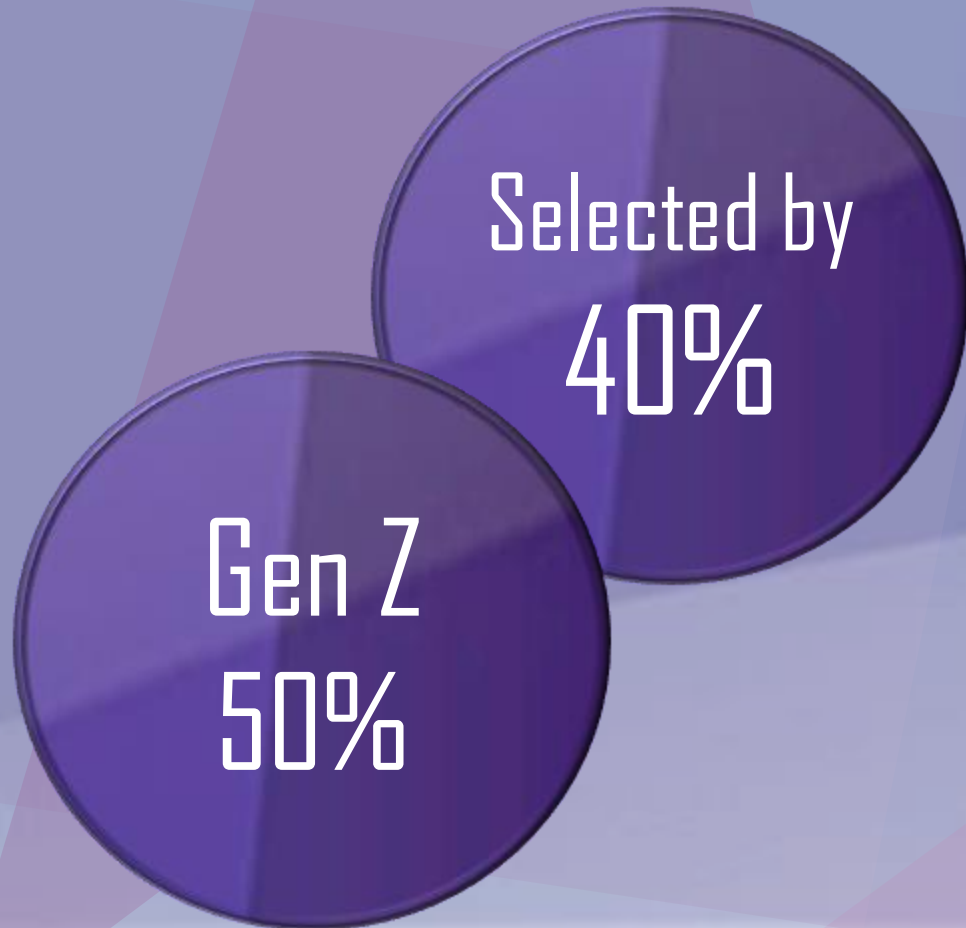
Q: Which are your favorite resources for food, meal, and recipe inspirations?



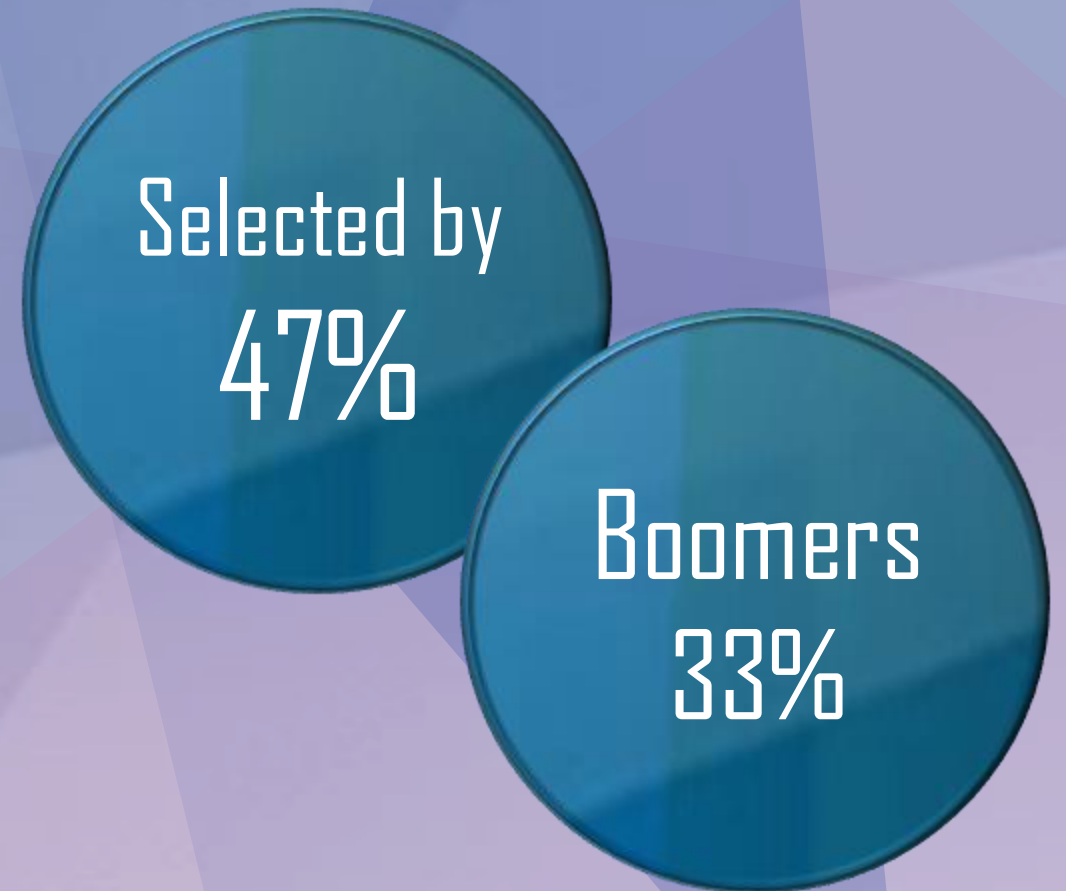
Respondents were allowed to select up to three (3) options.

