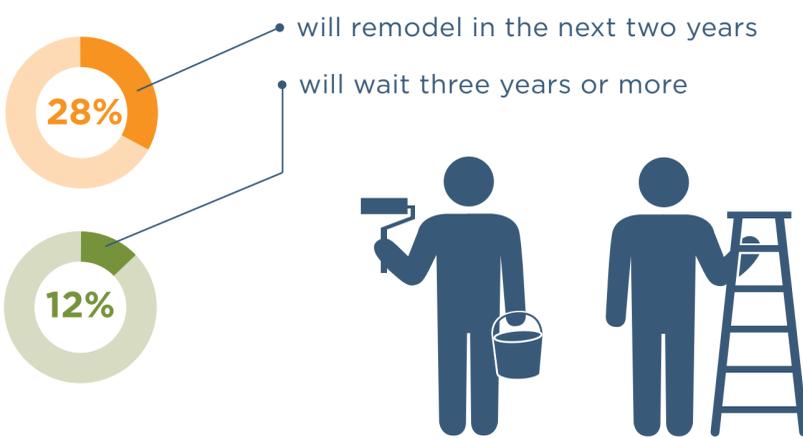


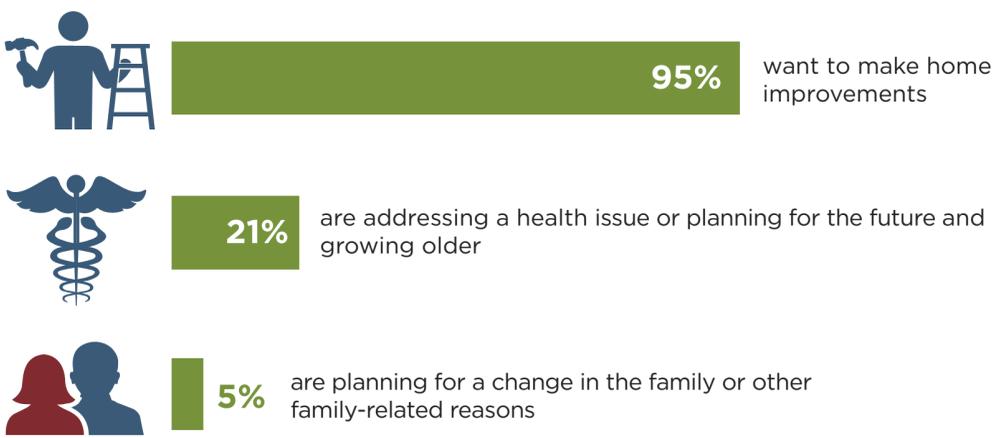
REMODELING TODAY FOR A BETTER TOMORROW

When homeowners remodel, they have the opportunity to integrate design ideas to live comfortably at home for a lifetime. Universal design (UD), also referred to as livable design, means creating an environment that's easy for everyone to use—regardless of age, size or ability. It emphasizes convenience, simplicity, flexibility and adaptability, and includes appealing and stylish features that are widely available today. To further understand homeowners' consideration of features when they may be remodeling, The Hartford Center for Mature Market Excellence and the University of Southern California Davis School of Gerontology surveyed Boomers and asked them about their plans.

