

# UNDERSTANDING THE HOUSING PREFERENCES OF OLDER PEOPLE

Ipsos and Housing LIN

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# RESEARCH OVERVIEW AND METHODOLOGY

# 01

# Research overview

**The primary objective of the study is to create the most up to date, robust and comprehensive evidence base in the UK of the housing needs and aspirations of the older population.**

- The study is comprised of two stages:
  - Stage 1 aims to provide **up to date and robust evidence on the current and future housing preferences of the older population** in the UK, including the experiences, preferences, and requirements of people currently aged 50 and over.
  - Stage 2 of the study draws on the evidence base derived from Stage 1 and other evidence to **create a new model for estimating the need for different types of housing and accommodation for older persons.**
- This evidence will inform and support policy makers and housing providers to **help plan and deliver transformation in the UK housing market to best deliver suitable housing** and accommodation choices for the older population.

# Methodology – Ipsos UK KnowledgePanel

- Survey undertaken via the **Ipsos UK KnowledgePanel**, an online panel of UK adults that uses **random probability sampling**
- Random stratified sample of **8,851** panellists in United Kingdom (**aged 50+**) were invited to take part and **5,591** completed – response rate of **63%**
- Data weighted to be **representative of the adult population aged 50** or more within each country
- Fieldwork conducted: 7-13<sup>th</sup> December 2023



# OLDER PEOPLE'S CURRENT HOUSING SITUATION

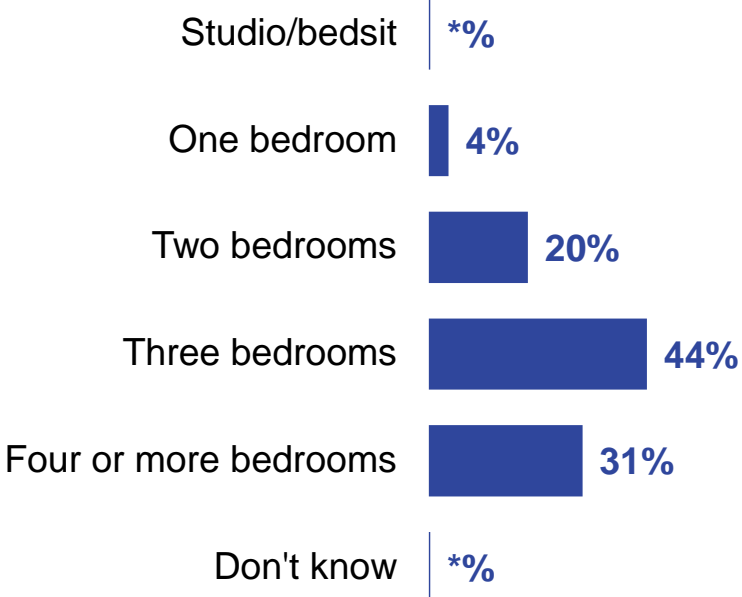
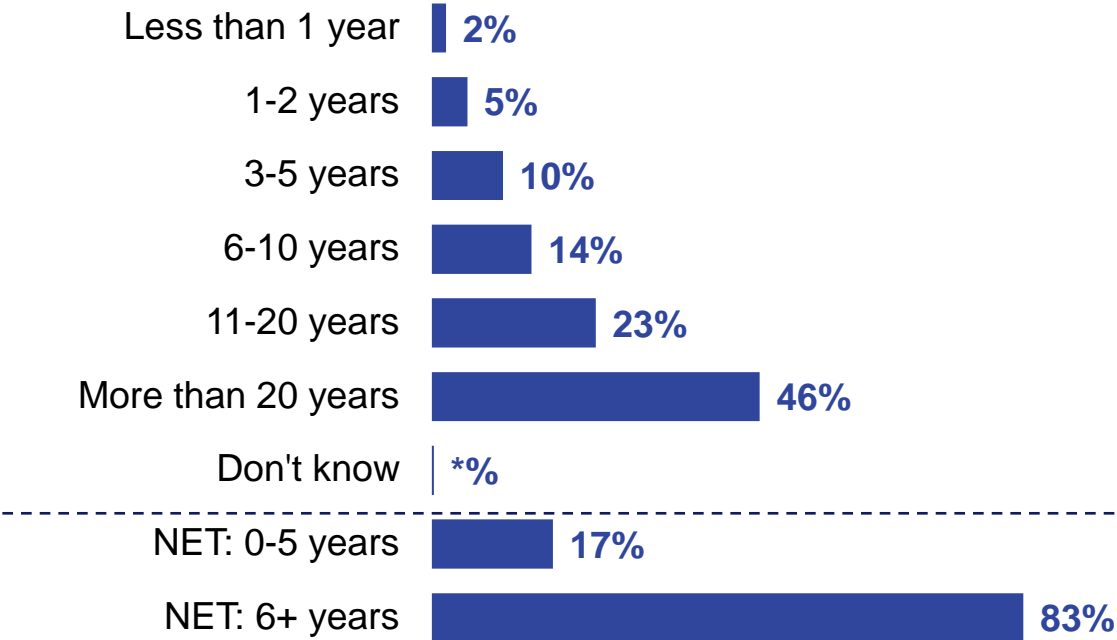
# 02

