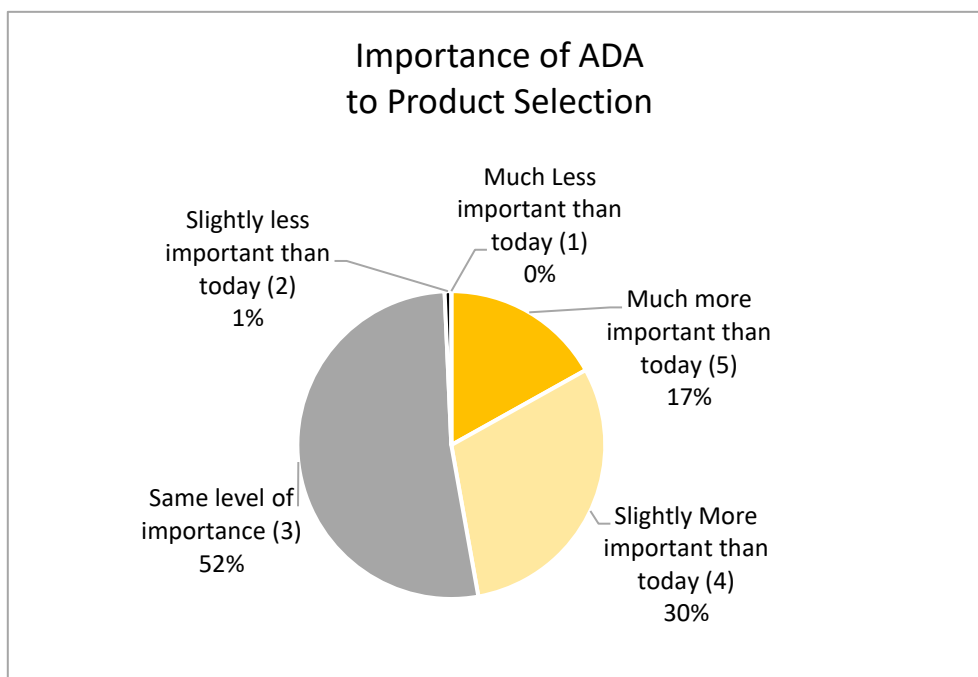


**While ADA requirements have always been important to building professionals, many believe they will be "more" important due to the growth in the aging population.**

With the growth of the aging population how much more important will ADA requirements be to your product selection and specification over the next few years?



**Sample Comments:**

- Higher percentage of geriatrics means more ADA compliance needed.
- I already implement ADA requirements and considerations for aging in most of my work. I think that in residential this will be more of a concern.
- Not only will we need to consider ADA requirements that are currently in place, but also will need to consider how the materials and products will then impact the physical health of the aging population. Products that are easy to clean and do not transfer germs will be important.
- We've always placed importance on ADA or what we like to call "frail-friendly" design particularly with residential projects. Thought is put into how the new remodel can accommodate aging owners even when ADA is not required.

**TAKE AWAY:** Building professionals try to take ADA requirements into consideration when making product selections. With the growth of the aging population, selecting products that are ADA friendly and compliant will become even more important. Product manufacturers need to provide professionals with details on how their products meet ADA requirements and are friendly to the aging population.



**No. 2020.32**  
**Released: 10/2020**

## Purpose:

To find out if the growth in the aging population will increase the importance of ADA requirements when selecting/specifying products.

## Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in August, 2020. Overall response was 142 completed surveys.

## Conclusion:

While 52% of building professionals feel ADA requirements will have the same level of importance in two years as it does today, many (47%) feel it will become even more important over the next few years. Open-ended comments indicate that "most" professionals already follow all ADA requirements when selecting and specifying products. However, with a growing elderly population there will be an even stronger emphasis on using products that meet ADA requirements—not only in residential but also in commercial projects as the workforce ages. With many of the aging population preferring to remain in their home, the need for elderly friendly products will become increasingly important. In addition to ADA requirements, there will be an increased need to use products that keep occupants and workers healthier and safer. This AIM research indicates that slightly more facilities and interior designers feel ADA will be more important in a few years than architects and engineers. In order for product manufacturers to increase their chance of being specified, selected and ultimately purchased they need to not only demonstrate how their products meet ADA requirements but demonstrate how they protect and benefit the overall health and safety of building occupants.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=142. AIM is a business-to-business marketing communications company, ©August, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email [inquiries@a-i-m.com](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.