

# Aging in Place and Home Accessibility

Home Improvement Trends and Projections



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At Modernize, we specialize in supporting homeowners throughout their home improvement journey. Many homeowners across the United States turn to Modernize to help increase their home’s value or energy-efficiency, but others turn to us in their time of need.

Seniors are living longer, active lives— but physical ailments like arthritis and osteoporosis can still create challenges for older adults living alone. According to the National Council on Aging, nine out of 10 senior citizens intend to continue living in their current homes over the next 5 to 10 years. For homeowners to thrive comfortably—and safely—in their homes, critical modifications are often required.

Each year, Modernize helps **more than 300,000 homeowners** with home accessibility enhancements, including medical alerts, walk-in tubs, and stairlifts. These modifications help homeowners maintain their independence while reducing the risk of accidents. These projects also provide a priceless peace of mind for family members and caregivers.

The United States is already experiencing historic growth in the 65 and older demographic. In this new resource, learn how together our businesses can support and assist more homeowners and allow them to maintain full, independent lives in the comfort of their own homes.

**Alan Godfrey**  
Senior Vice President  
Modernize Home Services



# America, Aging

## Preparing for the “Silver Tsunami”

Baby Boomers —the generation born from 1946 to 1964— continue to have a remarkable impact on the United States population. Currently, 10,000 baby boomers turn 65 years old every day. Today, roughly 13 percent of Americans are over the age of 65. But according to the [Pew Research Center](#), in 2030, 18 percent of the population will be 65 years old and older. This large shift in our aging population is cleverly called “the silver tsunami.”

According to a 2020 report by [Rock Health](#), a venture fund dedicated to digital health, the United States is not equipped to support this dramatic age shift — citing a strain on Social Security, a critical need for healthcare workers, costs of long-term care and assisted living, and more. The deadly COVID-19 pandemic has also exposed new concerns with assisted living and long-term care facilities. According to [Bloomberg](#), occupancy in senior housing has hit a 15-year low.

The Centers for Disease Control and Prevention define aging in place as “the ability to live in one’s own home and community safely, independently, and comfortably, regardless of age, income, or ability level.” This trend is being championed by baby boomers. According to the National Council on Aging, a nonprofit service and advocacy organization, nine out of 10 [senior citizens intend to continue living in their current homes](#) over the next 5 to 10 years.



It is because of these projections that the United States home care market is expected to grow to **\$225 billion by 2024.**



## Home Safety and Security

While there are multiple advantages for senior citizens to age in place, mobility remains a major challenge. Most homes do not naturally cater to safe and secure independent living as adults grow older.

According to the [U.S. Centers for Disease Control and Prevention](#), one in four Americans, over the age of 65, falls each year. The CDC shares that falls are the leading cause of fatal injury among older adults, and roughly 3 million fall-related injuries are treated in emergency rooms annually.

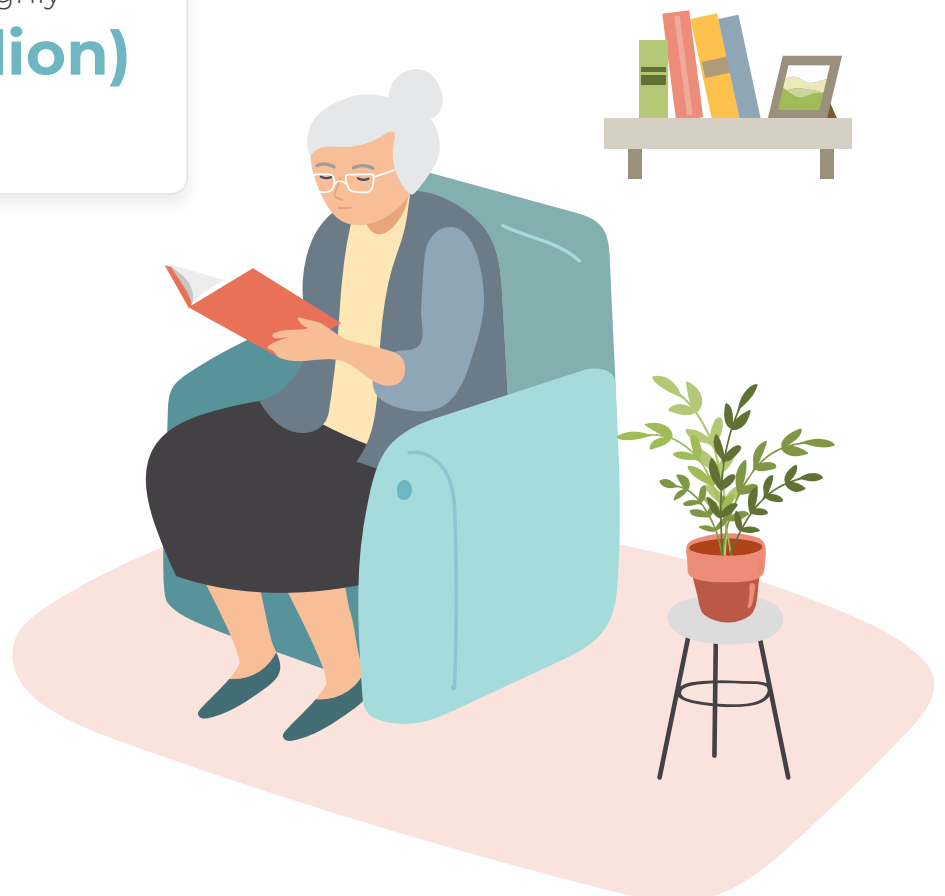
The [Urban Institute](#), a nonprofit research organization, published a 2019 article exploring aging in place. Researchers found in-home modifications “reduce the incidence of falls by 50 percentage points for those ages 75 and older.” The article shares that for every \$1 invested in modifications returns \$1.50 in reduced medical spending.

