

# A House is not a Home

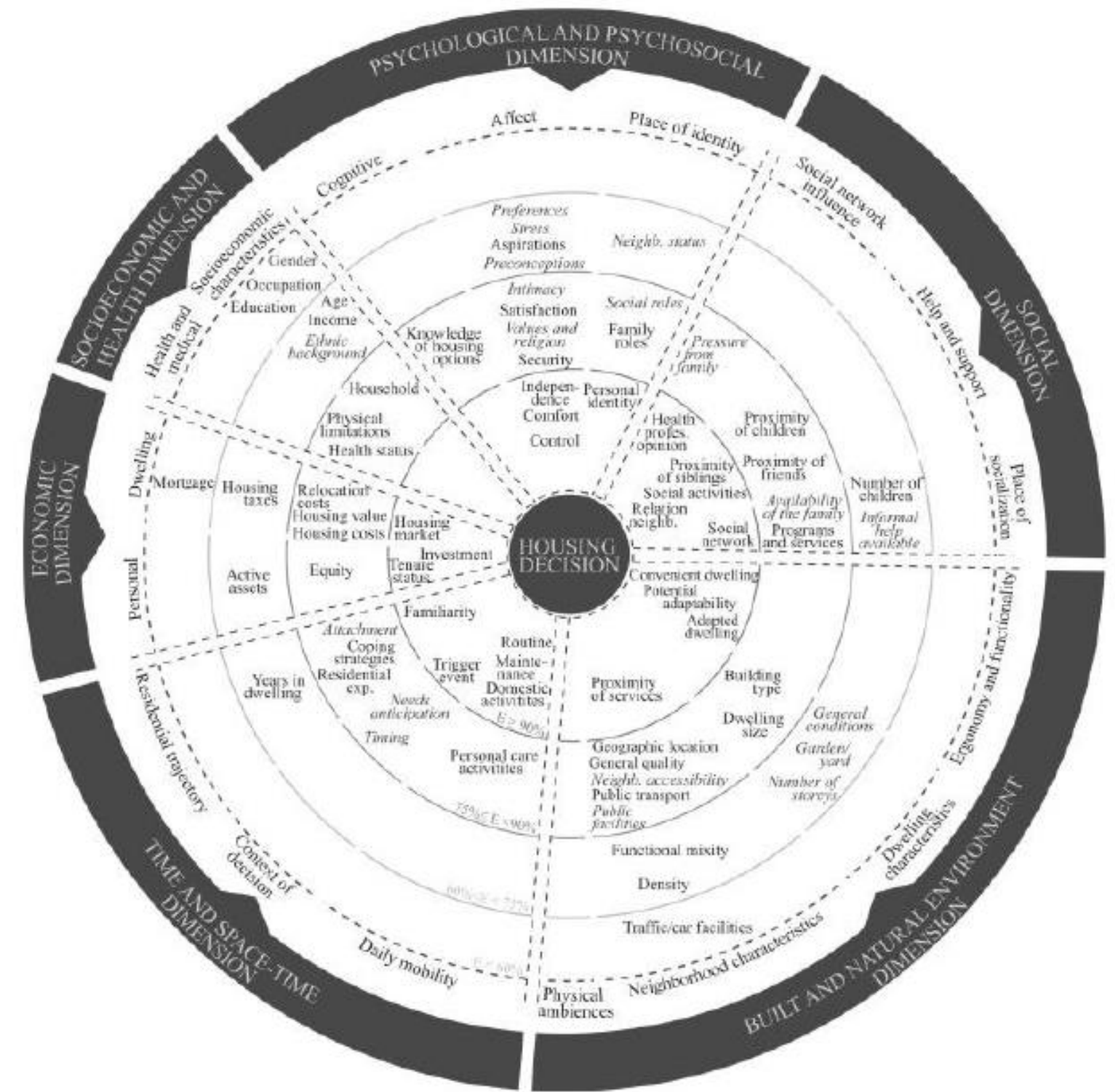
## When are older adults mis-‘placed’?

