



Independent Living and Home Accessibility

2024 Home Improvement Trends and Projections



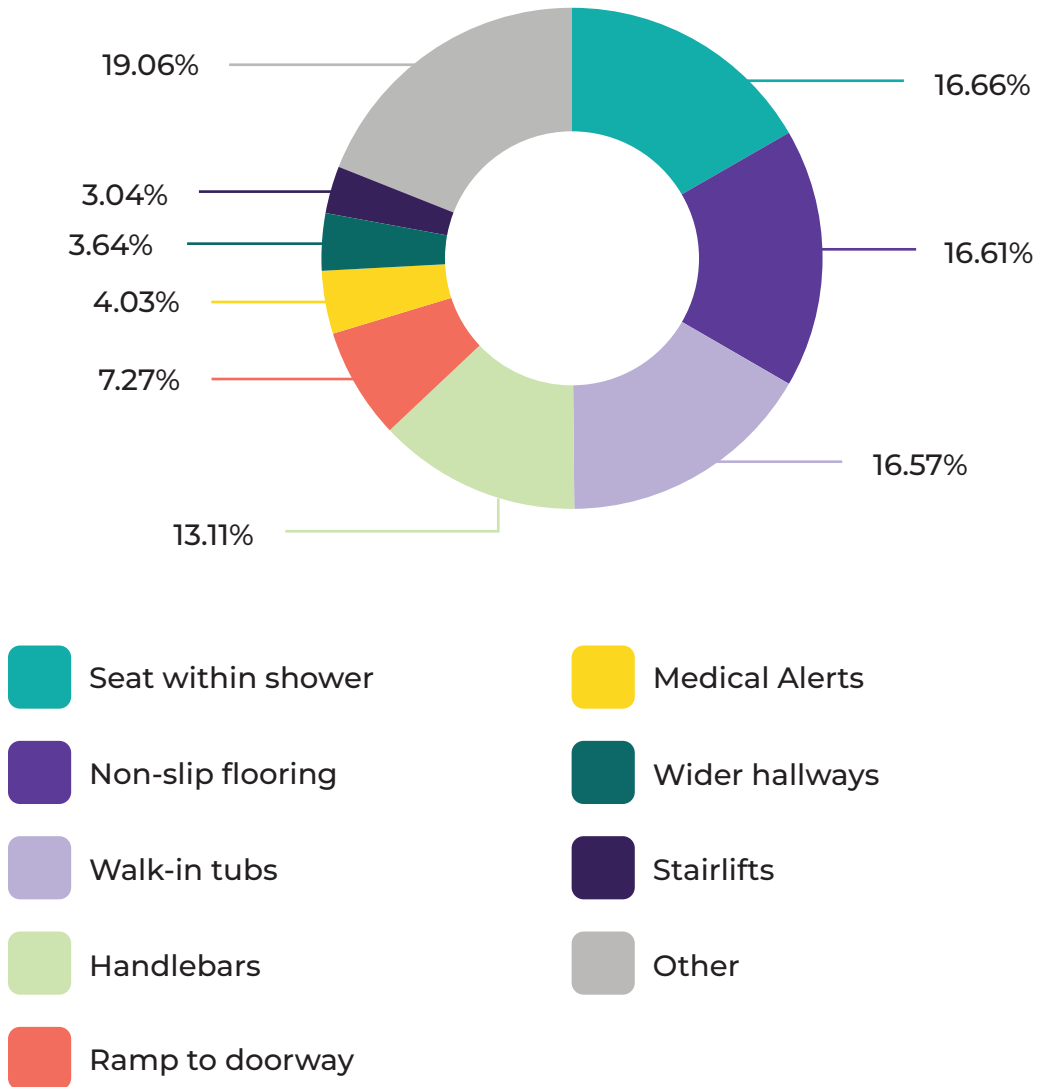


Modernize's recent independent living and home accessibility survey provides insights into the trend of home improvement projects aimed at making homes more accessible and safer for aging individuals. Here's a detailed breakdown of the data collected from nearly 11,000 respondents from December 2023 to January 2024 on their intentions and choices regarding aging in place modifications.



Homeowners who said yes to exploring an independent living project were asked:

What improvements will you consider to make a home more accessible, safe, and secure?



