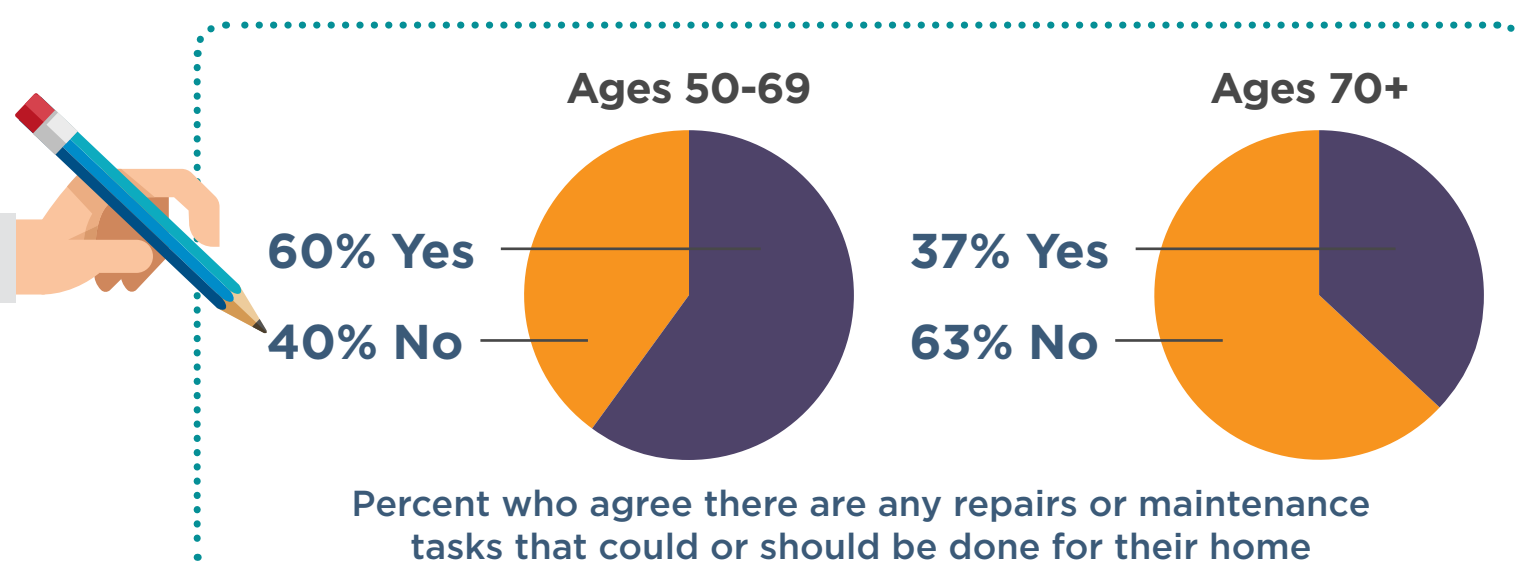


HOME MAINTENANCE AMONG HOMEOWNERS AGE 50+

The Hartford Center for Mature Market Excellence® and the MIT AgeLab conducted research to understand the home maintenance experience of homeowners 50+. Through qualitative and quantitative methods, the study looked at whether homeowners had home maintenance tasks that were yet to be done and why.

Home Maintenance Tasks

49% of homeowners 50+ have home maintenance tasks to be done



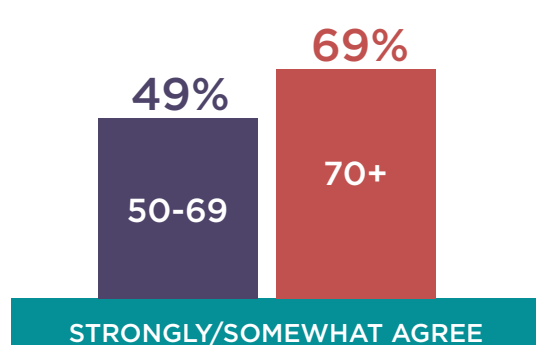
Top Three Reasons Why Home Maintenance Tasks Are Not Done

| | All 50+ | 50-69 | 70+ |
|--|---------|-------|-----|
| They aren't that much of a problem right now | 43% | 41% | 47% |
| I can't afford to do them | 18% | 21% | 14% |
| I don't have time to fix them myself right now | 11% | 16% | 3% |

