

In Your Home[®] -- Remodelors for Aging in Place Facts & Statistics

According to research by the American Association of Retired Persons (AARP), www.aarp.org:

- Nearly 90 percent of seniors want to stay in their own homes as they age, often referred to as "aging in place."
- Even if they begin to need day-to-day assistance or ongoing health care during retirement, most (82 percent) would prefer to stay in their homes. Only a few express a preference for moving to a facility where care is provided (9 percent) or for moving to a relative's home (4 percent).
- Living under one's own rules is a key reason for staying in one's own home, with 42 percent of seniors choosing it as one of their top three considerations.
- AARP identified housing features that seniors find are especially important in the later years as they begin to experience reduced eyesight, poorer balance, reduced flexibility, etc.:
 - Safety features such as non-slip floor surfaces (80 percent)
 - Bathroom aides such as grab bars (79 percent)
 - A personal alert system that allows people to call for help in emergencies (79 percent)
 - Entrance without steps (77 percent)
 - Wider doorways (65 percent)
 - Lever-handled doorknobs (54 percent)
 - Higher electrical outlets (46 percent)
 - Lower electrical switches (38 percent)

Most of these features do not currently exist in most seniors' homes.

- Of seniors who have made modifications to their homes:
 - 70 percent said they did so for safety reasons
 - 65 percent wanted to make the home easier to use by all family members
 - 60 percent wanted to increase their ability to live independently
 - 55 percent wanted to provide flexibility to adapt to the changing needs of family members
- Most pre-retirees expect they will be able to live independently during retirement; relatively few (14 percent) expect they will need day-to-day assistance or ongoing health care at any point during their retirement.
- Thinking about parents' getting older is on the minds of most adult children (88 percent) and older parents (75 percent).
- More than half of the adult children (54 percent) think their parents will need their help but less than three in ten (27 percent) older parents agree.
- Seventy-five percent of adult children and 69 percent of parents think about the parents' ability to live independently as they get older.

From the National Association of Home Builders:

- Seventy-five percent of remodelors report an increase in inquiries related to aging in place.
- The NAHB predicts that aging in place remodeling market to be \$20-\$25 billion. That's about 10 percent of the \$214 billion home improvement industry.

According to the MetLife Mature Marketing Institute:

- Ninety-one percent of pre-retirees age 50 to 65 responded that they want to live in their own homes in retirement. Of that group, 49 percent want to stay in their current homes, and 38 percent want to move to new homes.
- Falls are the leading cause of injury-related visits to the emergency room in the U.S. and the primary cause of accidental deaths (75 percent) in people over 65.

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Website: www.iyhusa.com

In Your Home's website offers a low-cost (soon to be free), unique online assessment tool that allows seniors or their family members to enter information about each senior's abilities and home set-up, then immediately receive an assessment of their aging-in-place needs. To access, go to the website and click on "online assessment tool" in the left-hand column.

Links: Other helpful sources for information on aging in place include:
Portland-based All About Aging network at www.allaboutaging.org
National Aging in Place Council at www.naipc.org
American Society on Aging at www.asaging.org
Met Life Mature Marketing Institute at www.mturemarketinstitute.com
National Association of Home Builders Certified Aging in Place Specialists at www.nahb.org/caps
Alliance for Aging Research at www.agingresearch.org
National Alliance for Caregiving at www.caregiving.org

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