# The majority of older people are owner-occupiers living in conventional housing

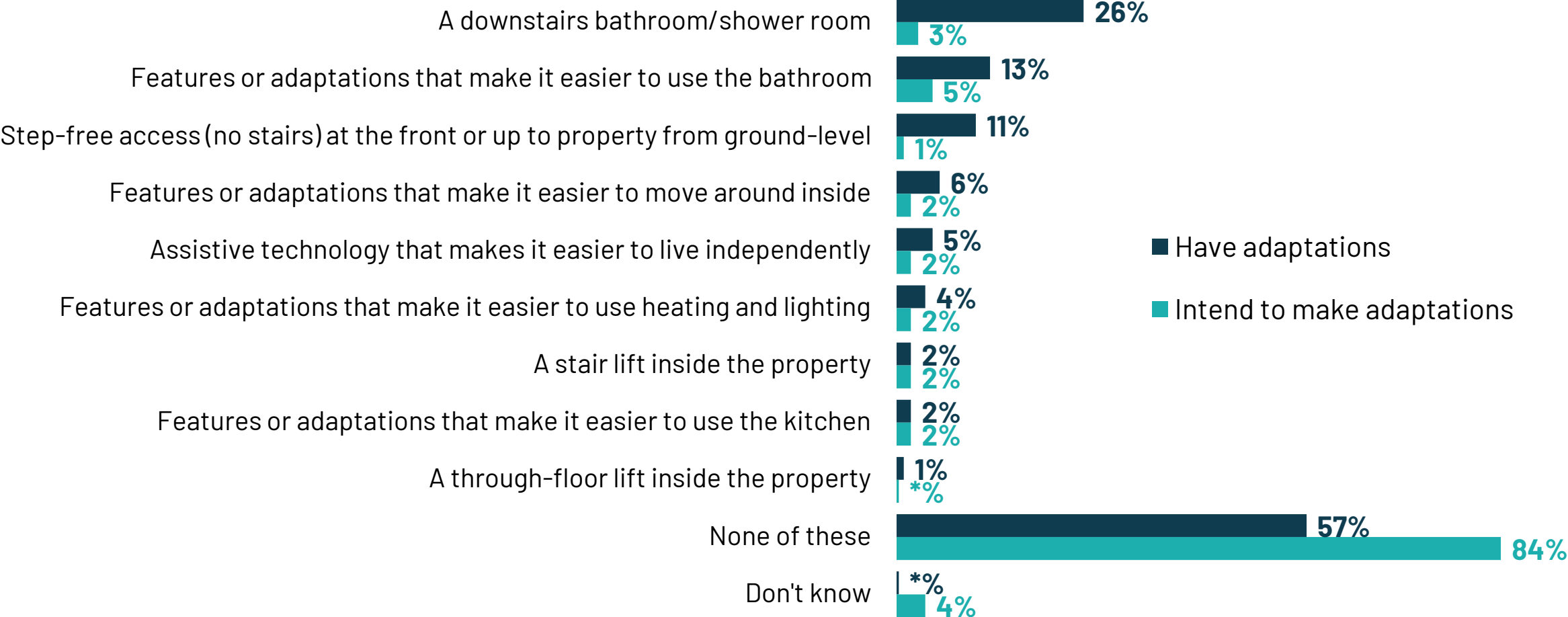
 **97%** live in a conventional home

 **84%** owner-occupiers (66% outright and 18% mortgage)

 **14%** rent (9% social and 5% private)



# Over half of older people had no adaptations and 8 in 10 said they did not intend to make any adaptations in the next 5 years



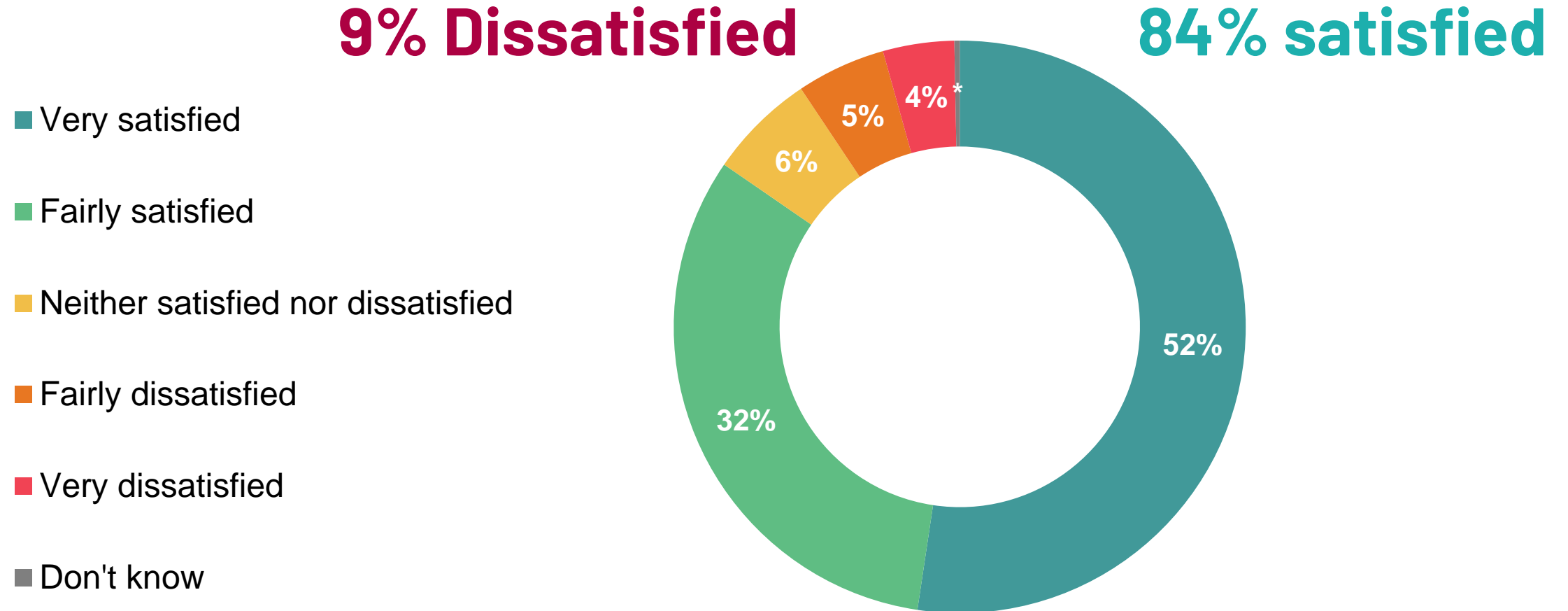
Q9a. Does your current home have any of the following adaptations?