Gen Influence on Trend & Inspiration

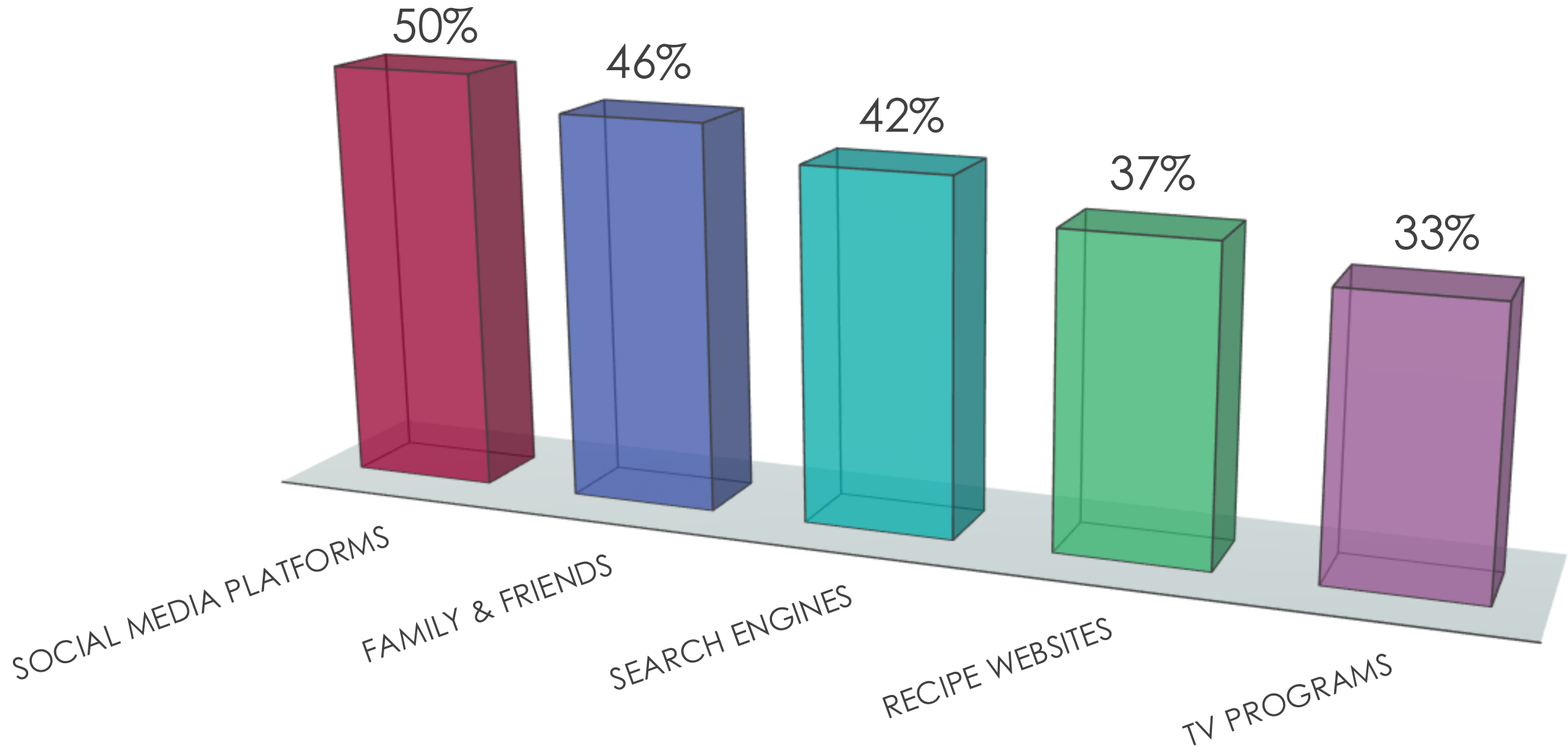
Search Engines



Social Media



Q: Where do you most often learn about new home and housewares products you would like to purchase?



Respondents were allowed to select up to three (3) options.

