



2025 BLD OMNIBUS STUDY

Home Design Features

CONDUCTED BY RESEARCHSCAPE



METHODOLOGY

- BLD Marketing commissioned an omnibus 5-question survey with market research firm, Researchscape
- National Survey 2024: 1,081 consumer respondents | 2025: 1,108 consumer respondents
- Online survey fielded with consumers from 2024: 2/23-2/25/24 | 2025: 2/14-2/18/25



Respondent Detail

Age Range	2025	2024	Marital Status	2025	2024	Gender	2025	2024	Geography	2025	2024
18-34	29%	31%	Single	25%	27%	Female	51%	52%	South-Atlantic	20%	20%
35-44	17%	18%	Engaged	2%	1%	Male	49%	48%	Pacific	16%	15%
45-54	15%	17%	Living w/ Partner	5%	7%	Other	0%	0%	East North Central	14%	14%
55-64	16%	18%	Married	51%	47%				Mid-Atlantic	13%	13%
65+	23%	16%	Divorced	11%	13%				West South Central	12%	12%
			Widowed	6%	5%				Mountain	8%	7%
									West North Central	6%	6%
Education	2025	2024	Ethnicity	2025	2024	Household Income	2025	2024			
Some High School	10%	13%	White	62%	65%	< \$25K	16%	21%	East South Central	6%	6%
High School Grad	27%	28%	Hispanic	17%	16%	\$25K-\$49,999K	18%	19%	New England	5%	5%
Some College	30%	31%	African American	12%	12%	\$50K-\$74,999K	20%	19%			
Bachelor's Degree	21%	18%	Asian	6%	4%	\$75K-\$99,999K	10%	11%			
Master's Degree	6%	7%	Other	3%	2%	\$100K-\$149,999K	21%	18%			
Doctorate/Professional Degree	6%	3%	Native American	1%	1%	\$150K-\$199,999K	7%	8%			
						\$200K+	8%	4%			

EXTERIOR CLADDING MATERIALS

If you were building a new home or changing the exterior of your existing home, what would your first choice of materials be?

First Choice of Materials	2025	2024	Trend
Brick	45%	51%	-6
Vinyl Siding	21%	22%	-1
Engineered Wood	17%	13%	+4
Fiber Cement Cladding	11%	11%	0
Other	6%	3%	+3

2025 Top 2 Choices in Exterior Cladding Materials by Generation:

Baby Boomers	Gen X	Millennials	Gen Z
Brick 48%	Brick 45%	Brick 44%	Brick 44%
Vinyl Siding 23%	Vinyl Siding 27%	Vinyl Siding 20%	Engineered Wood 27%

2025 Top 2 Choices in Exterior Cladding Materials by Region:

Midwest	Northeast	South	West
Brick 45%	Brick 38%	Brick 57%	Brick 32%
Vinyl Siding 30%	Vinyl Siding 33%	Vinyl Siding 16%	Engineered Wood 25%



EXTERIOR CLADDING MATERIALS BY GENERATION & REGION

If you were building a new home or changing the exterior of your existing home, what would your first choice of materials be?

Materials by Generation	Baby Boomer			Gen X			Millennials			Gen Z		
	2025	2024	Trend	2025	2024	Trend	2025	2024	Trend	2025	2024	Trend
Brick	48%	51%	-3	45%	55%	-10	44%	48%	-4	44%	50%	-6
Vinyl Siding	23%	25%	-2	27%	22%	+5	20%	28%	-8	12%	16%	-4
Engineered Wood	13%	11%	+2	12%	15%	-3	19%	11%	+8	27%	19%	+8
Fiber Cement Cladding	8%	7%	+1	11%	7%	+4	10%	9%	+1	13%	13%	0
Other	8%	5%	+3	5%	1%	+4	7%	3%	+4	4%	2%	+2

Materials by Region	Midwest			Northeast			South			West		
	2025	2024	Trend	2025	2024	Trend	2025	2024	Trend	2025	2024	Trend
Brick	45%	51%	-6	38%	44%	-6	57%	61%	-4	32%	37%	-5
Vinyl Siding	30%	31%	-1	33%	31%	+2	16%	17%	-1	14%	20%	-6
Engineered Wood	13%	10%	+3	18%	14%	+4	14%	11%	+3	25%	22%	+3
Fiber Cement Cladding	7%	7%	0	7%	8%	-1	7%	8%	-1	21%	14%	+7
Other	5%	2%	+3	4%	1%	+3	6%	3%	+3	8%	7%	+1

WINDOW FRAME COLORS

If you were building a new home or replacing the windows on your existing home, what would your first choice of color for the window frames be?