Q9b. Do you intend to make any of the following adaptations to your current home in the next 5 years or so?





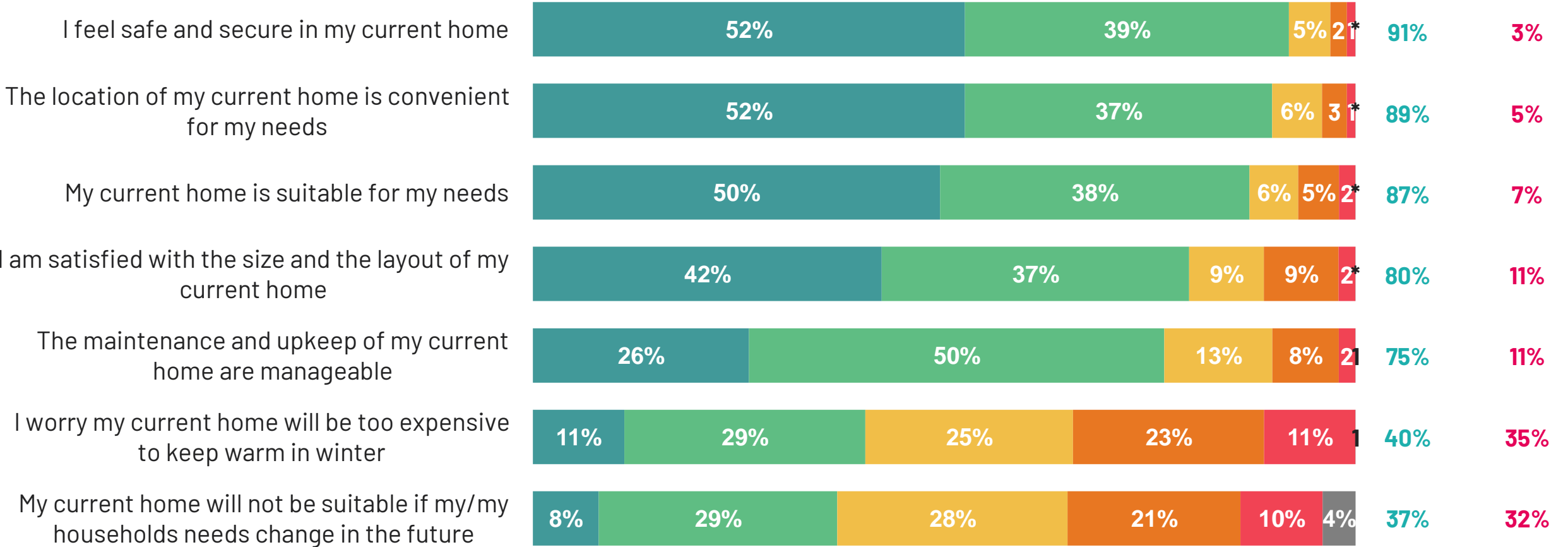
# Over 8 in 10 of those aged 50+ said they were satisfied with their current home



Q8. Overall, how satisfied or dissatisfied are you with your current home?

# Potential drivers of satisfaction

Agree Disagree



Strongly agree Tend to agree Neither/nor Tend to disagree Strongly disagree Not applicable/Don't know

