

WALK-IN TUBS

Insights from Independent Living and Home Accessibility Survey

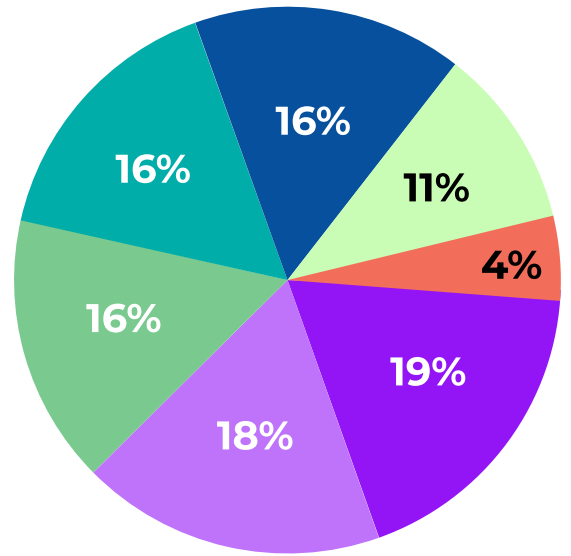


Modernize's recent independent living and home accessibility survey provides insights into the trend of home improvement projects aimed at making homes more accessible and safer for aging individuals. Here's a breakdown of the data collected from nearly 11,000 Modernize homeowners on their intentions and choices regarding walk-in tubs.

Walk-In Tub Preferences

For homeowners selecting a walk-in tub, the most important features include:

- Lifetime Warranty
- Massaging Jets
- Water Temperature Heater
- Quality Design
- Quick Fill/Draining
- ADA Compliance
- Other Features



Independent Living Interest

Of homeowners interested in independent living home improvements, **36%** have lived in their home for more than 20 years.

19% of homeowners have lived in their home between 11-20 years.



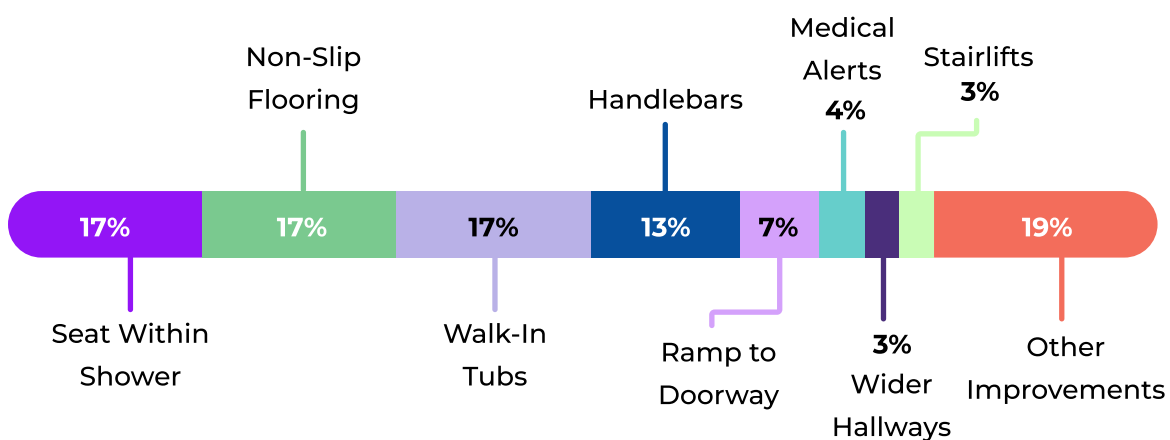
Bathroom Remodeling Intentions

Among homeowners choosing a walk-in tub, 76% plan to remodel part, if not all, of their bathroom during their upcoming walk-in tub installation.

76% of homeowners plan to remodel

Preferred Improvements for Accessibility

For homeowners considering independent living improvements, the following modifications are prioritized to enhance home accessibility, safety, and security:



Scan here to learn more about home accessibility trends