Gen Influence on Product Discovery

Social Media Platforms

Selected by
50%

Gen Z
58%

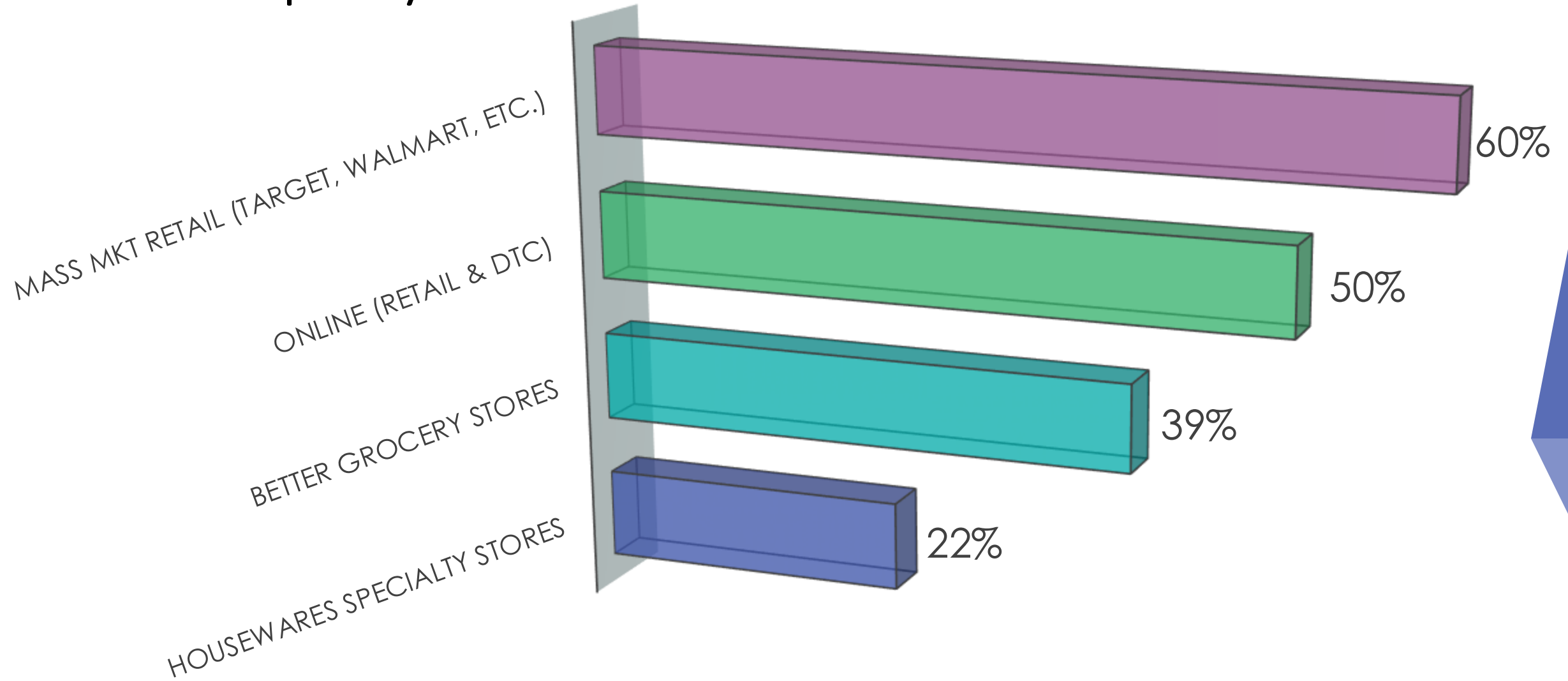
Boomers
40%

Family & Friends

Selected by
41%

Gen Z
46%

Q: Where do you purchase Home and Housewares products most frequently?

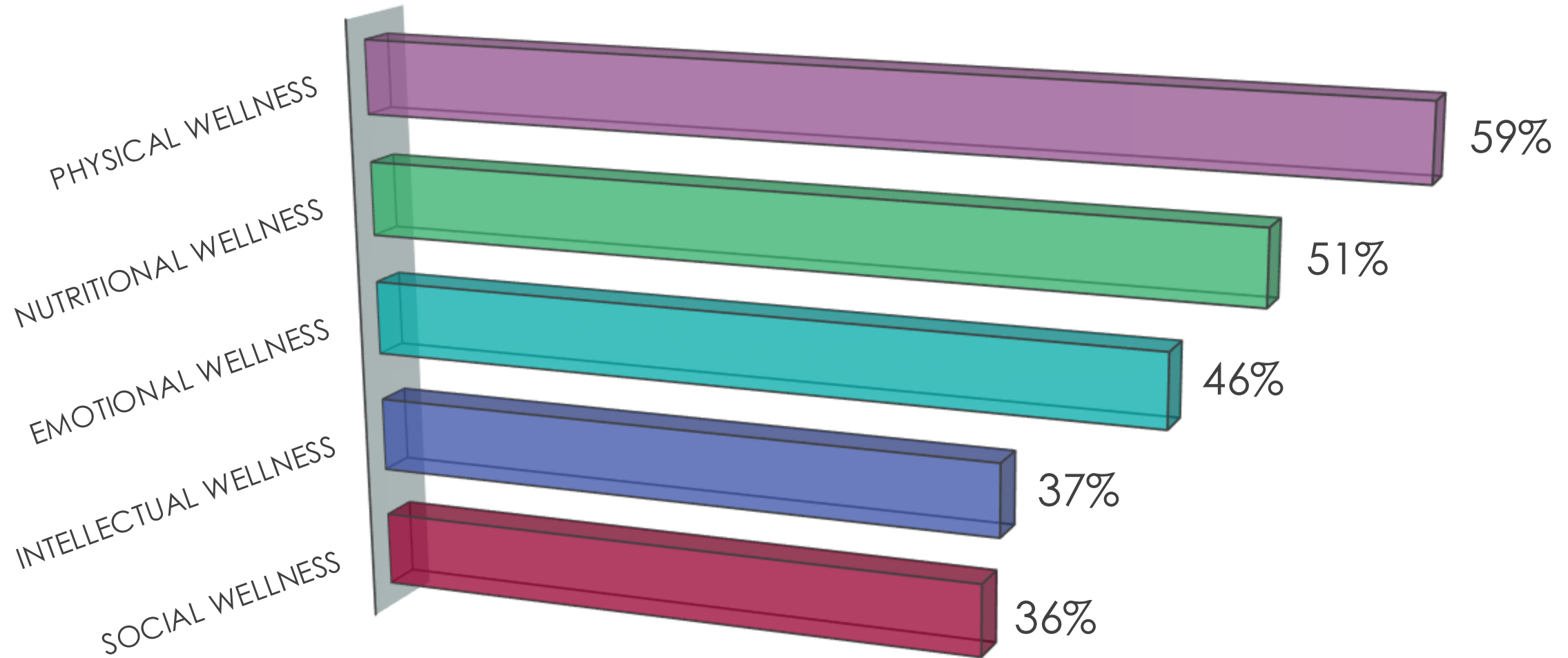


Respondents were allowed to select up to two (2) options.