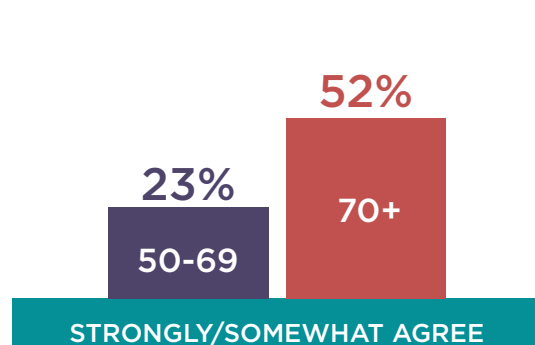
Managing Home Maintenance

Home maintenance becomes harder as homeowners age.

59% of homeowners 50+ agreed with, "Home maintenance has become harder for me over time."



37% of homeowners 50+ agreed with, "My health makes it hard for me to do maintenance or repairs for my home."



Home Damage

Water leaks topped the list of home damage experienced by homeowners 50+, yet only 16% of homeowners 50+ surveyed think the consequences of a water leak would be extremely serious.

Home Damage Experienced

- 27% Water leak from roof
- 21% Water leak from hot water heater or pipes in home
- 17% Weather or natural events
- 11% Insect, rodent or pest damage



Perception of Consequences

- 16% of homeowners 50+ think the consequences of a water leak would be extremely serious
- 59% of homeowners 50+ think the consequences of a home fire would be extremely serious

According to an analysis of claims data from the AARP® Homeowners Insurance Program from The Hartford, water damage from plumbing, heating and air conditioning is the most common cause for a homeowners insurance claim.*

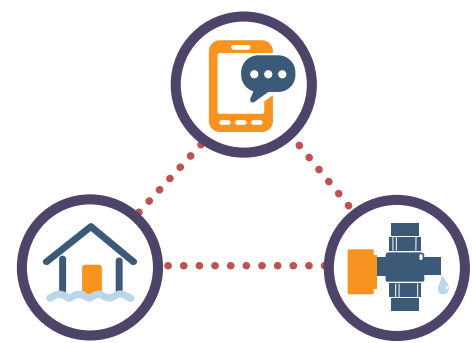
Help With Home Maintenance

Top Factors That Would Be Most Helpful to Homeowners 50+ to Assist With Home Maintenance

| | All 50+ | 50-69 | 70+ |
|--|---------|-------|-----|
| Someone I trust, outside my family, to do the work | 29% | 23% | 34% |
| More money for home maintenance | 26% | 32% | 20% |
| A family member to help me do the work | 13% | 11% | 14% |
| More knowledge of what I should be doing to maintain my home | 9% | 10% | 7% |

Smart Home Technology

Smart water and/or mold monitoring sensors and smart water shut off valves topped the list of smart home technologies that homeowners 50+ said would help with home maintenance, but few owned them.



3% of homeowners 50+ have smart water and/or mold monitoring sensors
1% of homeowners 50+ have smart water shut off valves

For more information on home maintenance, visit thehartford.com/lifetime. Follow us on Twitter at www.twitter.com/thehartfordcmme.



* Based on an analysis of claims data from the AARP® Homeowners Insurance Program from The Hartford, excluding catastrophes, between 2015 and 2017. AARP and its affiliates are not insurers. Paid endorsement. The Hartford pays royalty fees to AARP for the use of its intellectual property. These fees are used for the general purposes of AARP. AARP membership is required for Program eligibility in most states. The Hartford and the MIT AgeLab conducted focus groups with sixty homeowners age 50+ in Phoenix, Arizona, and Boston, Massachusetts, during June 2017. The MIT AgeLab also fielded a consumer survey with 1,022 homeowners age 50+ between September 11 and 18, 2017, using Qualtrics. Using a 95 percent level of confidence, the margin of error is +/- 5 percent. Additionally, nine homeowners over the age of 50 were interviewed in September and October 2017. This information is intended to help individuals who seek information about home maintenance and smart home technology. It is not intended to be an exhaustive source or to relate to a particular product, service, individual, or living situation. Readers are advised to consult the appropriate professionals to assist them in analyzing their situation. Printed in USA © March 2018 The Hartford Financial Services Group, Inc. Hartford, CT 06155. All rights reserved. No part of this document may be reproduced, published or posted without the permission of The Hartford.