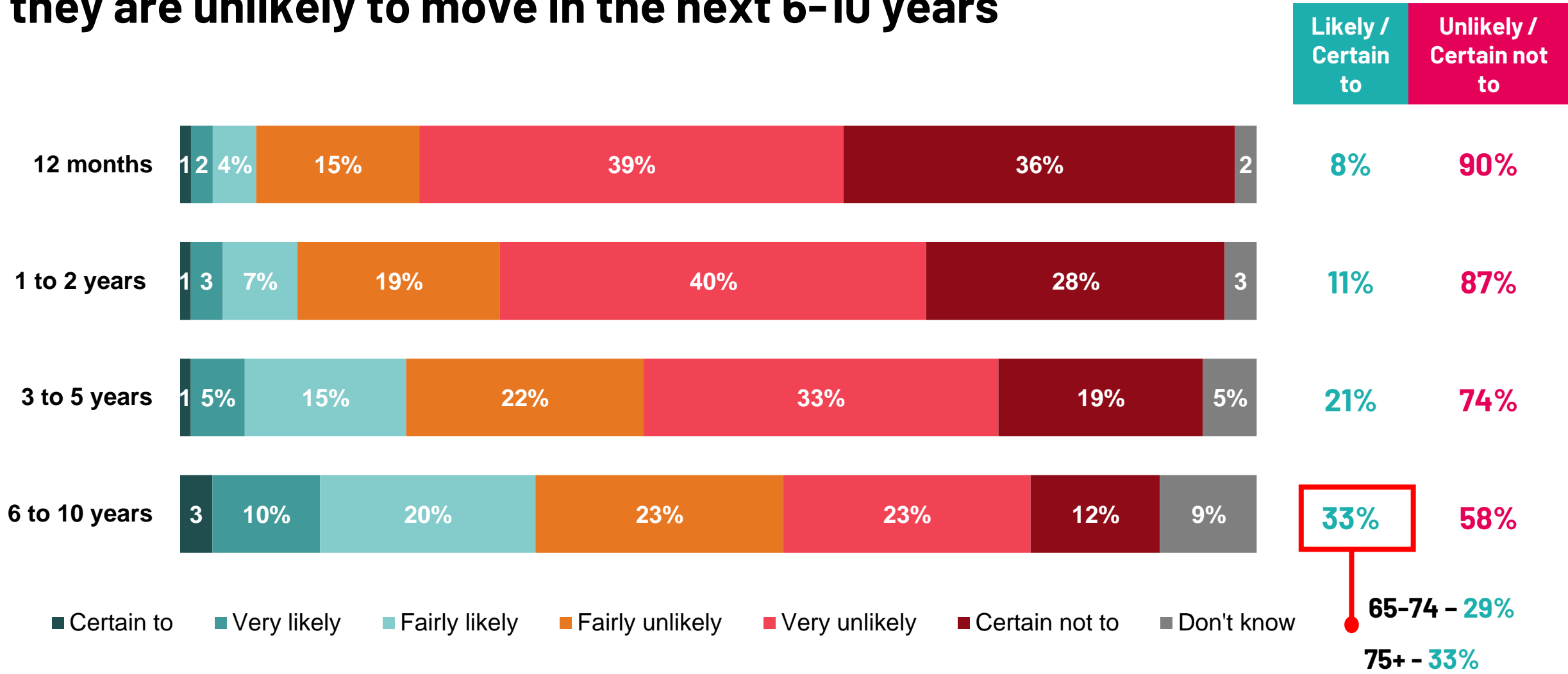
Q10. To what extent do you agree or disagree with the following statements



# PROPENSITY TO MOVE AND PREFERENCES

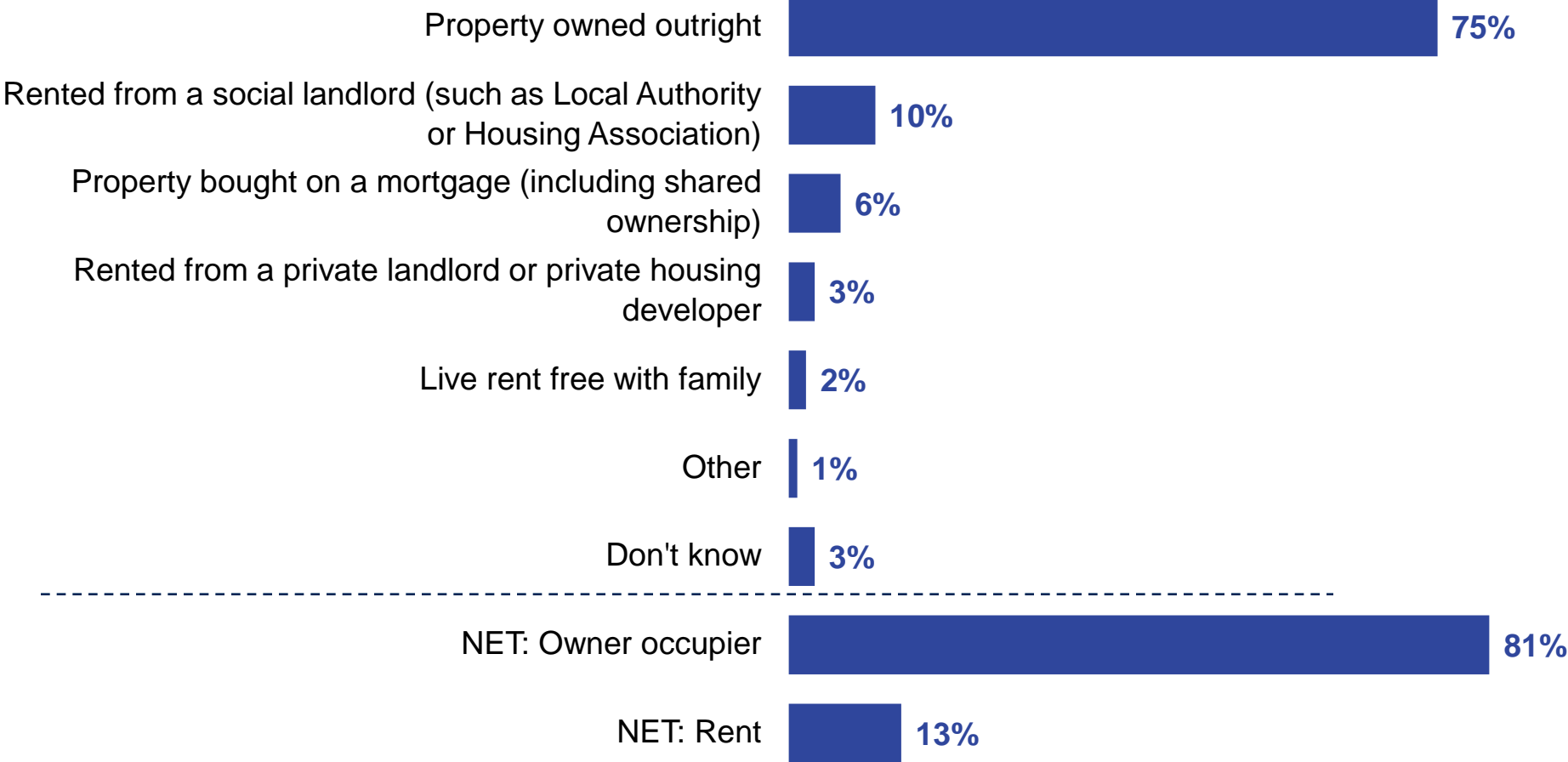
# 03

# Likelihood of moving increases with time, however, the majority still say they are unlikely to move in the next 6-10 years



Q18. How likely or unlikely are you to move to a different home in the next ...?