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Age Friendly Olmsted County Coordinator Family Service Rochester  
Rochester Area Housing Alliance | June 14, 2023



# WHAT HELPS A SENIOR DECIDE TO MOVE?



- 1) Demographics
- 2) Ageing in place where I live now
- 3) Ageing in place some place else
- 4) Decision points
- 5) Influence strategies

**\*Along the way**



**Data  
dash**

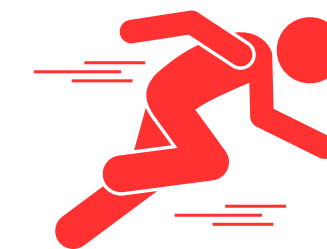


**Follow-up**



**Take note**





100

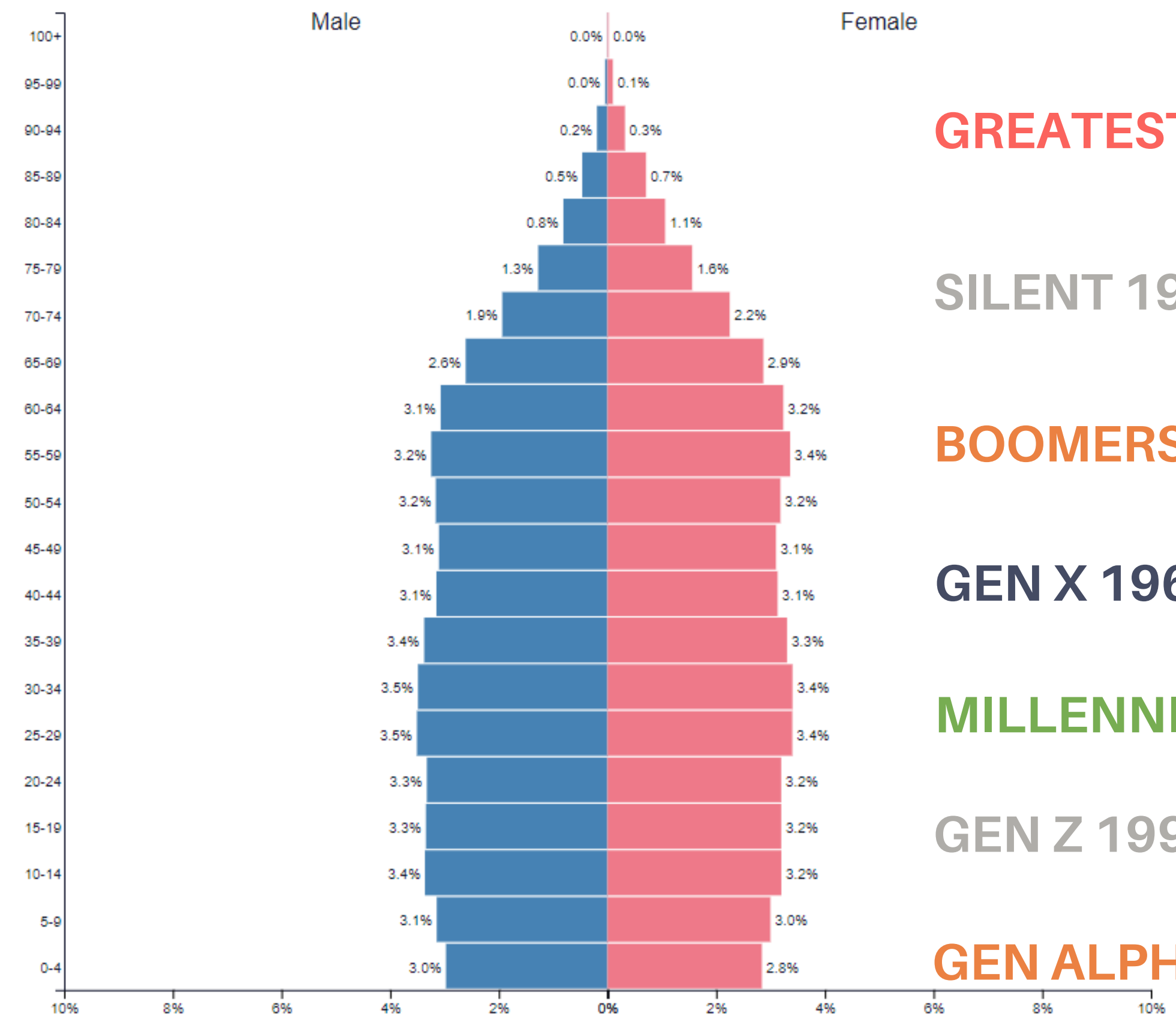
84

64

40

18

0



**GREATEST 1901-1924**

**SILENT 1925-1945**

**BOOMERS 1946-1964**

**GEN X 1965-1979**

**MILLENNIALS 1980-1994**

**GEN Z 1995-2012**

**GEN ALPHA 2013-2025**

**50% can expect to live to 100**

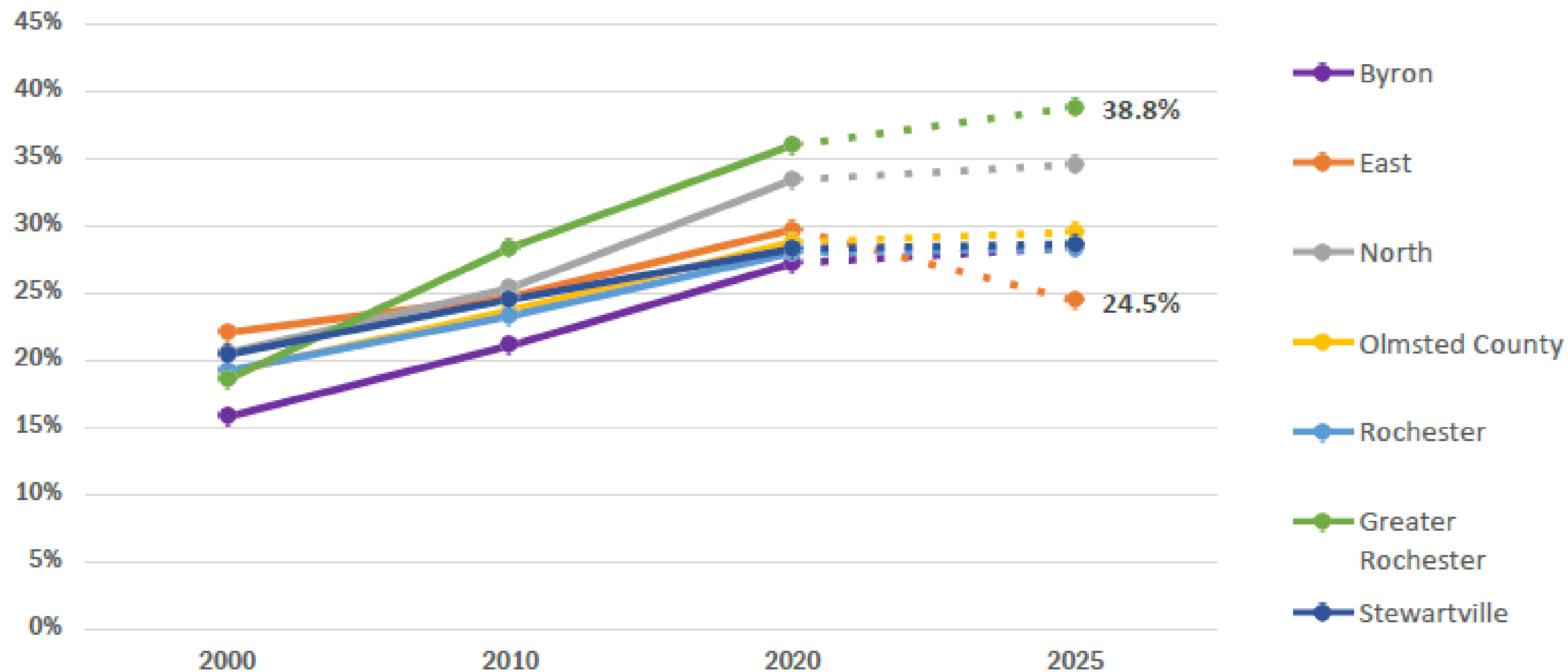


**United States 2020**





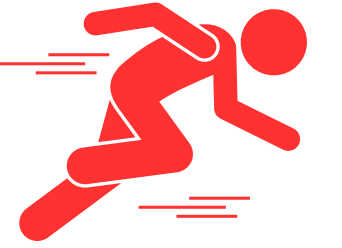
Figure 4. Percent of Olmsted County Population Age 55-plus by Region:\* 2000-2025



\*See Table 1 for region definitions.