First Color Choice	2025	2024	Trend
White	45%	46%	-1
Black	14%	17%	-3
Brown	6%	6%	0
Blue	5%	5%	0
Gray	4%	5%	-1
Green	2%	2%	0
Red	2%	2%	0
Beige	3%	2%	+1
Wood	2%	2%	0
Tan	1%	1%	0
Dark Brown	1%	0%	+1
Cream	0%	1%	-1

2025 Top 2 Choices in Window Color by Generation:

Baby Boomers
White 52%
Black 11%

Gen X
White 48%
Black 11%

Millennials
White 40%
Black 17%

Gen Z
White 34%
Black 19%

2025 Top 2 Choices in Window Color by Region:

Midwest
White 51%
Black 13%

Northeast
White 46%
Black 17%

South
White 44%
Black 14%

West
White 41%
Black 13%



WINDOW FRAME COLORS BY GENERATION & REGION

If you were building a new home or replacing the windows on your existing home, what would your first choice of color for the window frames be?

Baby Boomer		Gen X		Millennials		Gen Z	
2025	2024	2025	2024	2025	2024	2025	2024
White 52%	White 55%	White 48%	White 47%	White 40%	White 39%	White 34%	White 36%
Black 11%	Black 11%	Black 11%	Black 12%	Black 17%	Black 18%	Black 19%	Black 27%
Brown 7%	Brown 5%	Brown 6%	Brown 8%	Blue 6%	Gray 7%	Brown 10%	Gray 5%
Beige 5%	Blue 5%	Blue 5%	Blue 6%	Gray 4%	Blue 7%	Blue 8%	Blue 4%
Gray 3%	Gray 3%	Gray 4%	Gray 6%	Brown, Red 4%	Brown 7%	Wood 4%	Brown 4%

Midwest		Northeast		South		West	
2025	2024	2025	2024	2025	2024	2025	2024
White 51%	White 45%	White 46%	White 47%	White 44%	White 44%	White 41%	White 49%
Black 13%	Black 20%	Black 17%	Black 15%	Black 14%	Black 17%	Black 13%	Black 9%
Brown 5%	Brown 7%	Red 5%	Blue 6%	Brown 6%	Brown 7%	Brown 7%	Gray 9%
Blue 5%	Blue 5%	Blue 4%	Gray 6%	Blue 6%	Blue 5%	Gray 6%	Blue 6%
Gray 3%	Gray 3%	Brown 4%	Brown 5%	Green 3%	Gray 5%	Blue 4%	Brown 5%

FRONT DOOR COLORS

If you were building a new home or changing the front door on your existing home, what would your first choice of color for the front door be?

First Color Choice	2025	2024	Trend
White	18%	21%	-3
Black	14%	14%	0
Brown	12%	13%	-1
Blue	11%	8%	+3
Red	9%	13%	-4
Wood	9%	2%	+7
Green	4%	5%	-1
Gray	3%	4%	-1
Dark Brown	2%	2%	0
Beige	2%	1%	+1
Tan	1%	0%	+1
Purple	0%	1%	-1

2025 Top 2 Choices in Door Color by Generation:

Baby Boomers

White 16%
Black, Brown, Wood 12%

Gen X

Brown 16%
White, Black, Blue 13%

Millennials

White 19%
Black 18%

Gen Z

White 25%
Blue 14%

2025 Top 2 Choices in Door Color by Region:

Midwest

White 18%
Brown 14%

Northeast

White 19%
Black 18%

South

White 17%
Black, Red 13%

West

White 19%
Brown, Wood 13%



FRONT DOOR COLORS BY GENERATION & REGION

If you were building a new home or changing the front door on your existing home, what would your first choice of color for the front door be?

Baby Boomer		Gen X		Millennials		Gen Z	
2025	2024	2025	2024	2025	2024	2025	2024
White 16%	White 22%	Brown 16%	White 18%	White 19%	White 19%	White 25%	Black 22%
Black, Brown, Wood 12%	Blue 13%	White, Black 13%	Brown 16%	Black 18%	Black 16%	Blue 14%	White 19%
Blue 10%	Brown 11%	Blue 13%	Red 14%	Red 12%	Red 15%	Brown 13%	Brown 12%
Red 7%	Black 10%	Wood 10%	Black 10%	Brown 10%	Brown 10%	Black 12%	Red 10%
Green 6%	Red 10%	Red 9%	Blue 9%	Wood, Blue 8%	Blue 9%	Red 10%	Gray 6%

Midwest		Northeast		South		West	
2025	2024	2025	2024	2025	2024	2025	2024
White 18%	White 22%	White 19%	White 21%	White 17%	White 18%	White 19%	White 18%
Brown 14%	Black 16%	Black 18%	Black 15%	Black 13%	Black 17%	Brown 13%	Brown 14%
Blue 12%	Brown 11%	Blue 12%	Red 15%	Red 13%	Red 13%	Wood 13%	Red 13%
Red 9%	Red 10%	Red 10%	Brown 12%	Blue 12%	Blue 13%	Black 12%	Black 11%
Black 9%	Blue 8%	Brown 7%	Blue 9%	Wood 12%	Brown 11%	Red 9%	Blue 8%

BACKYARD UPGRADE PRIORITIES

If you were building a new home or upgrading your existing home, what would your priorities for the backyard be?