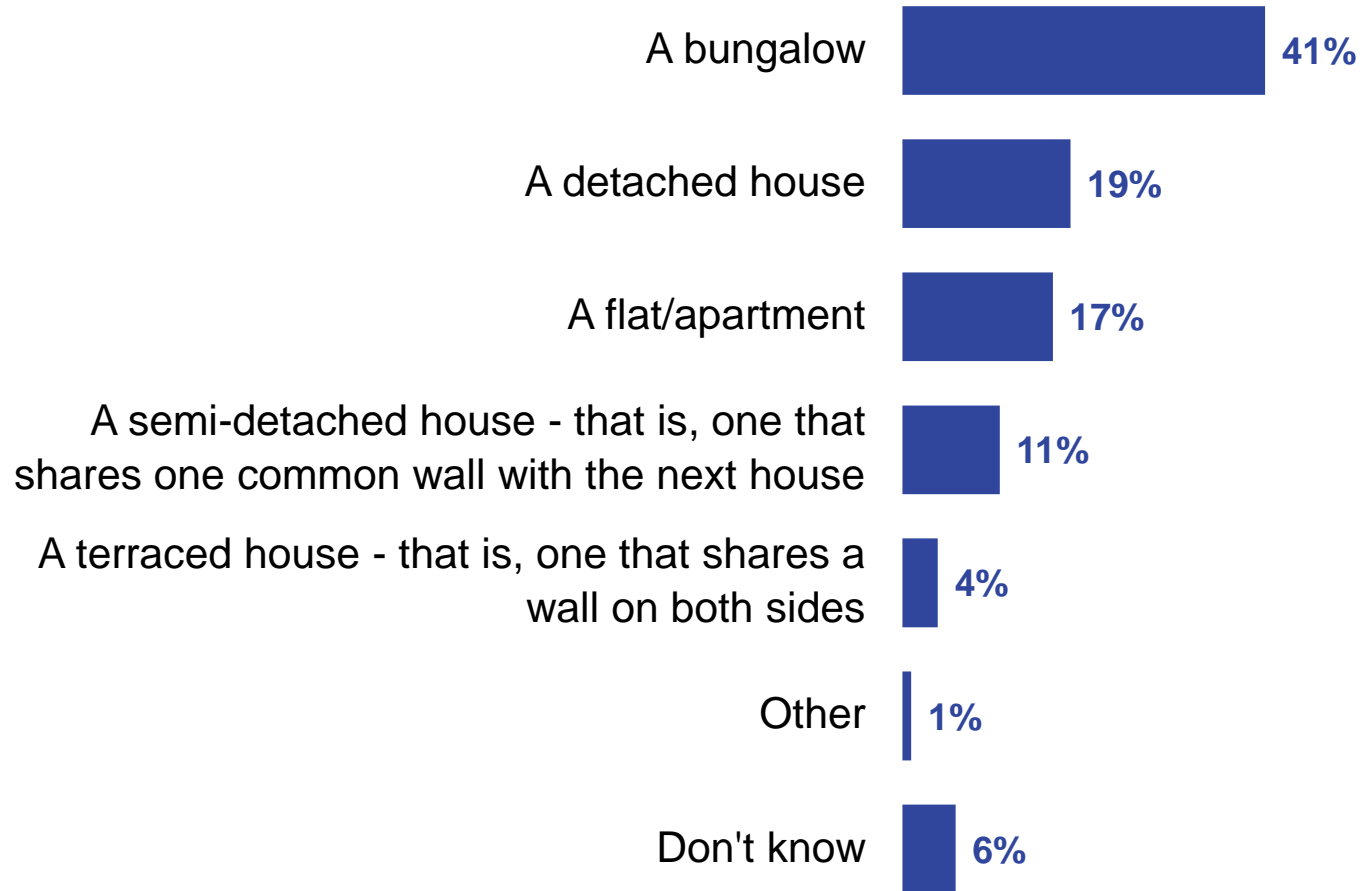
# Current tenure was a strong influence on future tenure expectations



Q21. Regardless of whether you are likely to move or not, if you did move to a different home in the future, which one of these would you expect it to be?