Source: US Census Bureau, Maxfield Research & Consulting, LLC (2020)





# 90%

of older adults in Minnesota live independently in their own homes

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**6% living with relatives or roommates.  
4% living in group facilities.**

- **Among older adults 3 in 4 own their homes.**
- **About a third households are paying an unaffordable (30+%) amount for housing.**
  - **1 in 5 older homeowners**
  - **More than half of older adult renters.**



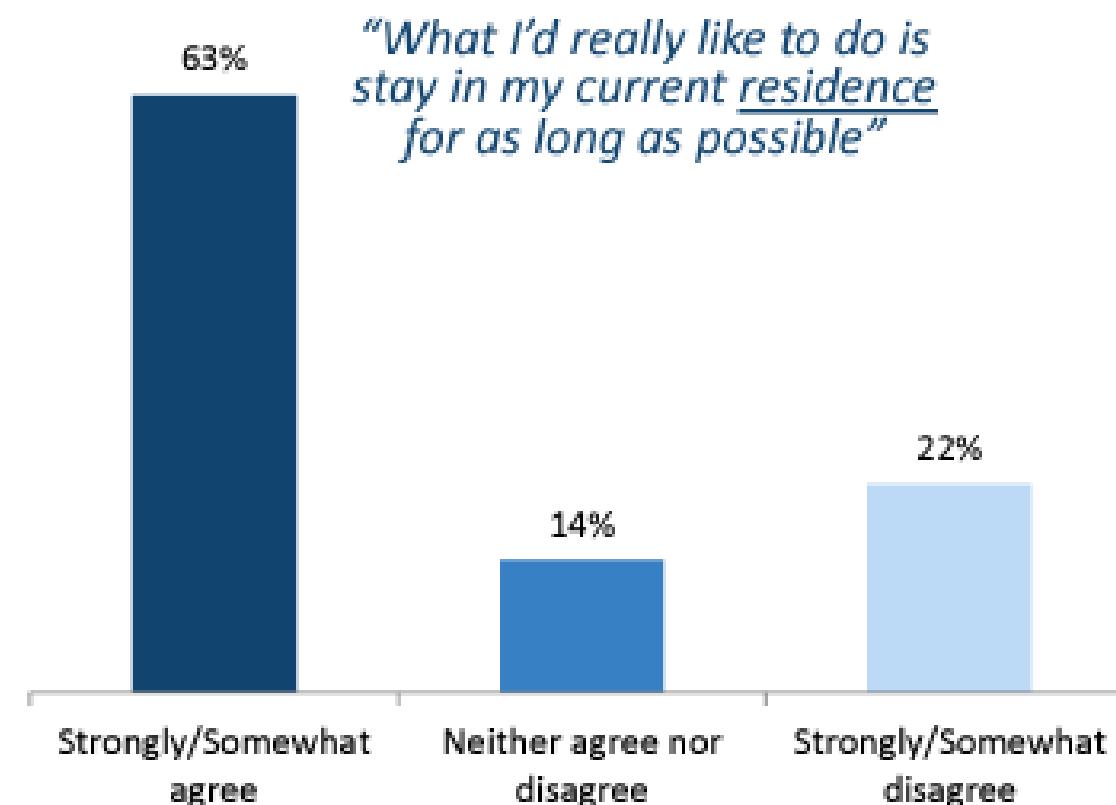
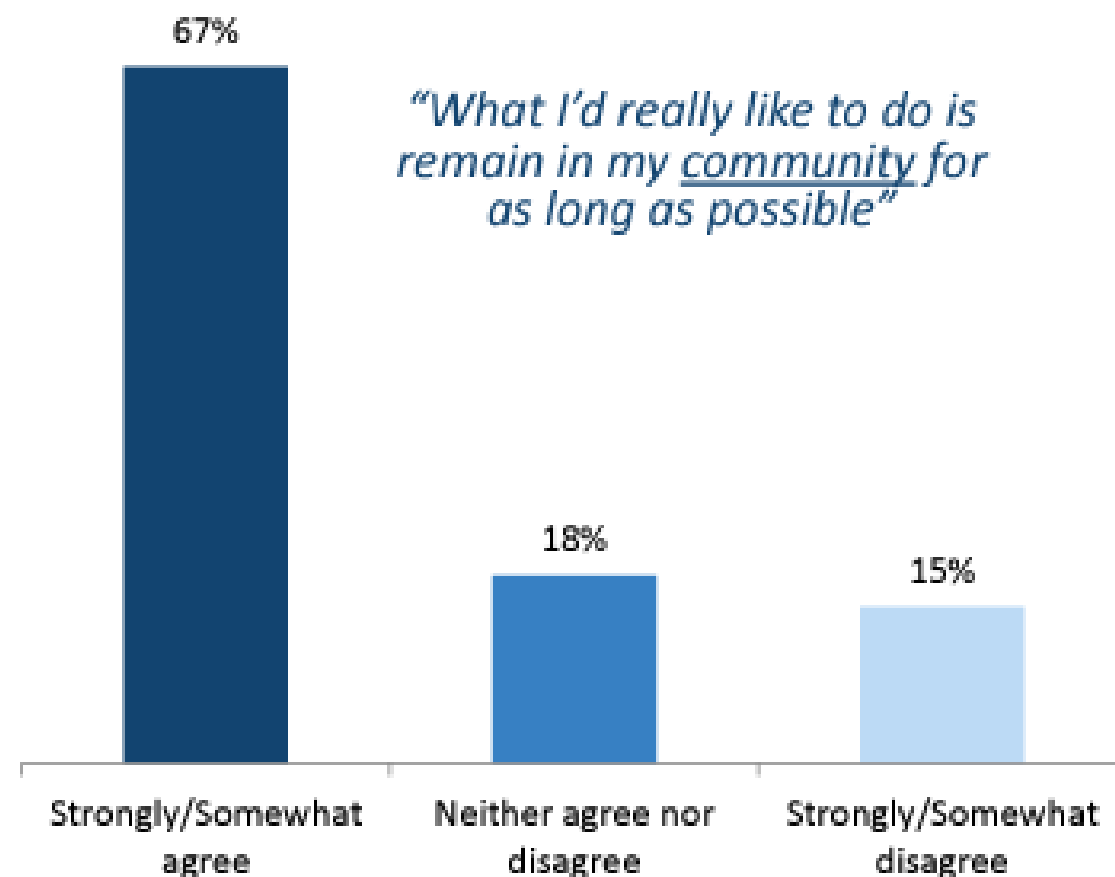
# Ageing in Place