First or Second Choice	2025	2024	Trend
Landscaping	28%	27%	+1
Fence	26%	29%	-3
Deck	26%	24%	+2
Lawn	24%	26%	-2
Patio	21%	21%	0
Lighting	16%	13%	+3
Swimming Pool	13%	19%	-6
Fire Pit	13%	7%	+6
Shed	10%	9%	+1
Outdoor Kitchen	10%	10%	0
Hot Tub	8%	9%	-1

2025 Top 3 Choices in Backyard Priorities by Generation:

Baby Boomers

Landscaping, Deck 19%
Fence 16%
Lawn 10%

Gen X

Fence 18%
Deck 16%
Landscaping 13%

Millennials

Landscaping, Lawn 15%
Fence 14%
Deck 12%

Gen Z

Lawn 14%
Deck, Patio 12%
Landscaping 10%



BACKYARD UPGRADE PRIORITIES BY GENERATION

If you were building a new home or upgrading your existing home, what would your priorities for the backyard be?

Baby Boomer		Gen X		Millennials		Gen Z	
2025	2024	2025	2024	2025	2024	2025	2024
Landscaping 19%	Deck 19% (pre-treated 10%, composite 9%)	Fence 18%	Fence 16%	Landscaping 15%	Fence 17%	Lawn 14%	Fence 18%
Deck 19% (pre-treated 9%, composite 10%)	Landscaping 17%	Deck 16% (pre-treated 8%, composite 8%)	Landscaping 13%	Lawn 15%	Lawn 12%	Deck 12% (pre-treated 7%, composite 5%)	Lawn 16%
Fence 16%	Fence 16%	Landscaping 13%	Lawn 12%	Fence 14%	Deck 11% (pre-treated 5%, composite 6%)	Patio 12%	Landscaping 14%
Lawn 10%	Lawn 14%	Patio 12%	Swimming Pool 12%	Deck 12% (pre-treated 7%, composite 5%)	Landscape 10%	Landscaping 10%	Swimming Pool 13%
Patio 10%	Patio 10%	Lawn 11%	Deck 11% (pre-treated 4%, composite 7%)	Swimming Pool 10%	Patio 10%	Swimming Pool 9%	Patio 8%
					Swimming Pool 10%		

INTERIOR UPGRADE PRIORITIES

If you were building a new home or upgrading your existing home, what would your number one priority feature for the interior of the house be?

First or Second Choice	2025	2024	Trend
Modern Kitchen	31%	32%	-1
Energy Efficiency	25%	24%	+1
Hardwood Floors	20%	20%	0
Open Floor Plan	17%	19%	-2
Luxury Bathrooms	17%	17%	0
Walk-in Closets	12%	15%	-3
Home Office/Den	12%	13%	-1
Extra Bedroom(s)	13%	12%	+1
Laundry Room	13%	12%	+1
Smart-home Technology	10%	12%	-2
Tile Floors	10%	8%	+2
Media/Entertainment Room	7%	9%	-2
Luxury Vinyl Plank Floors	6%	6%	0