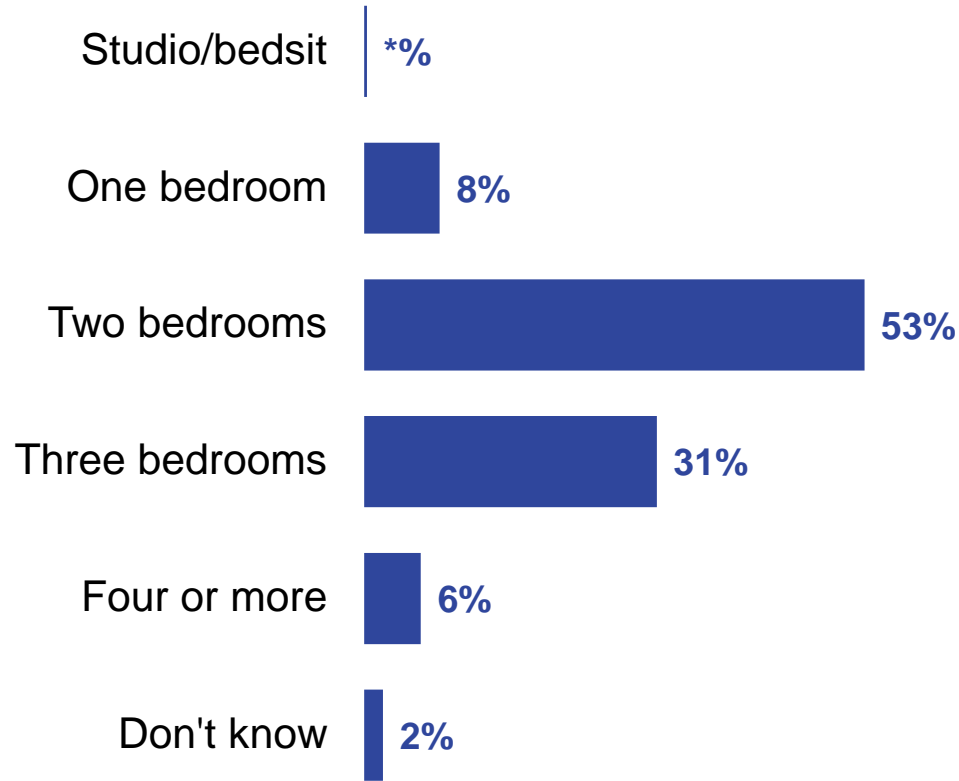


# Bungalows are most popular across all age cohorts



Q20. Regardless of whether you are likely to move or not, if you did move to a different home in the future, which one of these would you expect it to be?

# Most older people expect to live in a home with two or three bedrooms



58%

Expect to live in a future home that's **smaller** than their current home

36%

Expect to live in a future home that's the **same size** as their current home

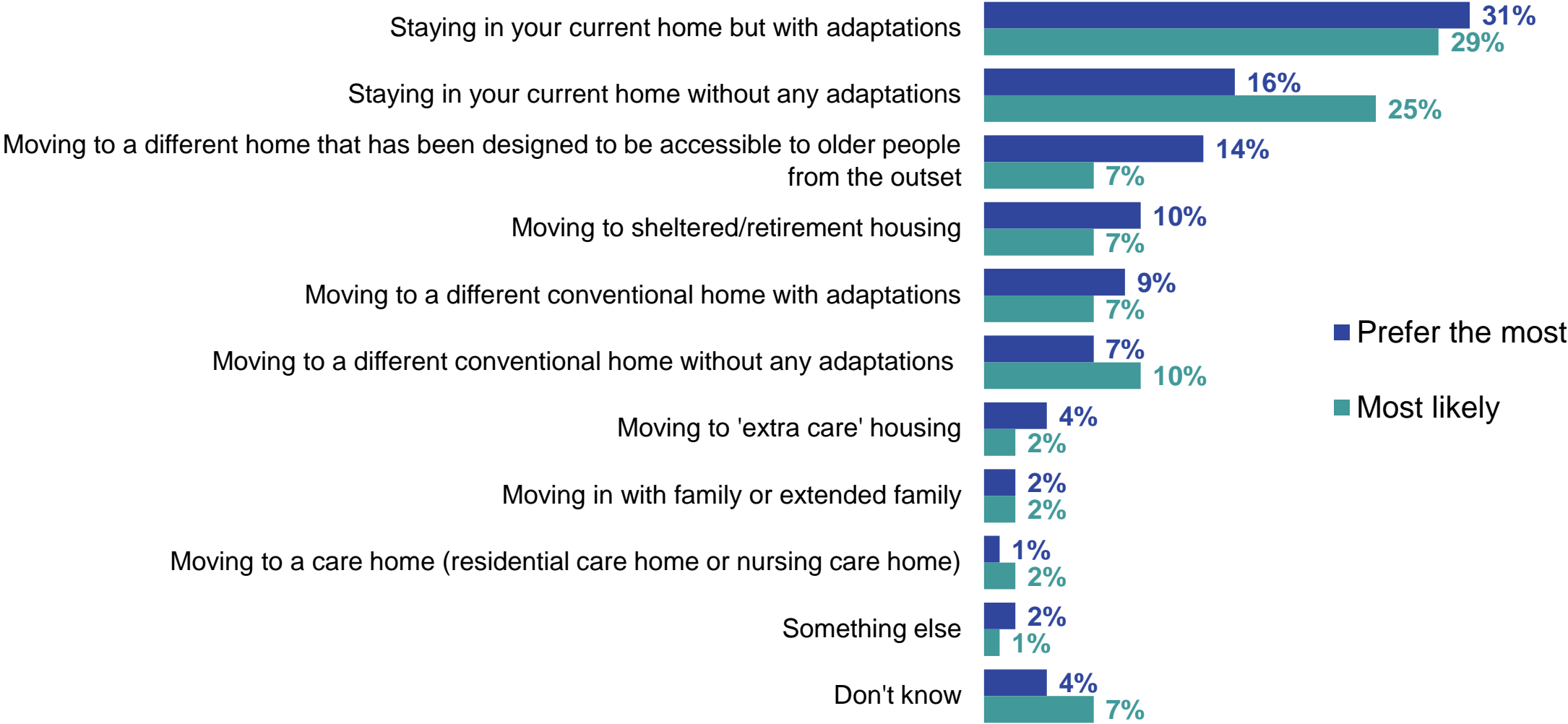
Q19. Regardless of whether you are likely to move or not, if you did move to a different home in the future, how many bedrooms would you expect it to have?