The Work of Wellbeing

Intersections of Obstacle
and Opportunity

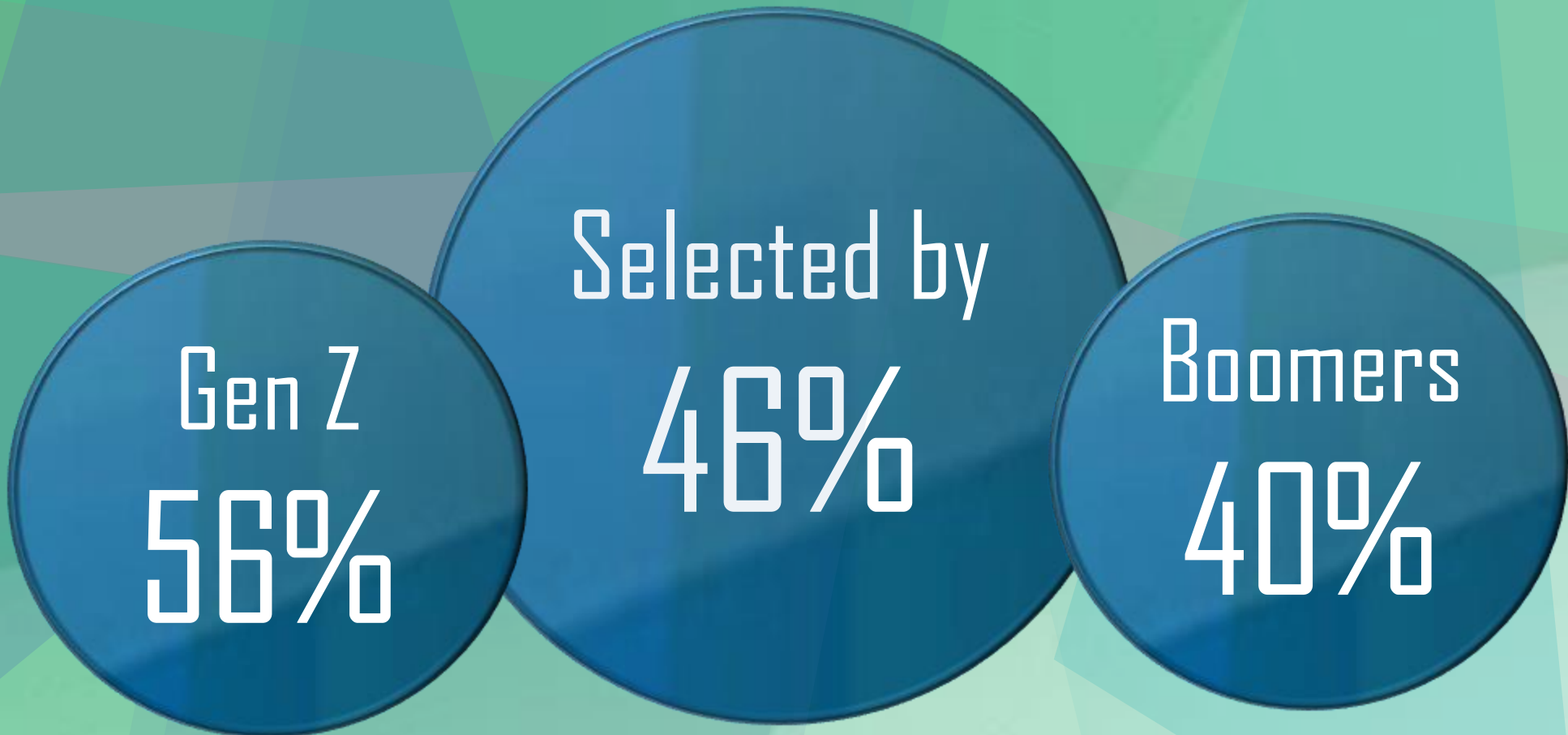
Q: Which aspects of wellness are most important to you?



Respondents were allowed to select up to three (3) options.

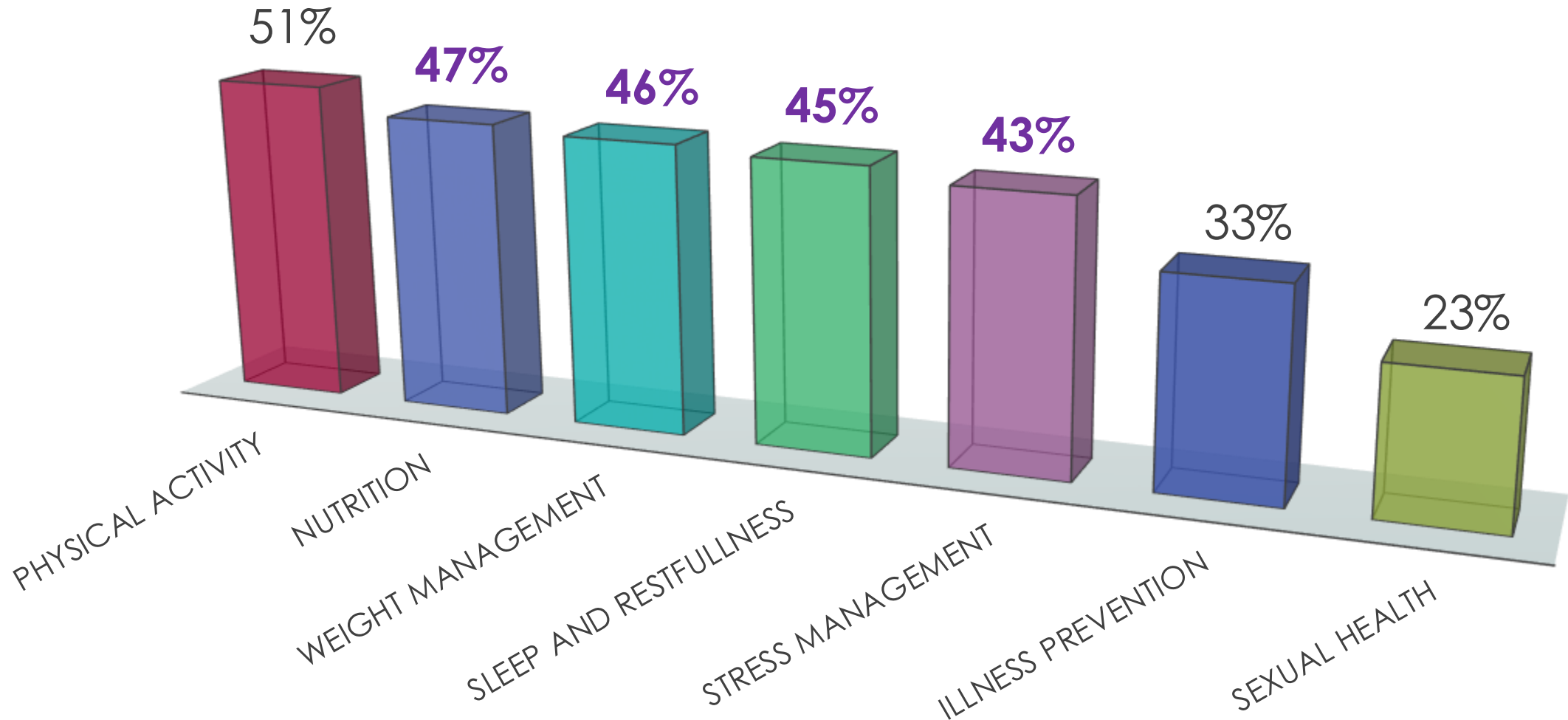
Gen Influence on Wellness Priorities

Emotional Wellness

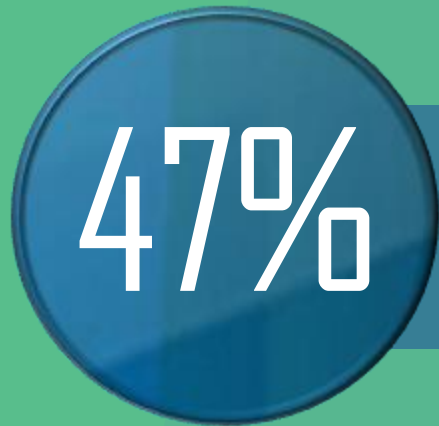




When considering your personal health and well-being goals, which area would you most like to improve?