the place I live now





# More than six in ten adults would like to remain in their community or current residence for as long as possible



Q3: How strongly do you agree or disagree with the statement: What I'd really like to do is remain in my community for as long as possible?

Q4: How strongly do you agree or disagree with the statement: What I'd really like to do is stay in my current residence for as long as possible?

Source: 2021 Home and Community Preferences Survey: A National Survey of Adults Age 18-Plus

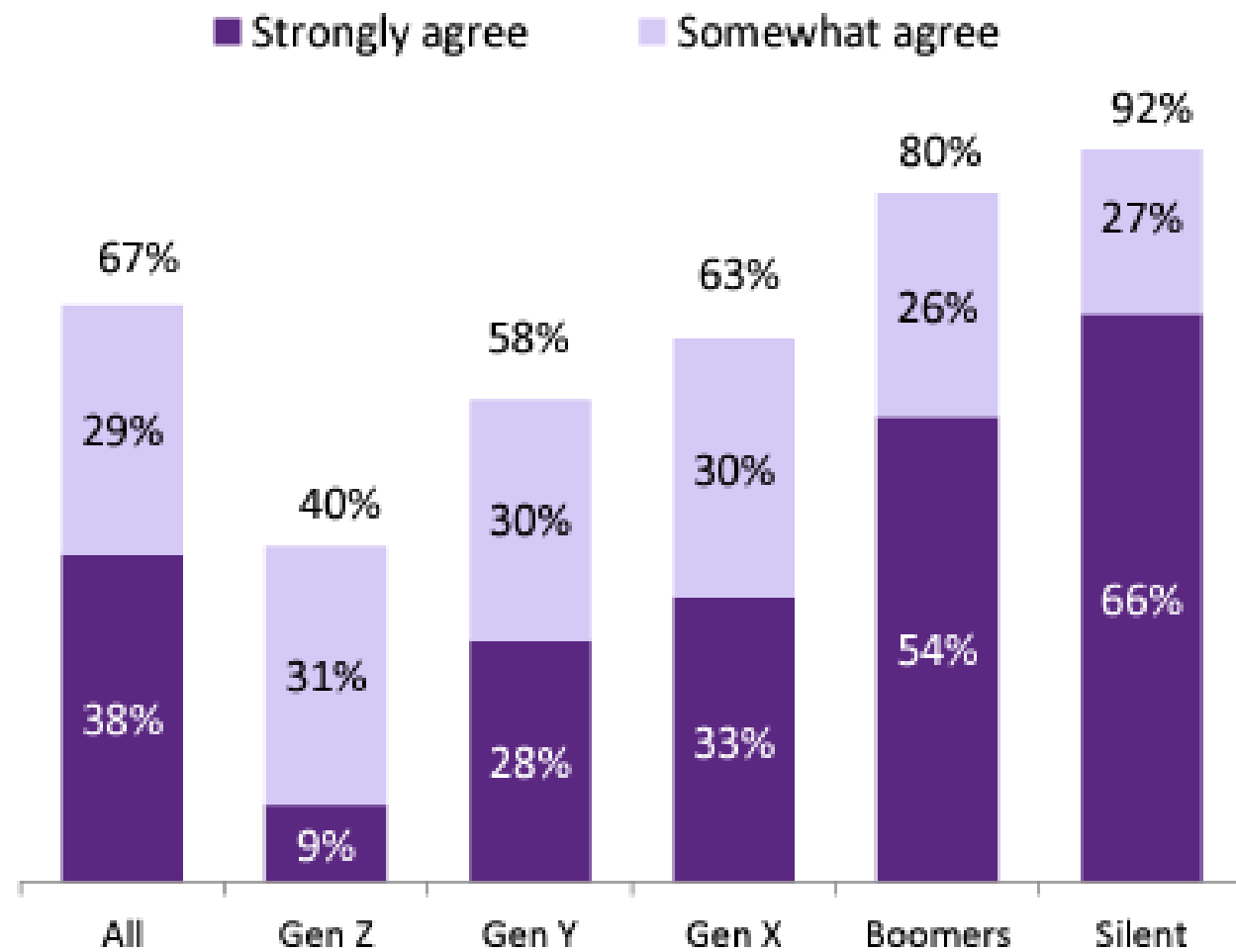




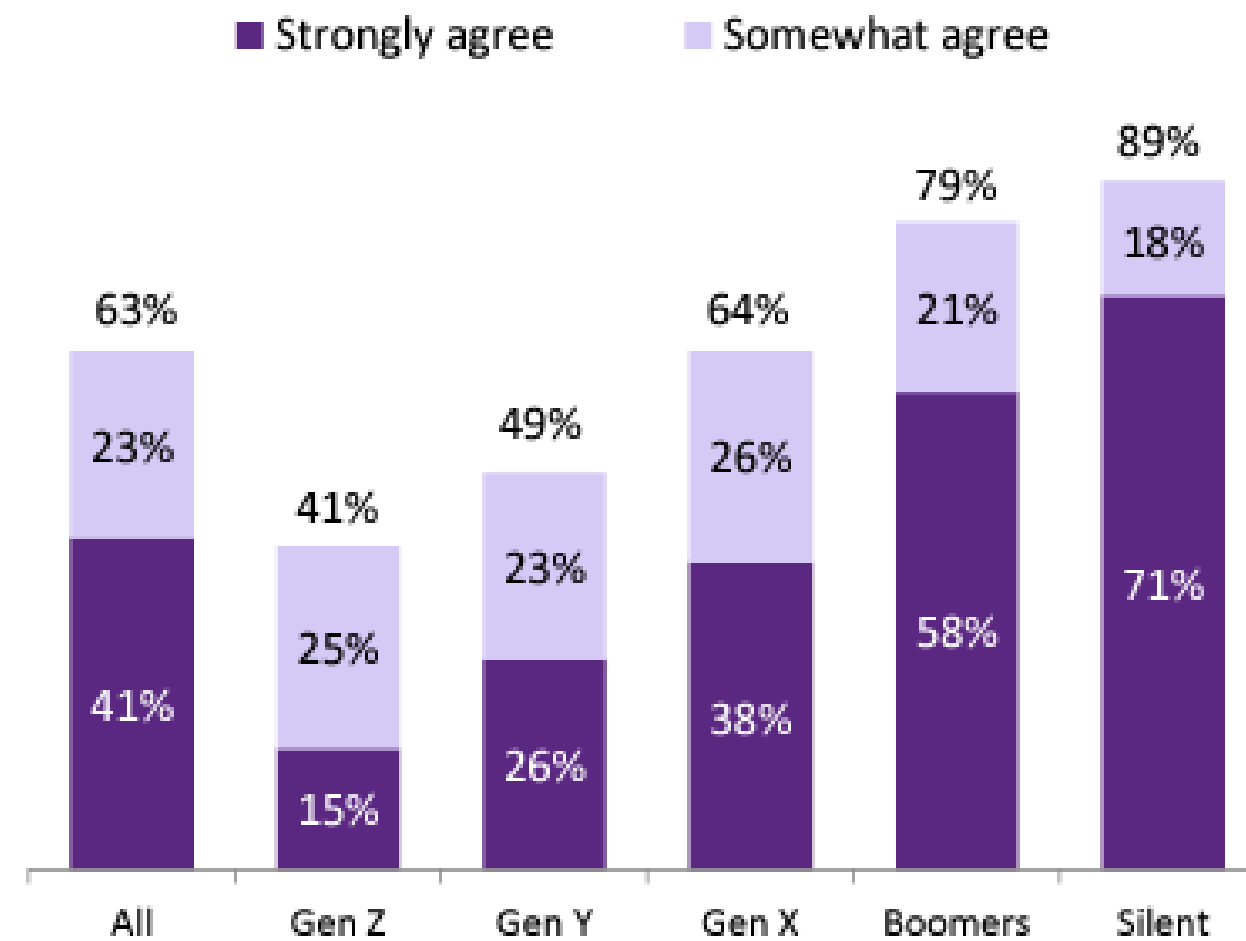
# Preference to stay in their community and residence is higher in older generations