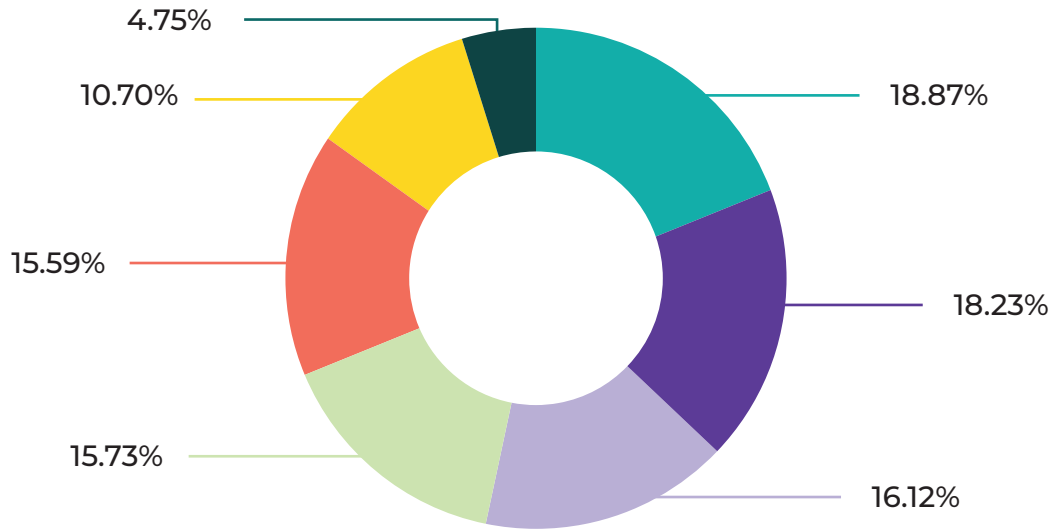
INSIGHT




Seat within shower and non-slip flooring saw the most significant increase in interest, year over year.



Homeowners who selected an interest in walk-in tubs were asked:

What features are most important to you when selecting a walk-in tub?



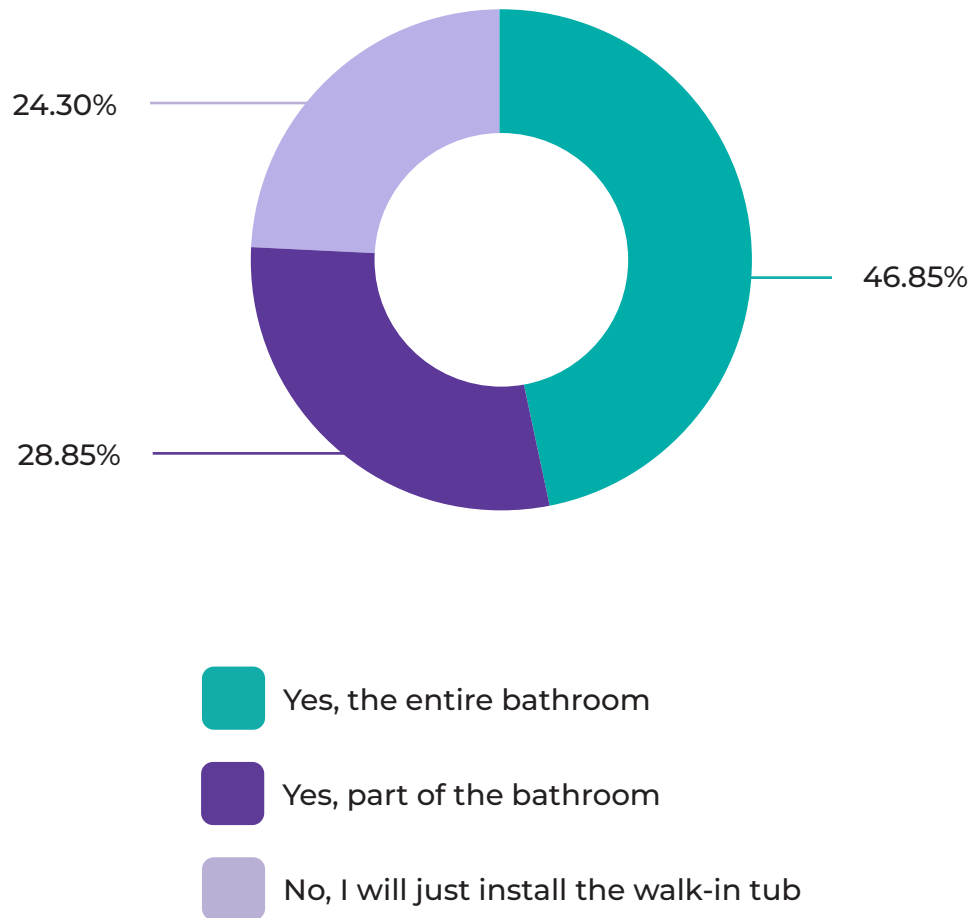
-  Lifetime warranty
-  Massaging jets
-  Water temperature heater
-  Quality design
-  Quick fill/draining
-  ADA compliance
-  Other





Homeowners who selected an interest in walk-in tubs were asked:

During your walk-in tub project, will you also remodel your bathroom?



