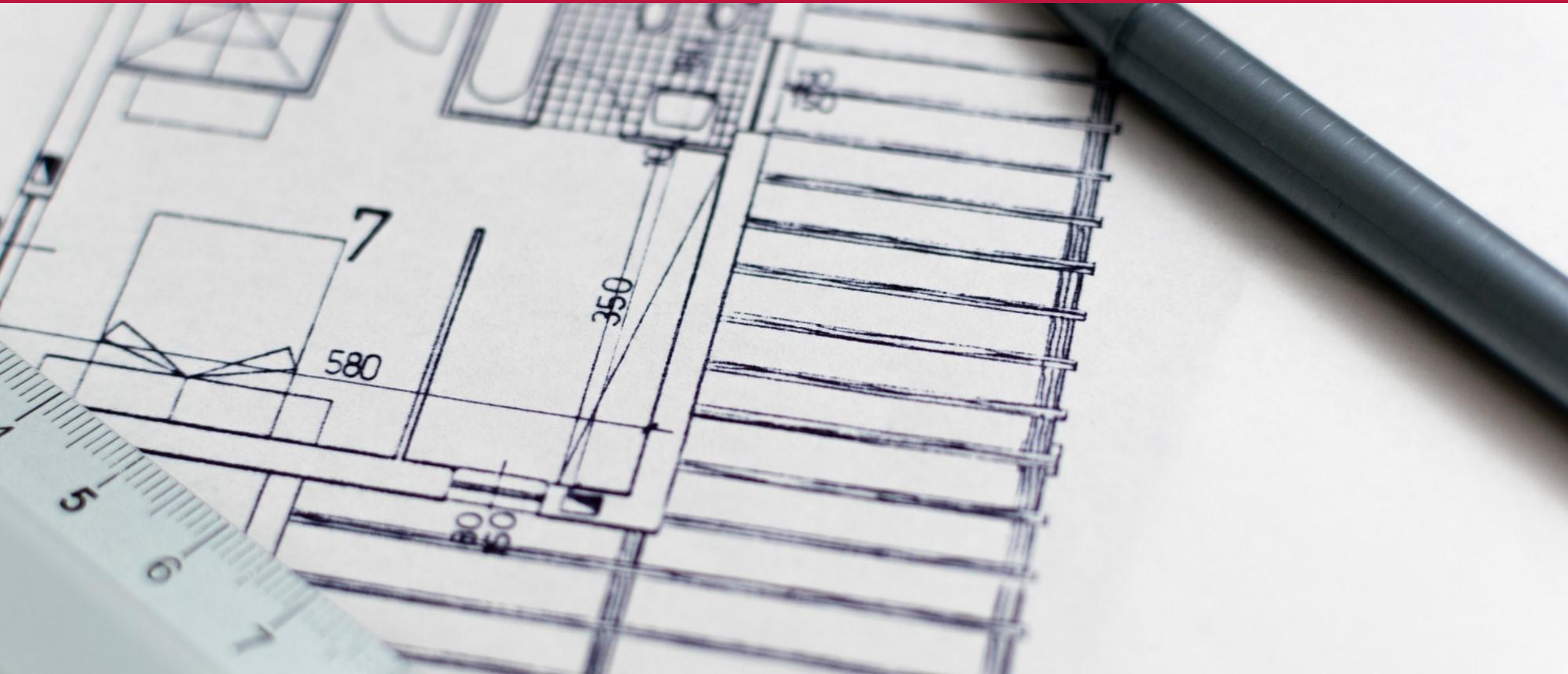


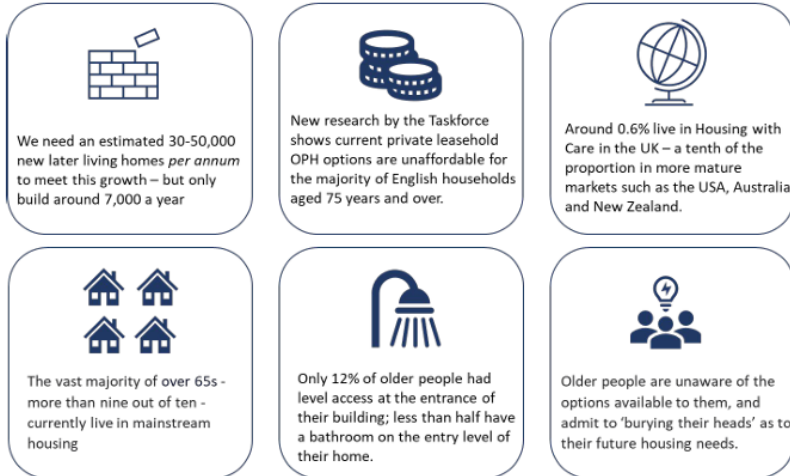
Housing LIN – Understanding the Housing Preferences of Older People

Winckworth
Sherwood



Implications of an Aging Population

- ❑ By 2043, 24% of the UK population will be over 65.¹
- ❑ An aging population affects housing markets, service provision, and policy planning.
- ❑ The need for age-friendly housing options is critical for enhancing quality of life and improving well-being.²
- ❑ MHCLG published Older People's Housing Taskforce Final Report in November 2024².