# FUTURE HOUSING OPTIONS

# 04



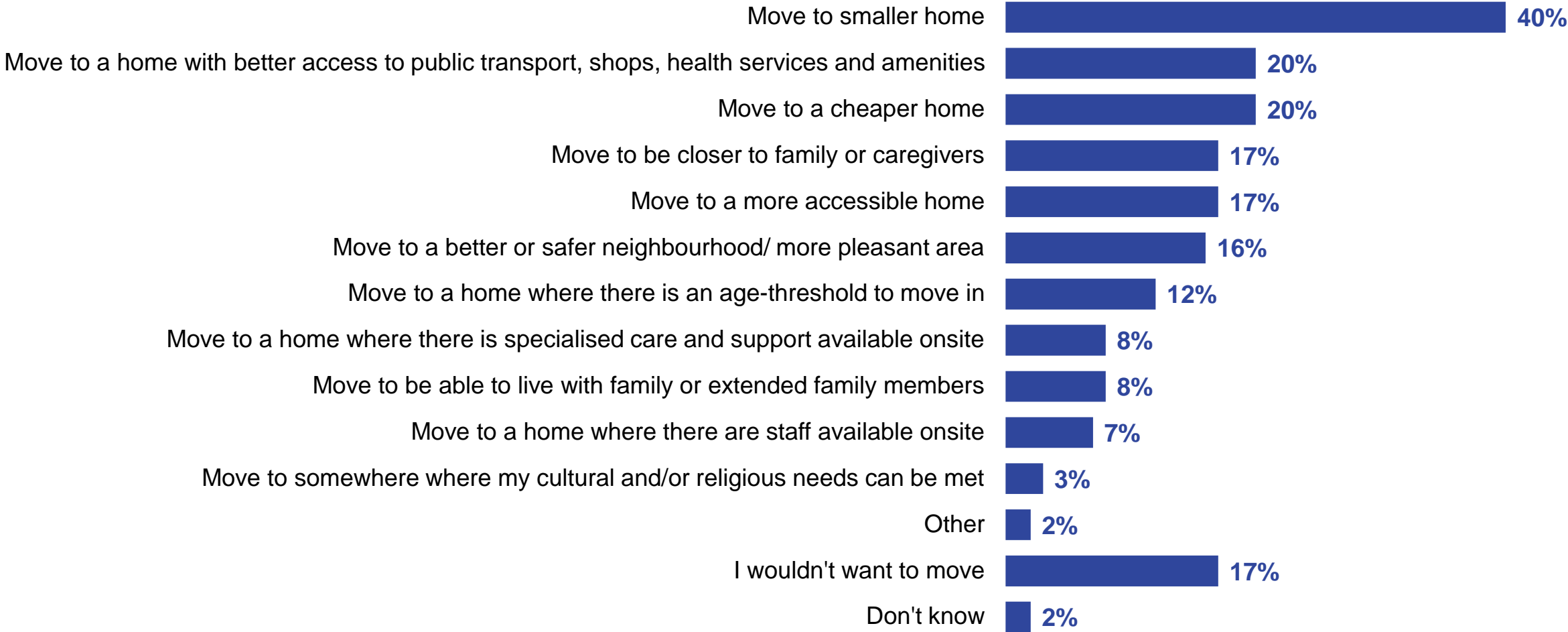
# Just below a half would prefer to stay in their current home



Q23A. In planning for your future housing needs, if you had a free choice, which one of the following options would you prefer the most? / Q23B. And which, do you think is most likely?