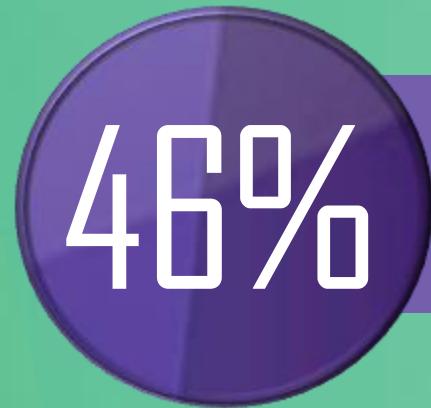


Respondents were allowed to select up to three (3) options.



Nutrition

Most important to Gen Z (55%)
and Boomers (52%)



Weight
Management

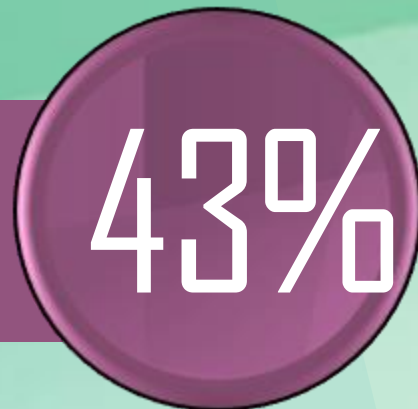
Boomers outpaced others by
10%, with 56% of the wanting
improvement

Physical Activity



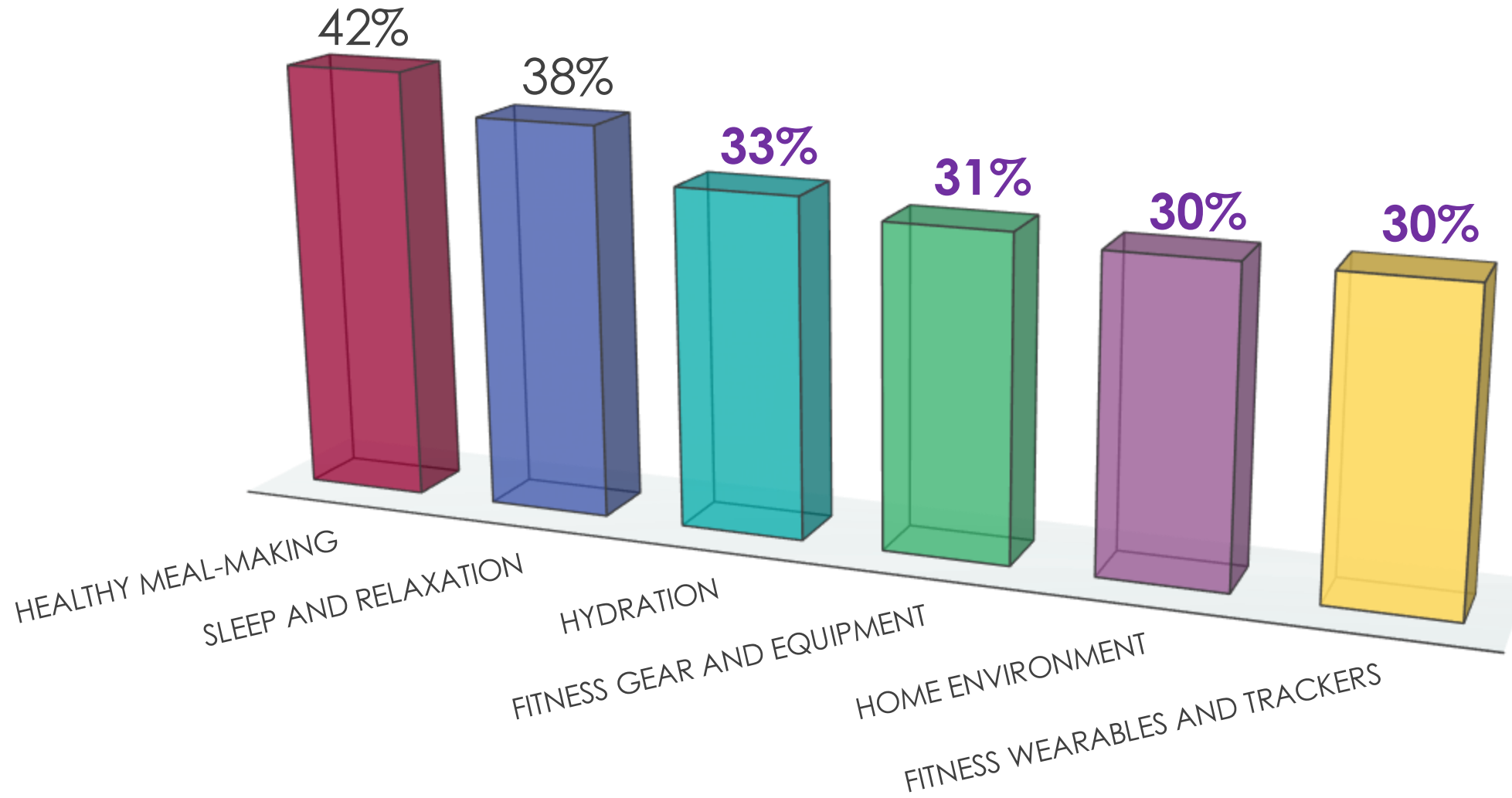
Physical Activity was #1 choice
overall, but Boomers are over-
indexing at 58%