- ❑ Ipsos and Housing LIN conducted a comprehensive survey of over 5,500 respondents aged 50 and over to understand their housing needs and preferences.¹

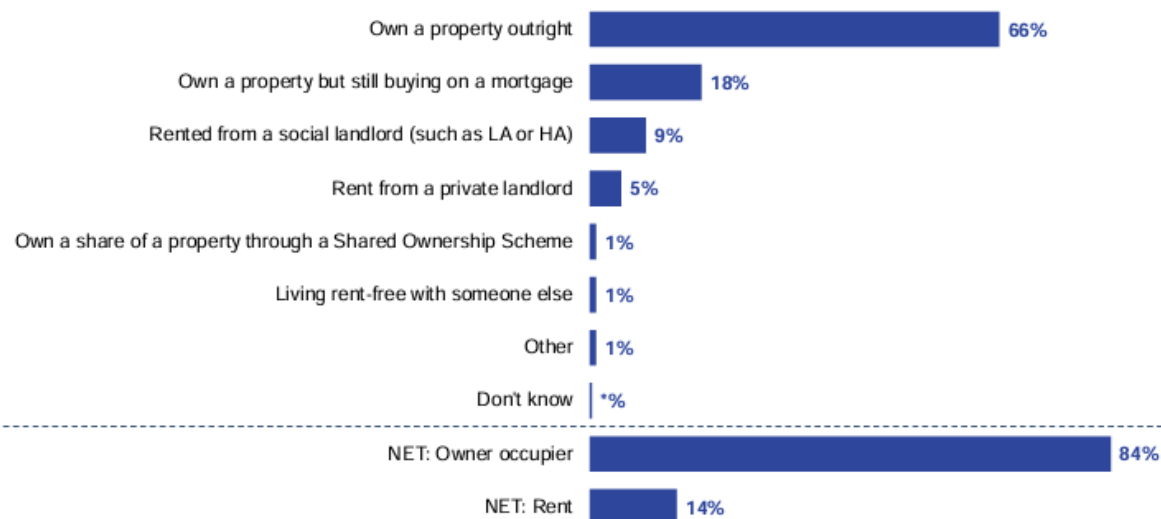


¹ Ipsos; Housing LIN, Older People's Housing Preferences (December 2024)

² The Ministry of Housing, Communities and Local Government & Department of Health and Social Care, Older People's Housing Taskforce (November 2024)

Current Housing Situation of Older Adults

Q1. Which of the following best describes your current housing situation?