2025 Top 3 Choices in Interior Priorities by Generation:

Baby Boomers

Energy Efficiency 23%
Modern Kitchen 21%
Hardwood Floors 11%

Gen X

Modern Kitchen 20%
Energy Efficiency 15%
Open Floor Plan 13%

Millennials

Modern Kitchen 19%
Energy Efficiency 13%
Open Floor Plan 10%

Gen Z

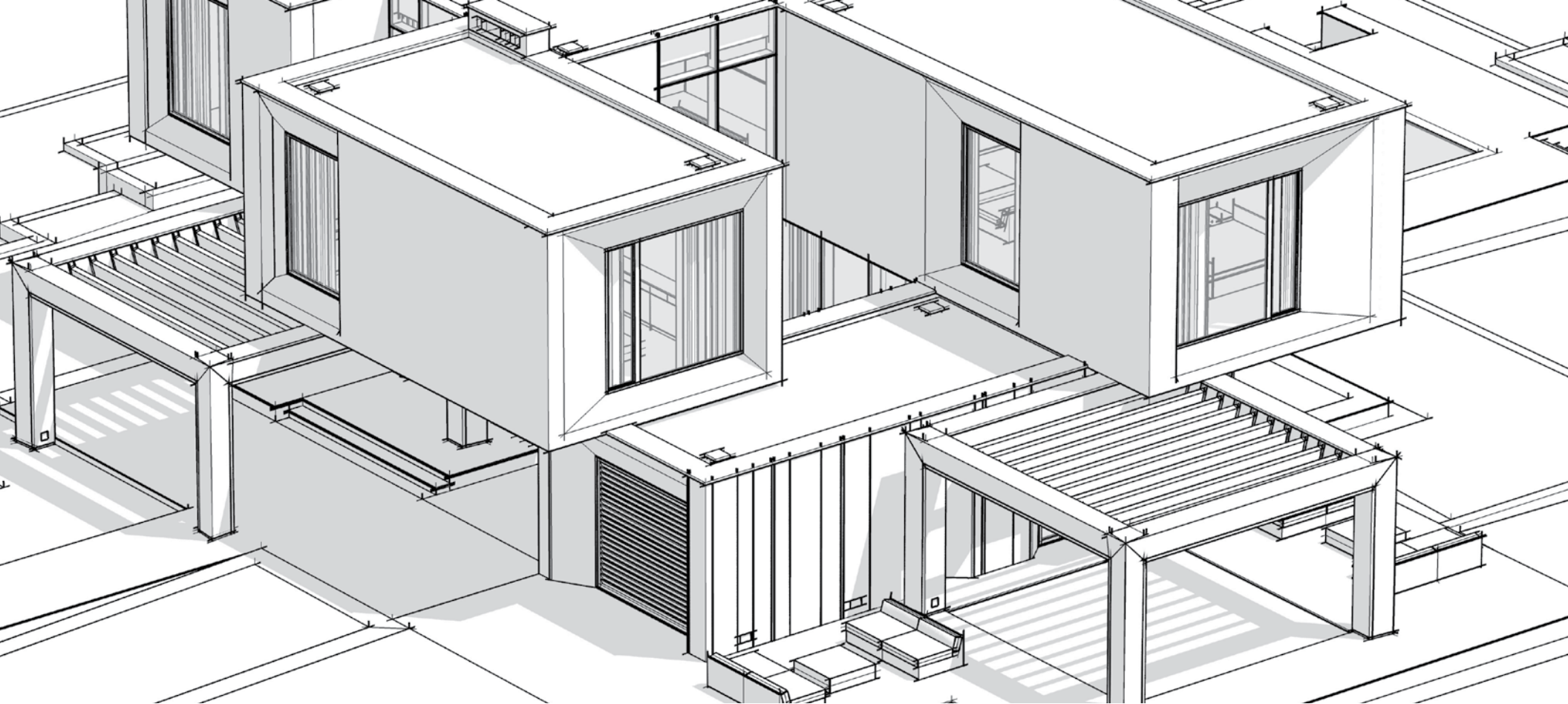
Home Office 13%
Hardwood Floors,
Extra Bedrooms 10%
Media Room 9%



INTERIOR UPGRADE PRIORITIES BY GENERATION

If you were building a new home or upgrading your existing home, what would your number one priority feature for the interior of the house be?

Baby Boomer		Gen X		Millennials		Gen Z	
2025	2024	2025	2024	2025	2024	2025	2024
Energy Efficiency 23%	Modern Kitchen 21%	Modern Kitchen 20%	Energy Efficiency 16%	Modern Kitchen 19%	Modern Kitchen 18%	Home Office 13%	Modern Kitchen 14%
Modern Kitchen 21%	Energy Efficiency 18%	Energy Efficiency 15%	Modern Kitchen 16%	Energy Efficiency 13%	Energy Efficiency 13%	Hardwood Floors 10%	Open Floor Plan 11%
Hardwood Floors 11%	Hardwood Floors 12%	Open Floor Plan 13%	Open Floor Plan 12%	Open Floor Plan 10%	Hardwood Floors 11%	Extra Bedroom(s) 10%	Energy Efficiency 9%
Open Floor Plan 10%	Open Floor Plan 10%	Hardwood Floors 10%	Hardwood Floors 10%	Extra Bedroom(s) 8%	Open Floor Plan 10%	Media/ Entertainment Room 9%	Hardwood Floors 9%
Luxury Bathrooms 8%	Luxury Bathrooms 8%	Luxury Bathrooms 9%	Smart-Home Technology 7%	Hardwood Floors 8%	Extra Bedroom(s) 7%	Laundry Room 8%	Laundry Room 8%



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