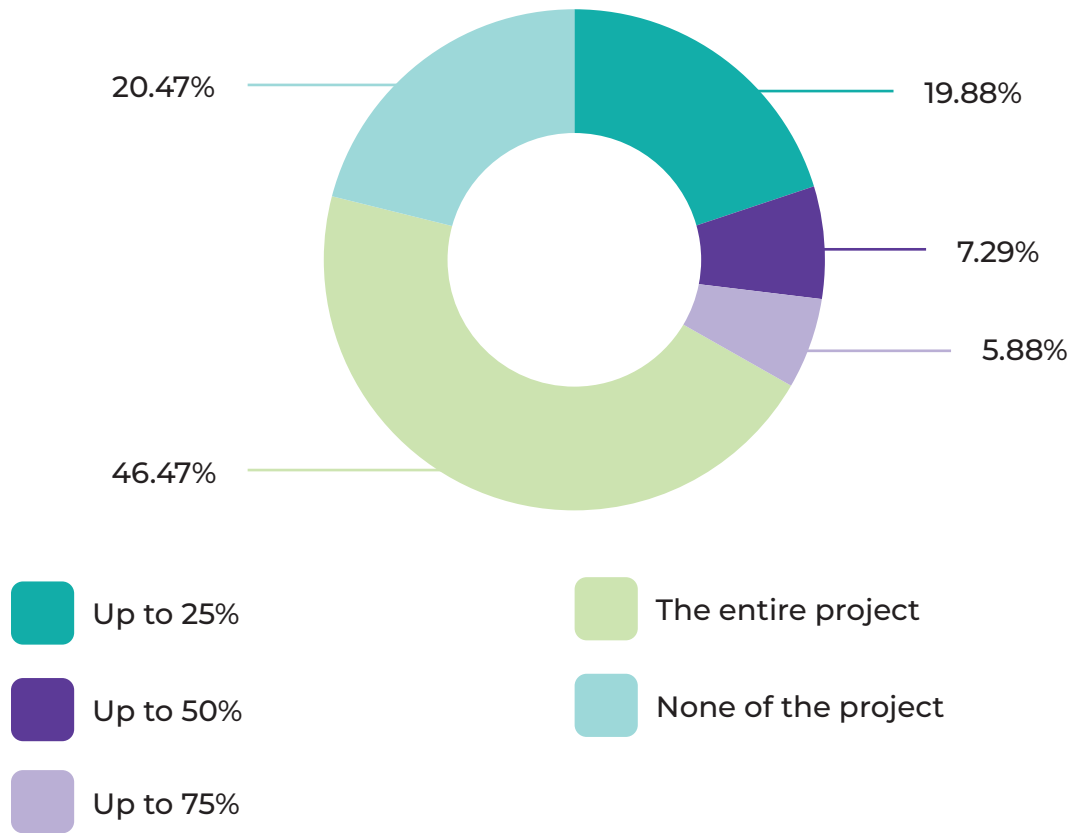
INSIGHT

Nearly half of the respondents plan to remodel their entire bathroom, an increase from 41.67% last year.



Homeowners who selected an interest in walk-in tubs were asked:

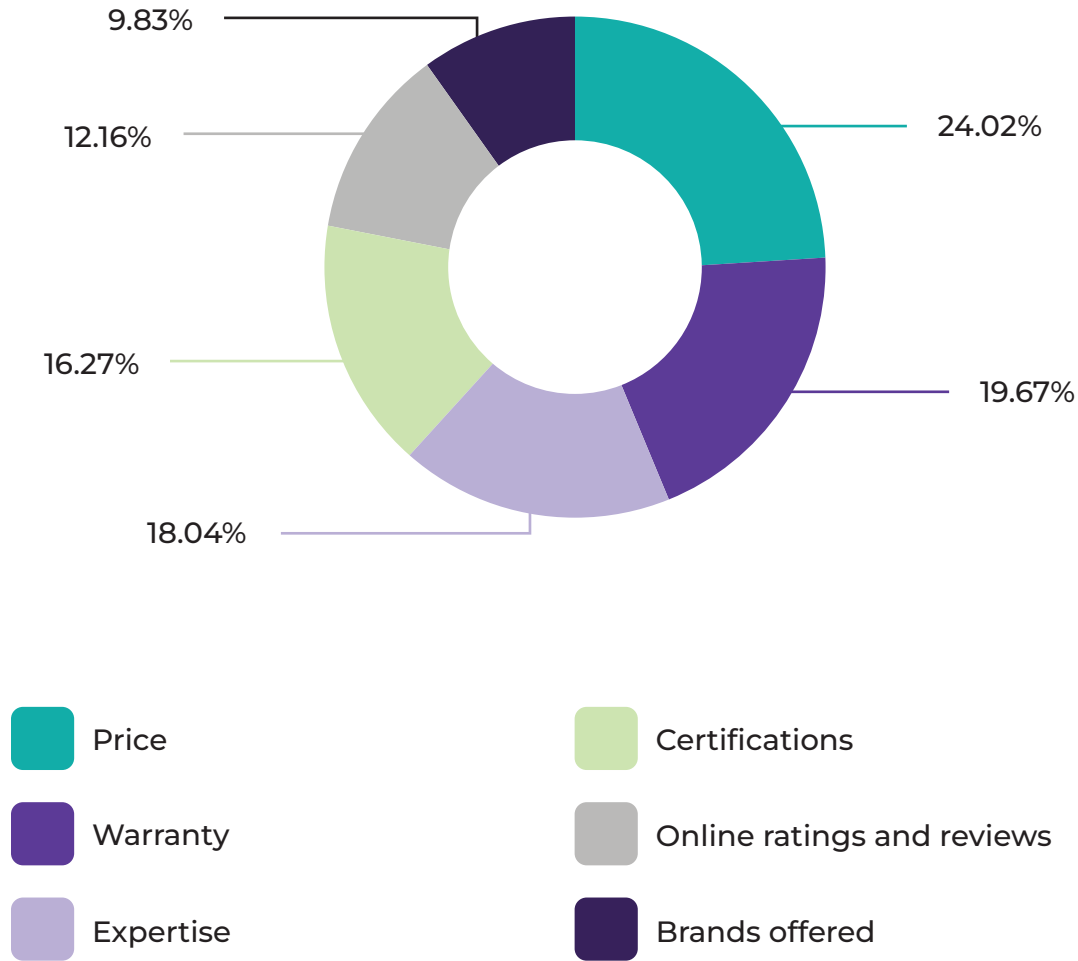
If financing were available, what percent of your walk-in tub project would you like to finance?





Homeowners who selected an interest in walk-in tubs were asked:

What are the most important factors for selecting a contractor/remodeler for a walk-in tub?



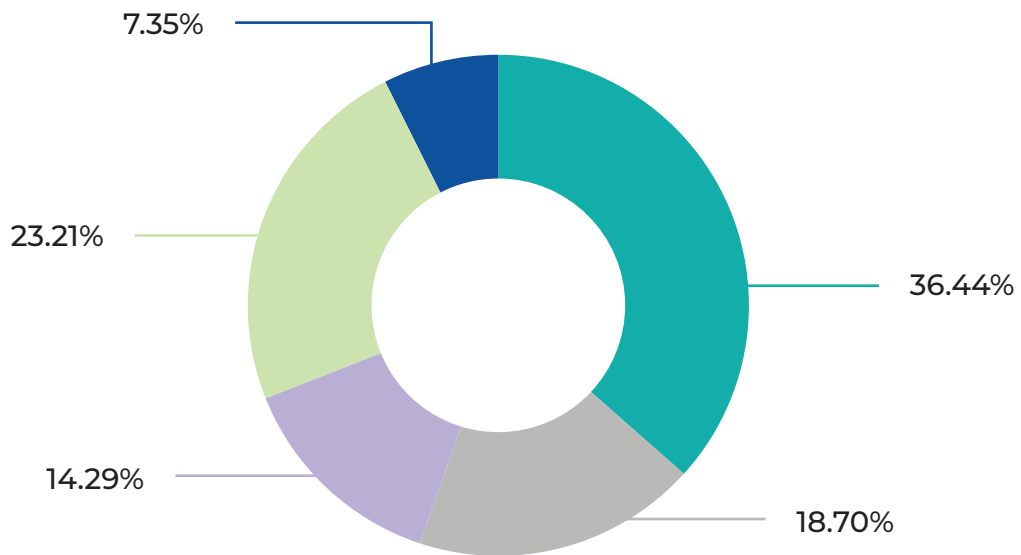
INSIGHT






Price and warranty emerge as top considerations for homeowners when selecting a contractor for walk-in tub installation.