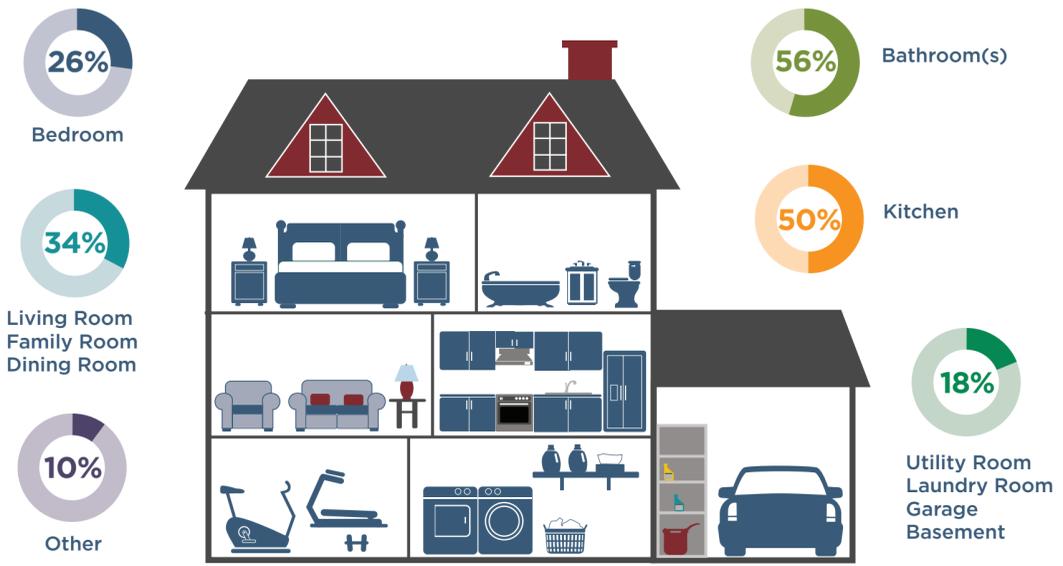
40% of Boomer homeowners plan to remodel in the future



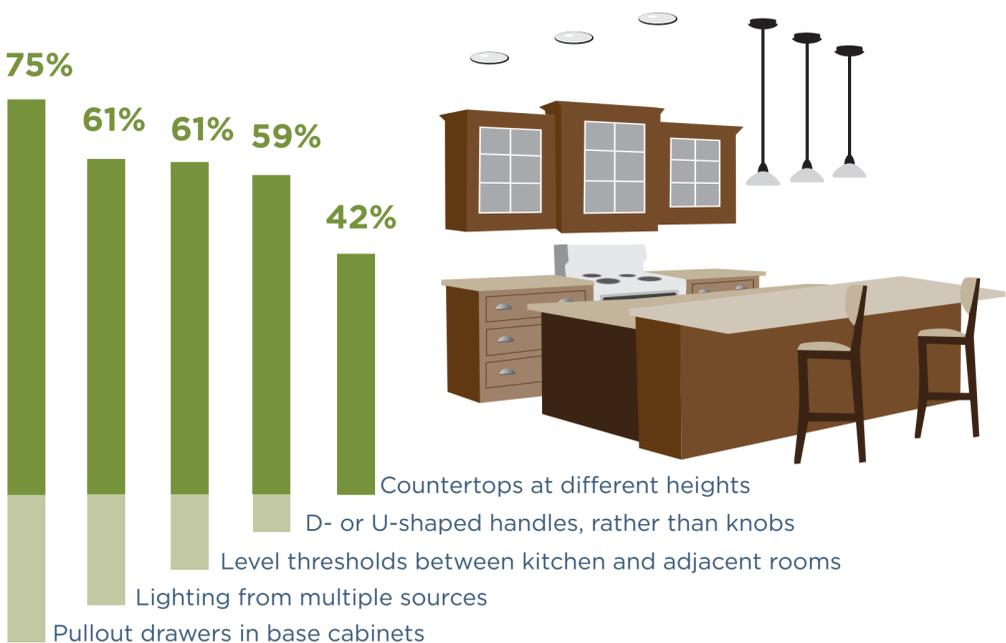
Among Boomers planning to remodel their home, they give the following reason(s) for the remodel:



Of those planning to remodel, here are the room(s) they plan to tackle (respondents could select more than one):



When Boomers were shown photos of livable design features for the kitchen, respondents said they would consider including the following in the remodel plans:



When Boomers were shown photos of universal design bathroom features, the most common features they would consider include:



For more information on Remodeling Today for a Better Tomorrow, visit: www.thehartford.com/remodel and follow us at: www.twitter.com/thehartfordcmme.