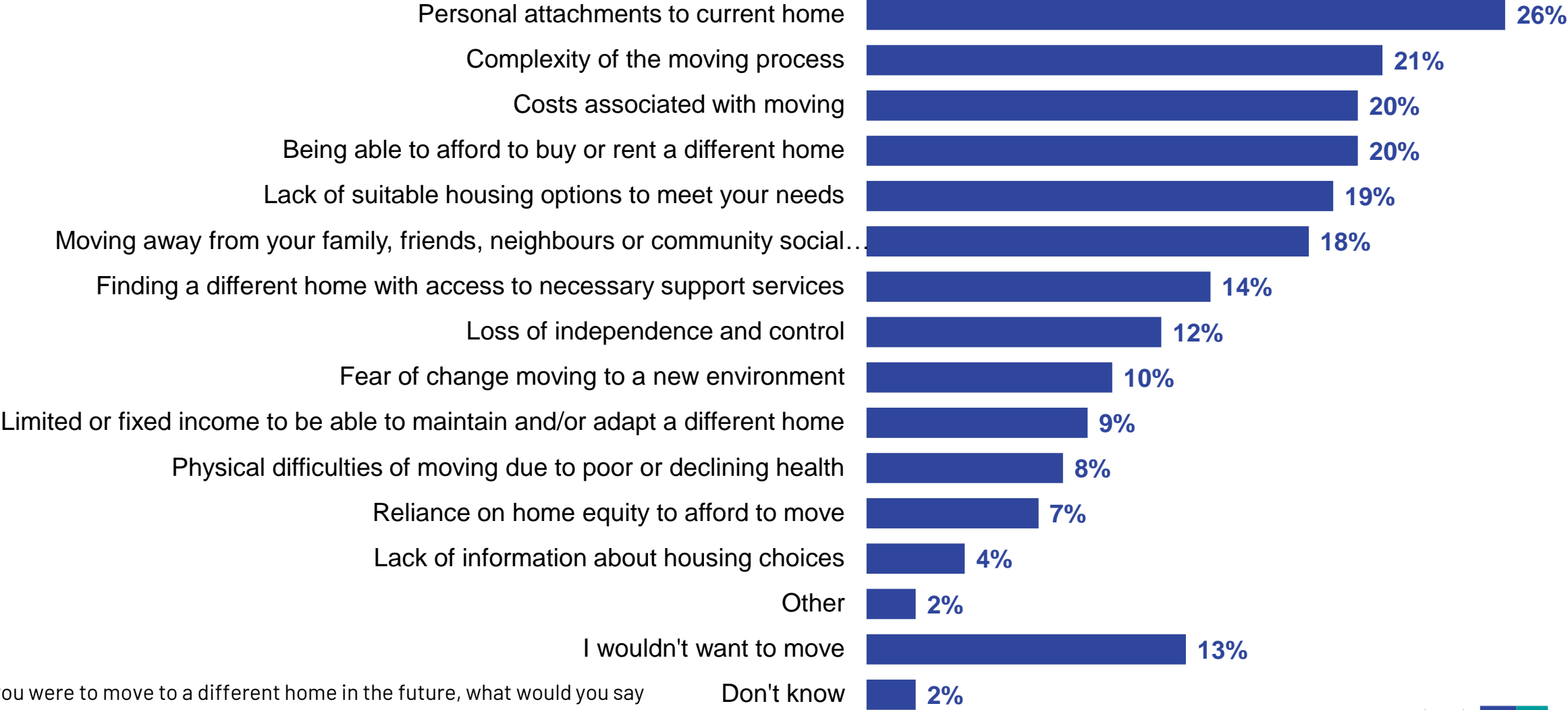


# Moving to a smaller home is the most commonly mentioned reason for moving in the future



Q24. If you were to move to a different home in the future, which two or three of these, if any, are most likely to encourage you to move?

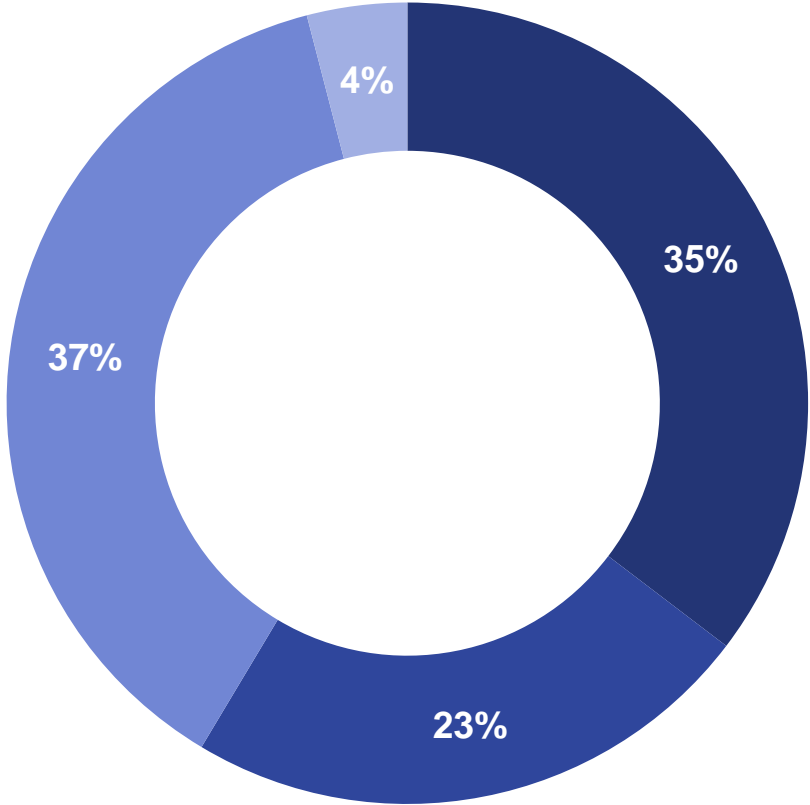
# Emotional and practical factors were identified as barriers to moving home in the future



Q25. If you were to move to a different home in the future, what would you say are the main barriers to moving, if any?

# Over a third said they will only move home when they develop health conditions

- Only when I develop health problems am I more likely to move home
- I am more likely to move home before developing any health problems
- Neither
- Don't know



Q32. Which one of the following statements best describes how you think about moving home?



# Key take outs

**Older people largely express a preference to remain in their current homes, with potential adaptations if needed.**

While some are open to moving to a different conventional home, with accessibility and adaptability in mind, the preference for specialist housing like sheltered, retirement or 'extra care' housing was weaker.

**Concerns about future financial stability and potential health-related needs will also need to be taken into consideration**

Over half said they would be concerned about their ability to afford the service charges in specialist housing. While a third said they were more likely to move home only when they developed health problems.

**One of the strongest motivators for future moves will be for a smaller home**

The survey also highlighted other factors that new housing solutions will need to consider. Strong personal attachments and the complexity of the moving process are prominent among these. As are financial barriers, particularly among renters and those on lower incomes.

**Ultimately, a balanced approach that caters to both ageing in place while offering appealing alternatives will be paramount to effectively developing future housing options for the UK's ageing population.**

**THANK  
YOU!**