



# Moving on

could later living be the answer  
to the housing crisis?

# Our hypothesis

People over 65 are more likely to be living in a home that is too large for their needs

# What we did – in numbers

**200,000**

general needs rental  
properties

**200**

local authorities

Interviewed

**20**

residents living in  
ExtraCare or  
Retirement  
Villages

Surveyed

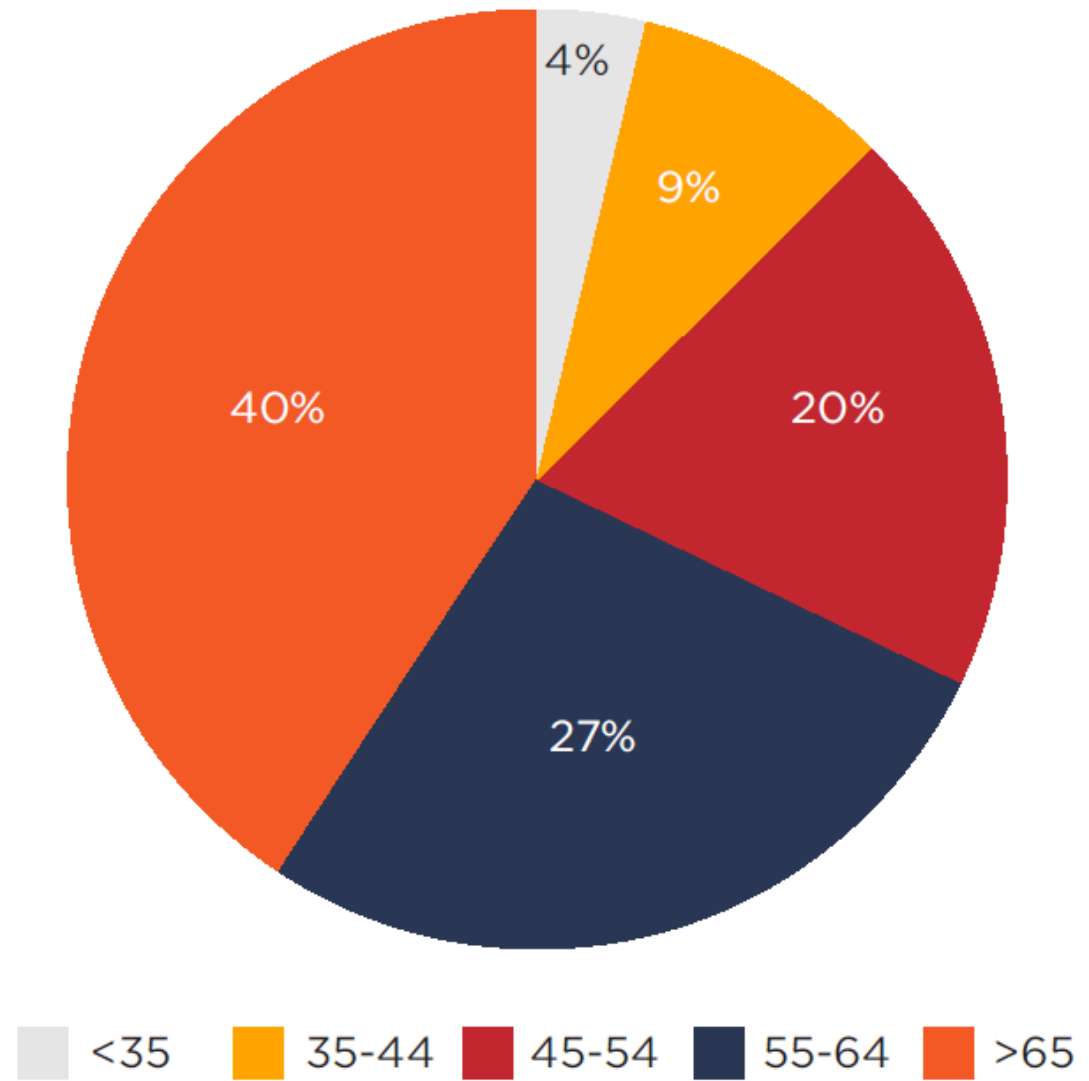
**1,000**

consumers aged  
over 50

# Results



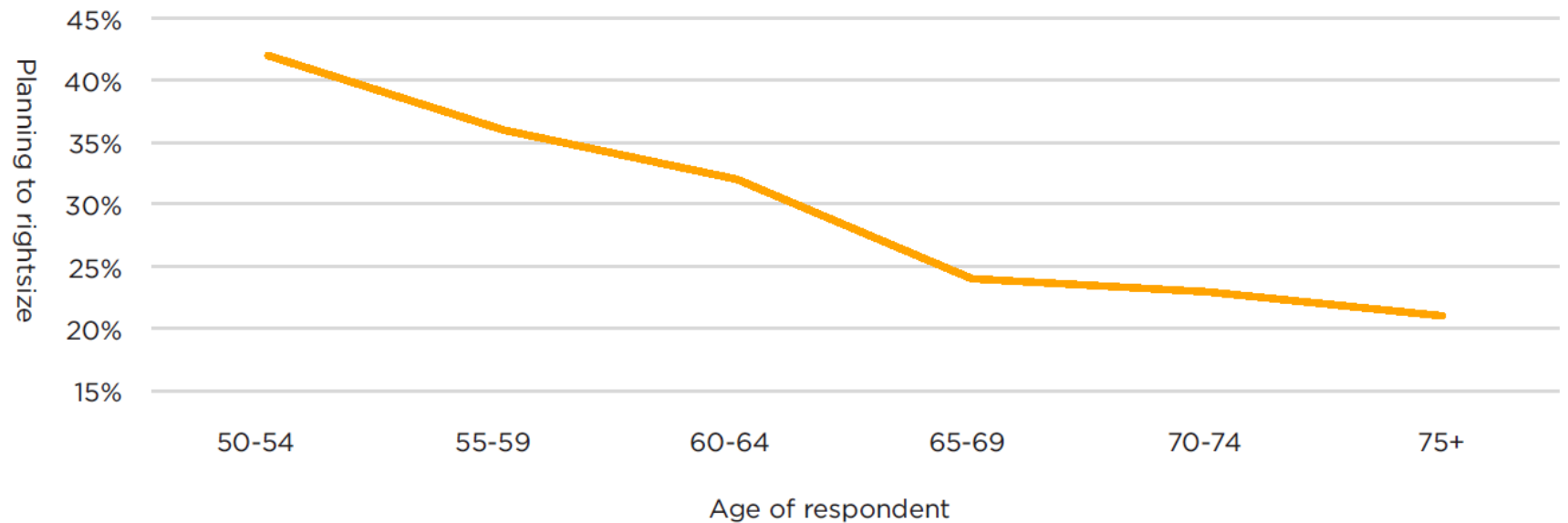
Age of lead tenant in underoccupied homes



6 in 10

people aged 50 and over had no plan to or did not know if they would ever down-size one day

% of people planning to rightsize, by age



## Results



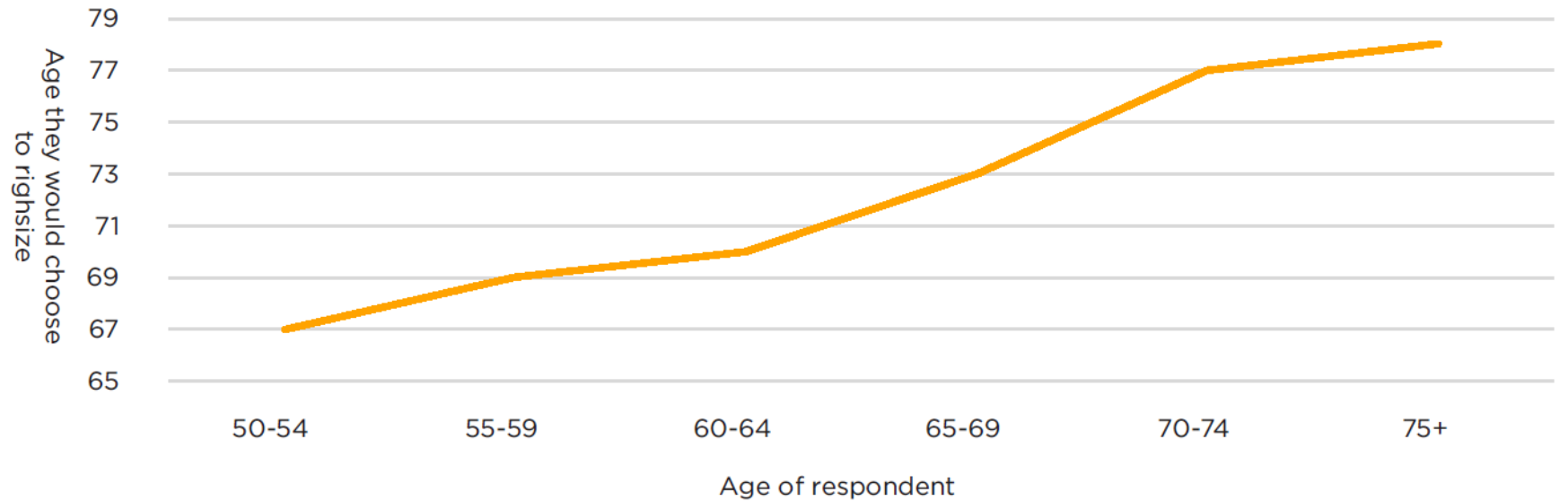
# Results



**64**  
approximate healthy  
life expectancy

**71**  
Average age over 50s  
would consider  
right-sizing

Average age to rightsize, by age





# What's important to over 50s?

**60%**

Located within  
walking distance to  
good facilities

**59%**

Access to a garden

**58%**

Self-contained  
accommodation

**51%**

Security and safety

# What's important to over 50s?

Highest earners have the highest expectation for their asset to increase in value:

Income per annum	<£15K	£15,001-£25,000	£25,001-£35,000	£35,001-£45,000	>£45,000
Expect property value to rise	47%	43%	40%	53%	58%



# What's putting them off?

**28%**

Don't want to live in a  
community of older  
people

**26%**

Don't think it is an  
affordable option

**25%**

Believe they will lose  
their independence

**19%**

Think they will be  
more isolated from  
friends and family



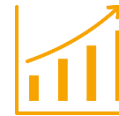
What needs  
to change?



**Planning changes**



**Later living use class**



**Proactive investment**



**Focus shift from first-time buyers**



**Champion the benefits**



# Any questions?



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