Stress
Management



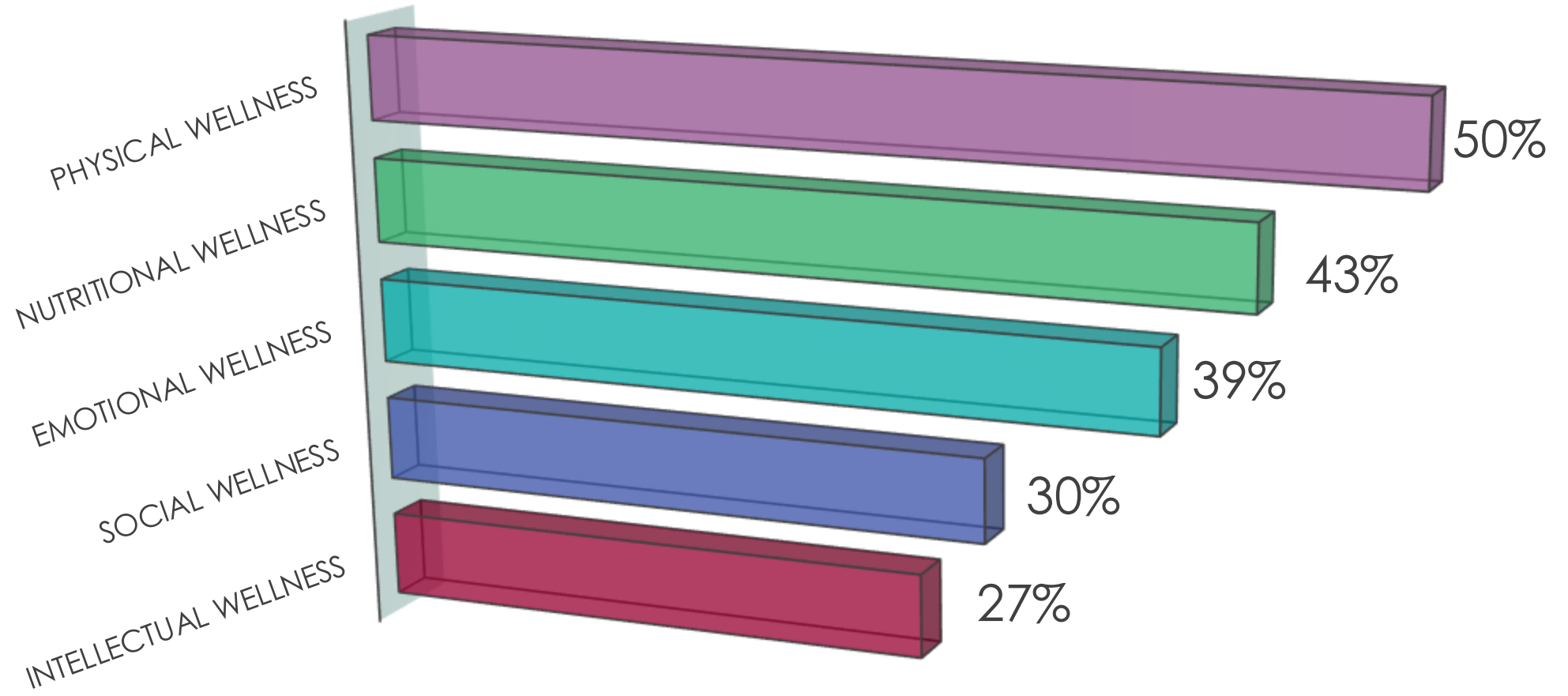
A hot spot for Gen Z, with 52%
wanting improvement, versus
only 32% of Boomers

Q: Please indicate which health and wellness products you are likely to purchase in the coming year.



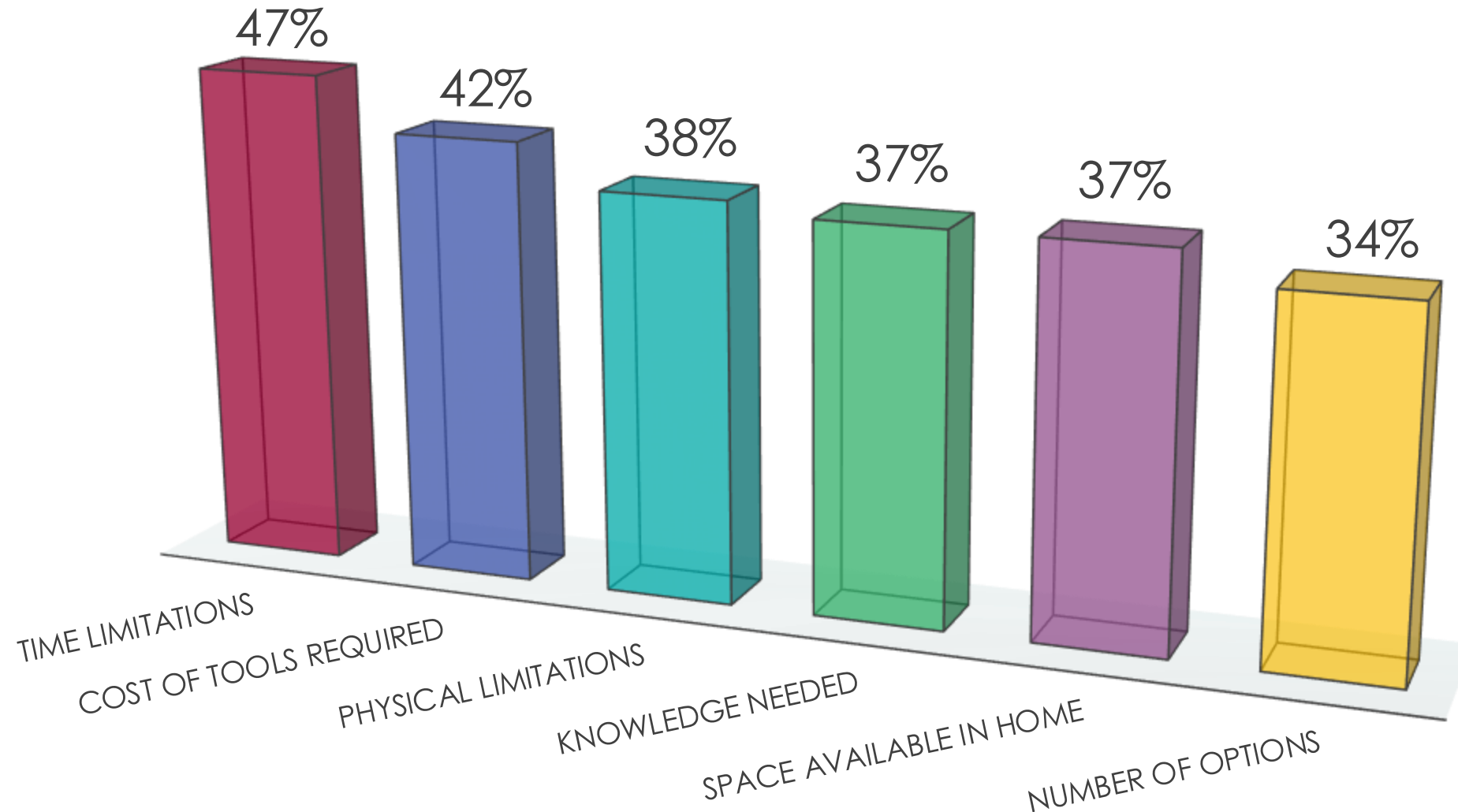
Respondents were allowed to select all that applies..

