“Our Homes, Our Communities”: What Do Older People Really Want?

AHIP Symposium
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Independent market research

- Focus groups – stages 1 & 3
  ± 120 people

- Stage 2 telephone survey – 3 groupings
  - 55-64 - 400
  - 65-74 - 400
  - 75+ - 400 1200 respondents

- 67% of respondents were female

Research conducted by: Flinders Institute for Housing, Urban & Regional Research (FIHURR)
Some marketplace attributes

- 73% completely retired
- 33% felt not adequately prepared

House they lived in:

- Single dwelling 79%
- Flat, apartment 11%
- Purpose-built retirement housing 7.9%

Widowed

- 75+ years 49%
- 65 – 74 22%
Self-rated health status

- Good → Excellent
  - 75+: 74%
  - 65 - 74: 86%

- Health issues affect their daily life
  - 65 / 75+: Moderate → a lot 16/25%
  - Not at all 71/54%

- Need assistance with ADLs
  - Occasional → Always
    - 75+: 31%
    - 65 – 74: 9%
Why would they move house?

- House too big, too hard to maintain
- Better lifestyle
- Be closer to family
  - Importance ↑ as age ↑

Retirement or being Widowed not a trigger to move
If considering retirement housing

Why move:
- Health / fitness ↓ 78%
- Care and support 74%

When:
- 70 – 74 13%
- 75 – 79 23%
- 80 – 84 33%

Preferred dwelling:
- Detached house 62%
- Semi-detached 33%
- Apartment / high rise 5%
Attributes they would look for

- Location – close to:
  - Local area 85%
  - Shops & services 84%
  - Public transport 83%
  - Family / friends 76%

- Distance willing to move:
  - 10 minutes 31%
  - 10-20 minutes 36% 67%

- Housing cluster size:
  - <10 dwellings 36%
  - 10-19 dwellings 27% 63%
  - >100 dwellings 5%
<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environment sustainability</td>
<td>94%</td>
</tr>
<tr>
<td>Privacy</td>
<td>92%</td>
</tr>
<tr>
<td>Accessibility</td>
<td>92%</td>
</tr>
<tr>
<td>Maintenance</td>
<td>91%</td>
</tr>
<tr>
<td>Personal security</td>
<td>90%</td>
</tr>
<tr>
<td>Internal layout</td>
<td>82%</td>
</tr>
<tr>
<td>Bedrooms 2</td>
<td>75%</td>
</tr>
<tr>
<td>Bedrooms 3</td>
<td>18%</td>
</tr>
</tbody>
</table>
Community facility use

- Those rated as ‘Occasional / Never’

<table>
<thead>
<tr>
<th>Facility</th>
<th>65 – 74</th>
<th></th>
<th>75+</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hall</td>
<td>25 / 51%</td>
<td>(76%)</td>
<td>32 / 43%</td>
<td>(75%)</td>
</tr>
<tr>
<td>Org. activities</td>
<td>25 / 51%</td>
<td>(76%)</td>
<td>32 / 48%</td>
<td>(80%)</td>
</tr>
<tr>
<td>Sport facilities</td>
<td>10 / 65%</td>
<td>(75%)</td>
<td>6 / 80%</td>
<td>(86%)</td>
</tr>
<tr>
<td>Pool</td>
<td>12 / 78%</td>
<td>(90%)</td>
<td>8 / 87%</td>
<td>(95%)</td>
</tr>
</tbody>
</table>
However -

⚠️ Rated important to have in a RV

- Hall / library 82%
- Sport facilities 50%
- Pool 40%

⚠️ Willing to pay more to have these?

NO !!
What don’t they want

- Place for caravan or boat
- **Pets** - importance ↓ as age ↑
- **Sea** or **Tree Change** location
- Move in with family
- House sharing
- Reverse mortgages
Who will you trust?

- Good reputation ✓
- Proven track record ✓
- Financially secure ✓
- Church/charitable provider ✗
Those in purpose-built housing

- 77% moved in at age 70+
- 22% renting

Why they moved:

- Housing issues 61%
- On-going support 61%

- Use of communal facilities < 50%
Do they have **pots of money!**

<table>
<thead>
<tr>
<th>Category</th>
<th>Condition</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Household income</td>
<td>&lt; $41.6K pa</td>
<td>69%</td>
</tr>
<tr>
<td>Retired with income</td>
<td>&lt; $26K 75+</td>
<td>69%</td>
</tr>
<tr>
<td></td>
<td>&lt; $26K 65-74</td>
<td>59%</td>
</tr>
<tr>
<td>Aged Pension their main income source</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assets (ex. home)</td>
<td>&lt; $50K</td>
<td>41%</td>
</tr>
<tr>
<td>Value of home</td>
<td>&lt; $400K</td>
<td>66%</td>
</tr>
<tr>
<td>Low home value</td>
<td>≈ Low assets</td>
<td></td>
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</tbody>
</table>
Pricing purpose-built housing

- How much willing to spend:
  - 40% < 50% total assets
  - 27% < 64% total assets
  - 15% < 84% total assets

- For all payment options - 76% still preferred 2 bedrooms!
1st Choice – stay home

- Modify home
  - 56% have already done so
- Get services in
  - payment?

Challenges
- ‘Supportive’ environment - in/outside
- Funds tied up in home
- Ethical dilemma
If having to move, they want -

- To remain part of their local community
- In small housing clusters
- Close to public transport, shops
- Services delivered to their home
- Private space, safe from assault
- Funds to do things with – travel, family
Challenges providers face

- Affordability vs building life-cycle
- Recovering capital cost
- Cash flow vs ageing at home
- ‘Integrated services’ housing
- How to stay true to your Mission
Challenges sector faces (cont.)

- ‘Attractive’ government $$$ !!
  - NRAS – model limitation for older people
  - Social Housing Initiative

- Resident selection
  - Government restrictions
  - Differing values / needs

- What about private renters?
So what are we doing?

- Provide **choices**
  - Old and new stock – **affordable options**
  - Cluster sizes, space
  - Design / layout options: **accessibility**
  - Location criteria
ILU Kitchen Upgrade
Kitchen upgrade
ILU Bathroom Upgrade
Bathroom upgrade

28/08/2008
Site upgrade
So what are we doing?

Provide choices

- Old and new stock – affordable options
- Cluster sizes, space
- Design / layout options: accessibility
- Location criteria

- Environmental sustainability
- Socially connect and support people
Support their independence

- Independent living services
- Community services
- Day centres & respite services
- ‘STAR’ & ‘Living Well’
- Enhancing Independence philosophy

Independently validating outcomes
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Celebrating 45 Years