Homeowners who said yes to exploring an independent living project were asked:

How long have you lived in your current home?



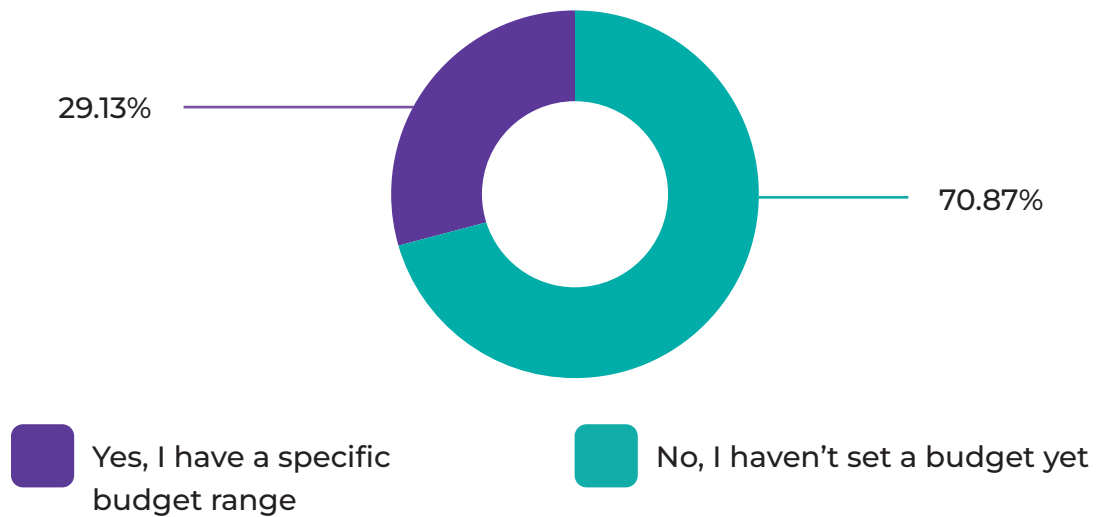
-  More than 20 years
-  Between 1-5 years
-  Between 11-20 years
-  Less than a year
-  Between 6-10 years





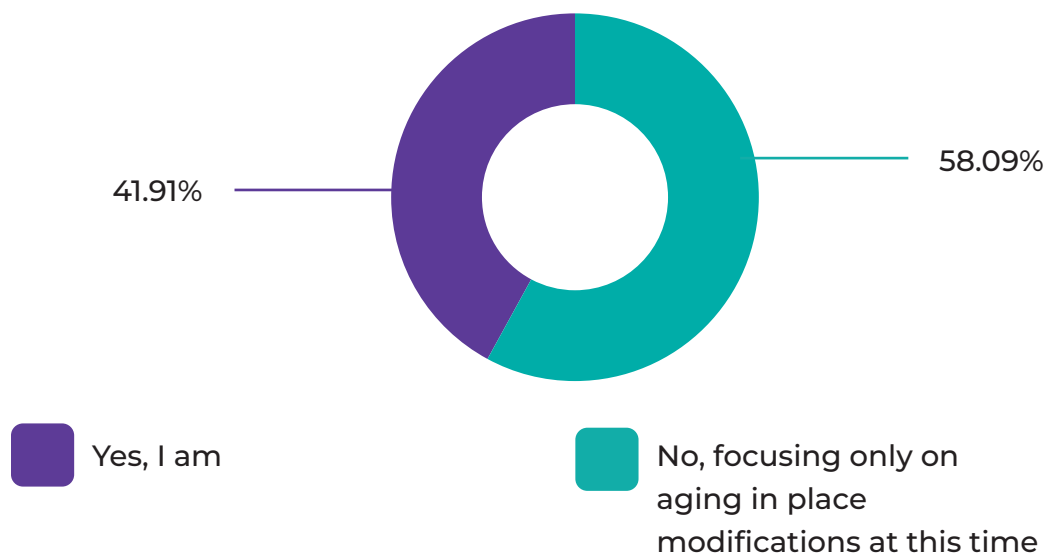
Homeowners who said yes to exploring an independent living project were asked:

Have you created a budget for these aging in place improvements?