Q: Which dimensions of wellness do you find to be the most challenging to achieve in your everyday life?



Respondents were allowed to select up to three (3) options.

Q: Which obstacles most frequently interfere with the achievement of your wellness objectives?

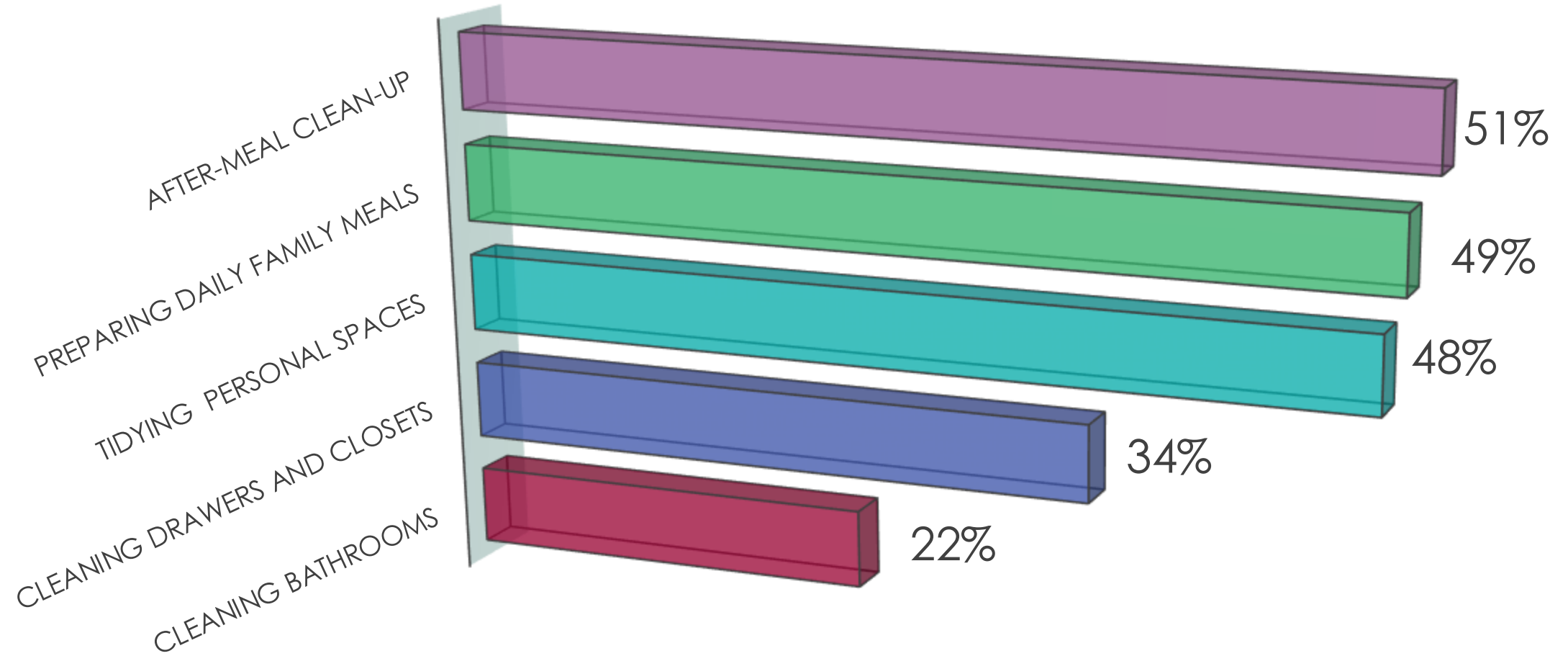


Respondents were allowed to select up to three (3) options.