Base: All UK adults aged 50+ (5591); Fieldwork dates: 7-13 December 2023

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



Satisfied	84%
Dissatisfied	9%

Base: All UK adults aged 50+ (5591); Fieldwork dates: 7-13 December 2023

Future Housing Preferences



- ❑ A strong interest exists in age-appropriate housing options.
- ❑ 47% prefer to stay in their current home.¹
- ❑ 58% expect to live in a smaller property in the future.¹
- ❑ The strongest preference is for bungalows, particularly among those aged 65+.¹
- ❑ There is a need for diverse housing options.²

¹ Ipsos; Housing LIN, Older People's Housing Preferences (December 2024)

² The Ministry of Housing, Communities and Local Government & Department of Health and Social Care, Older People's Housing Taskforce (November 2024)

Barriers to Moving for Older Adults

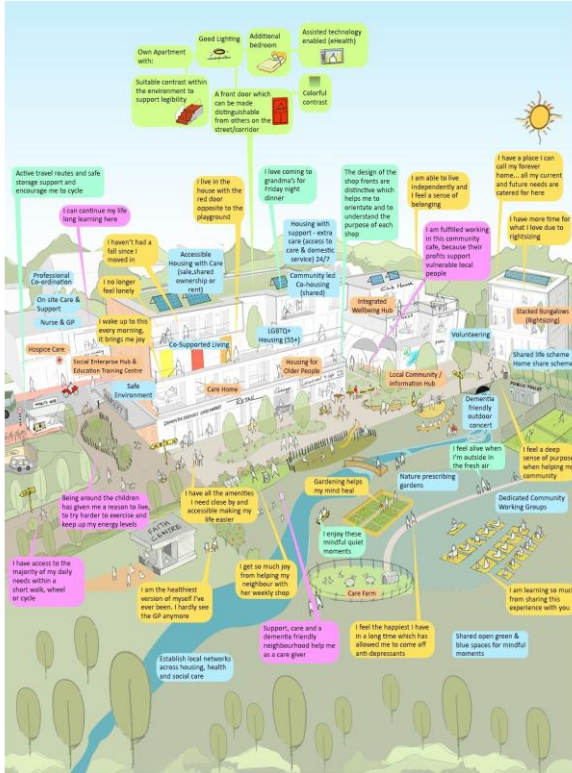


- ❑ Affordability, accessibility, and emotional attachments create challenges for downsizing or relocating.^{1 2}
- ❑ Affordability issues are prevalent among social tenants and lower-income groups.
- ❑ Personal attachments to current homes are a significant barrier.
- ❑ Concerns about the complexity of moving and physical difficulties due to health conditions.

¹ Ipsos; Housing LIN, Older People's Housing Preferences (December 2024)

² The Ministry of Housing, Communities and Local Government & Department of Health and Social Care, Older People's Housing Taskforce (November 2024)

Taskforce Recommendations ¹



1. Standardise definitions of OPH/LLH
2. Incentivise a wide range of OPH/LLH options.
3. Ensure more housing is designed for later life.
4. Create age-friendly, dementia-inclusive, faith and culture-sensitive communities.
5. Expand OPH/LLH at scale and ensure it is affordable to live in, and viable to finance, build and operate.
6. Strengthen planning policies.
7. Establish a national information platform and local hubs.
8. Build consumer confidence.
9. Enhance innovation, research and professional development.
10. Create collective leadership to drive change.

Opportunities for Change:



- ☐ Adaptable and affordable mainstream housing and specialist housing.¹
- ☐ Flexible modifications and future-proofing homes.²
- ☐ Proximity to amenities.¹
- ☐ Combatting loneliness.
- ☐ Incorporate features aligned with religious, cultural, and lifestyle preferences.²
- ☐ A balanced approach supporting both aging in place and appealing alternative housing options.

¹ Iposos; Housing LIN, Older People's Housing Preferences (December 2024)

² The Ministry of Housing, Communities and Local Government & Department of Health and Social Care, Older People's Housing Taskforce (November 2024)

THANK YOU

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