Homeowners who said yes to exploring an independent living project were asked:

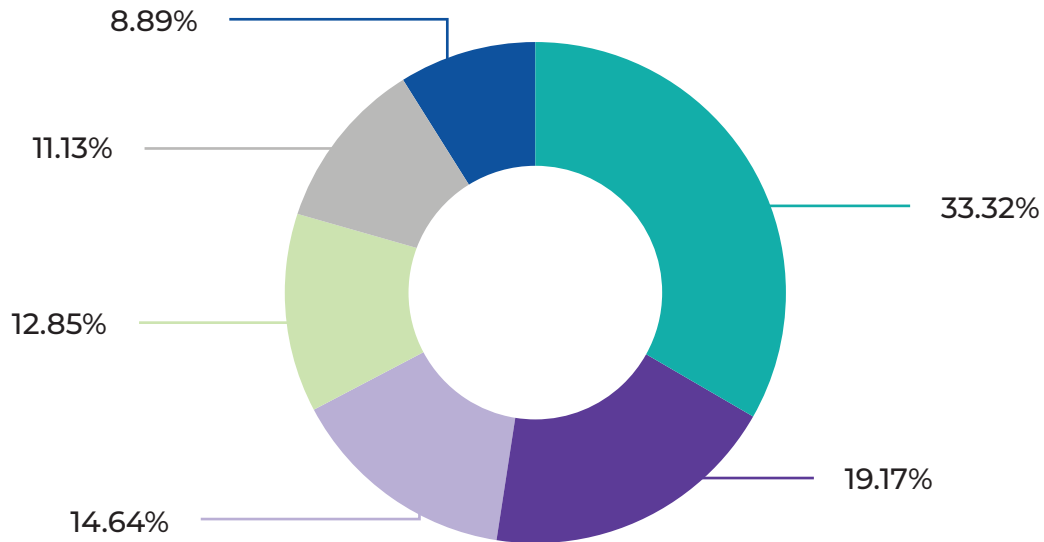
Are you considering any other long-term plans or modifications in addition to those related to aging in place in the next 12 months?











Homeowners who said yes to exploring an independent living project were asked:

Which of the following home improvement projects will you begin?



-  Indoor remodeling (kitchen, bathroom, bedroom, etc.)
-  Outdoor projects (patio, fencing, pool, yard, driveway, etc.)
-  Cosmetic projects (flooring, carpet, painting, fixtures, etc.)
-  Large exterior projects (roof replacement, siding, solar, etc.)
-  Critical projects (Mechanical, electrical, or plumbing projects, etc.)
-  Other

INSIGHT

Indoor remodeling, including kitchen and bathroom upgrades, is a priority for 33.32% of those planning additional projects.



Final Thoughts on Independent Living Trends

Modernize's recent independent living and home accessibility survey reveals a strong trend towards homeowners personalizing their spaces for future safety and comfort. With a keen interest in specific modifications and financing options, the survey highlights the growing demand for solutions that support independent living in one's own home for as long as possible.



Scan here to learn more about home accessibility trends





Discover More Resources

Stream Our Podcast



Built Better
THE PODCAST FOR HOME IMPROVEMENT CONTRACTORS
modernize
HOME SERVICES

Built Better Podcast
rebrand.ly/Built-Better



 Listen on Spotify

 Listen on Apple Podcast



Five Star Reduces Marketing Costs With Modernize

[Download PDF](#)







About Modernize


Modernize helps home improvement companies find and win more projects through our specialized marketing services. With a history spanning 18 years, our expertise encompasses the entire customer journey from inquiry to installation.

We operate across 17+ residential sectors including solar, roofing, siding, windows, and heating and air conditioning. Our offerings include SEO expertise, optimized websites, and technological tools. Backed by a network of over one thousand contractors, we ensure diverse options for homeowners.

Modernize is a subsidiary of QuinStreet, Inc. (Nasdaq: QNST). For more information, visit modernize.com/pros.

 modmail@modernize.com

 866-702-7321

 804 Congress Ave. Suite 400,
Austin, TX 78701



Independent Living and Home Accessibility

2024 Home Improvement Trends and Projections



modernize[®]
HOME SERVICES

www.modernize.com/pros