Trouble with Tasks

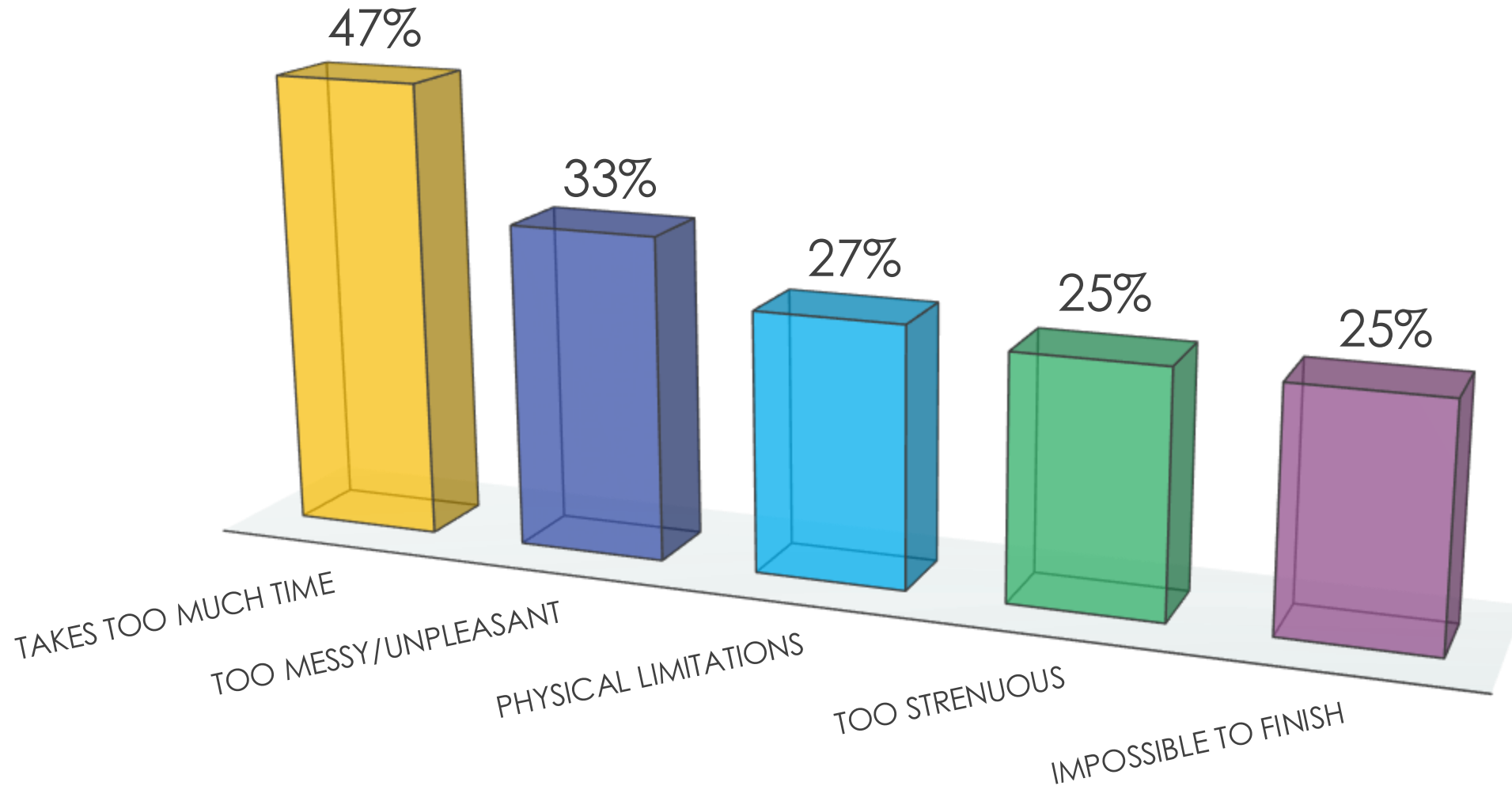
Frustration Maps
Function & Features

Q: Which of the following household tasks do you find most challenging or difficult to achieve?



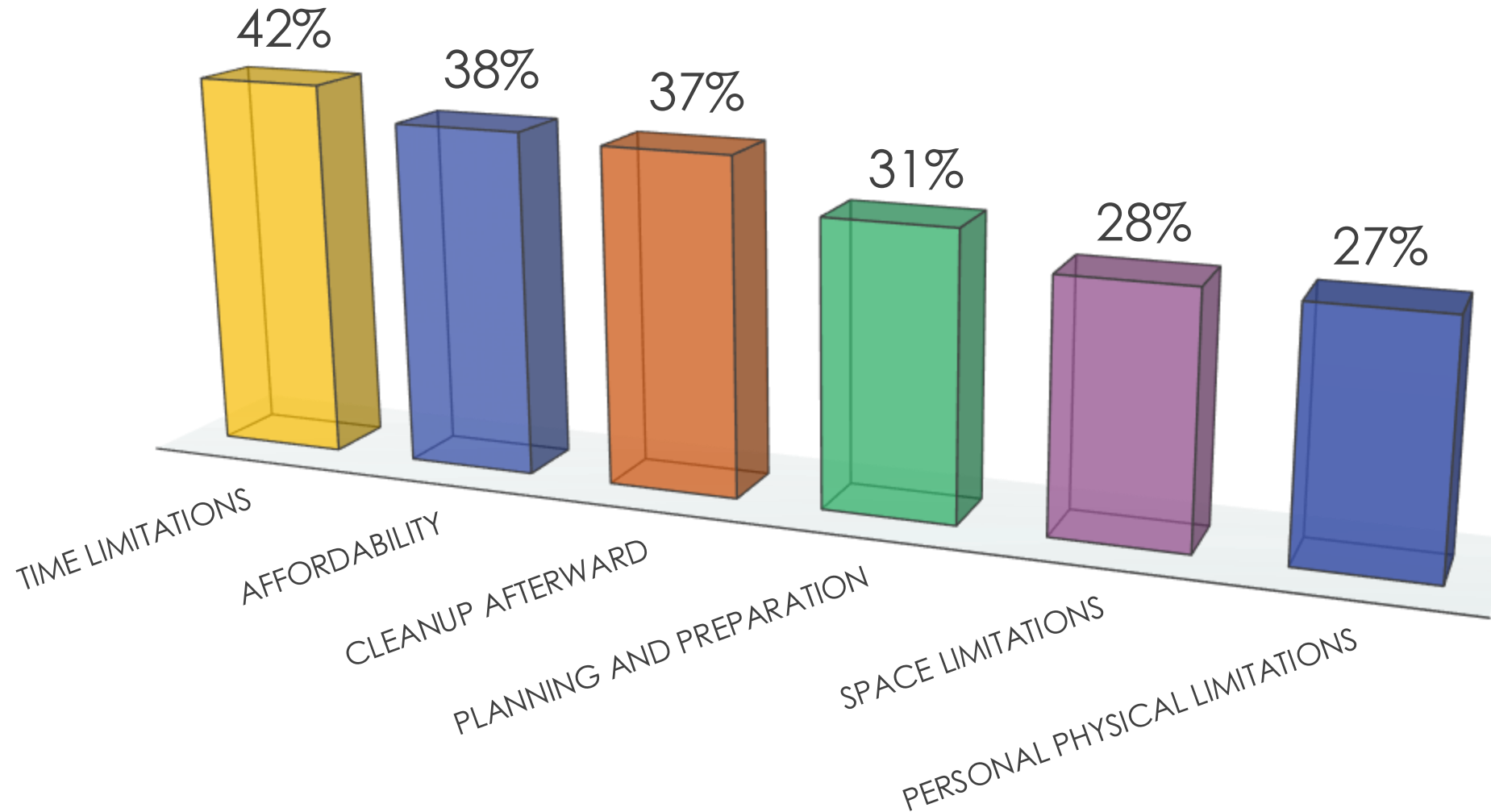
Respondents were allowed to select up to four (4) options out of 13 given.

Q: Which of the reasons listed below best describe what makes these chores challenging or difficult?



Respondents were allowed to select up to three (3) options.

Q: Based on our earlier discussions, what obstacles or pain points most hinder your desired lifestyle?



Respondents were allowed to select up to three (3) options.

Obstacles and pain points most hinder people's desired lifestyle

Time Limitations took the lead at 42%, although it was more keenly felt by Gen Z with 54% selecting, and less of an issue for Boomers at 31%.

Personal Physical Limitations (27%) spiked for Boomers at 38%.

Space Limitations (28%) Noteworthy that this is another stumbling block affecting respondents of all generations equally.

Affordability at 38% was an issue shared across generations, but clearly a larger obstacle for Gen Z, with 46% selecting it.

Amount of Cleanup involved in everyday living was close behind, and perceived as a pain point evenly across generations and the biggest for urban dwellers.



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