At Modernize, our goal is to help homeowners connect with skilled professionals that can provide life-saving and mobility-preserving home improvements.

According to the Administration for Community Living, roughly

**28% (14.3 million)**

older persons live alone.



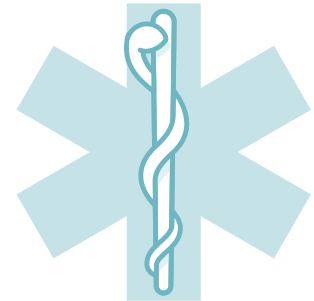
# Aging in Place Trade Trends

## Medical Alerts, Walk-In Tubs, and Stairlifts

### Medical Alerts

The medical alerts allow users 24/7 access to emergency care providers. Connecting with a touch of a button, providers can send assistance, care, or medical personnel depending on the user's needs. Devices may come equipped with additional safety features such as smoke alert, carbon monoxide detectors, and more.

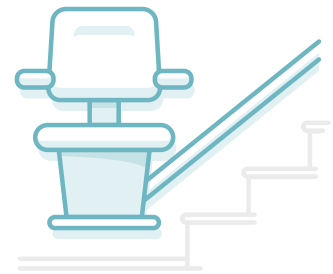
According to a [2020 market forecast report](#), the medical alert market was valued at \$7.28 billion (USD) in 2019 and is projected to reach \$10.79 billion (USD) by 2027.



### Stair Lifts

Stair lifts are increasingly crucial to senior citizens' mobility and independence. The mechanical device contains a chair or platform which is controlled by the user to allow them to safely navigate between areas or stories within their home.

According to a [recent market report](#), "the residential end-user segment is expected to offer \$500 million incremental revenue for the market during 2019-2025." North America accounts for the greatest share of the global stair lift market.



### Walk-In Tubs

Of falls sustained by adults, the majority (up to 80 percent) occur in the bathroom. Walk-in tubs are specifically designed to help reduce falls and injuries. These modified tubs include ADA compliant designs, handrails, non-slip flooring, and built-in seating.

A [2020 market report](#) forecasts the continued adoption of walk-in tubs on a global level.



# Partnering with Modernize and QuinStreet

## Helping more homeowners, together

At Modernize, we specialize in supporting homeowners and the rapidly expanding home care industry. Our goal is to connect qualified homeowners with accessibility professionals across the United States.

Our campaigns are dedicated to senior access including walk-in tubs, medical alerts, stair lifts, and adjustable beds. Our partners include industry leaders like American Standard and Craftmatic Beds. Our agile technology allows us to provide innovative solutions for both homeowners and home remodelers. When a homeowner is ready to begin their project—and requests a home care expert—Modernize connects them with you quickly. Each homeowner is qualified via a phone call prior to them connecting with you.

Modernize, owned and operated by QuinStreet, has more than 20 years of performance marketing experience. As a publicly-traded industry pioneer, we service **more than 300,000 homeowner requests** for home accessibility projects each year. We are looking to support even more in 2021.



Looking to learn more about the aging in place market from other industry experts? Listen to our podcast, **Built Better**. Now available to stream for free on Spotify and iTunes.



# About Modernize

For more than 15 years, Modernize has been a leader in the home improvement and services industry, connecting homeowners with contractors and other home services professionals.

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[Learn more about Modernize ›](#)