*“What I’d really like to do is remain in my community for as long as possible”*



*“What I’d really like to do is stay in my current residence for as long as possible”*



Q3: How strongly do you agree or disagree with the statement: What I’d really like to do is remain in my community for as long as possible?

Q4: How strongly do you agree or disagree with the statement: What I’d really like to do is stay in my current residence for as long as possible?

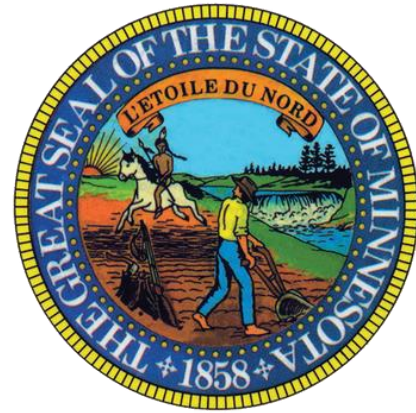
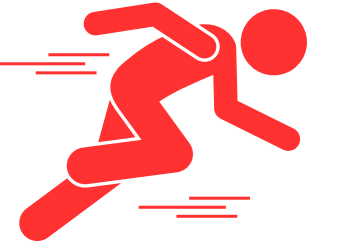
Source: 2021 Home and Community Preferences Survey: A National Survey of Adults Age 18-Plus

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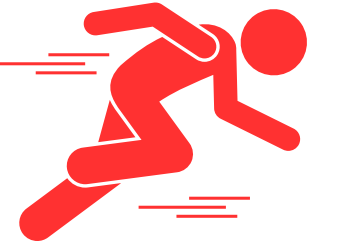


# One reason for ageing in place



Home and community-based services, caregiver support, home modifications, transportation assistance, and other resources aimed at helping older adults maintain their independence and quality of life.





# One more reason for ageing in place

More than  
**1 in 4**  
adults age  
65-74 are still in  
the workforce



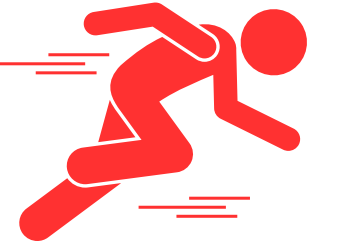
## 2000 - 2021 Work Force Proportions

- 65 - 75+ = +4.5%
- 20 - 64 = +4.1%
- 16 - 64 = -3.1%

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# Another reason for ageing in place



**\$151 billion (2019) industry of ageing in place products and services**

meals, home, & personal care

home repair

delivery

transportation services

respite & backup care

social support

health & wellness

care planning

care professional engagement

records & benefits management

recovery support

health vital alerts

diet & nutrition

medication management

personal safety monitoring

home retrofit services

long-term care insurance planning

care provider referral

legal assistance

hospice/funeral planning

digital inclusion

life enrichment & empowerment

community networking

life companions

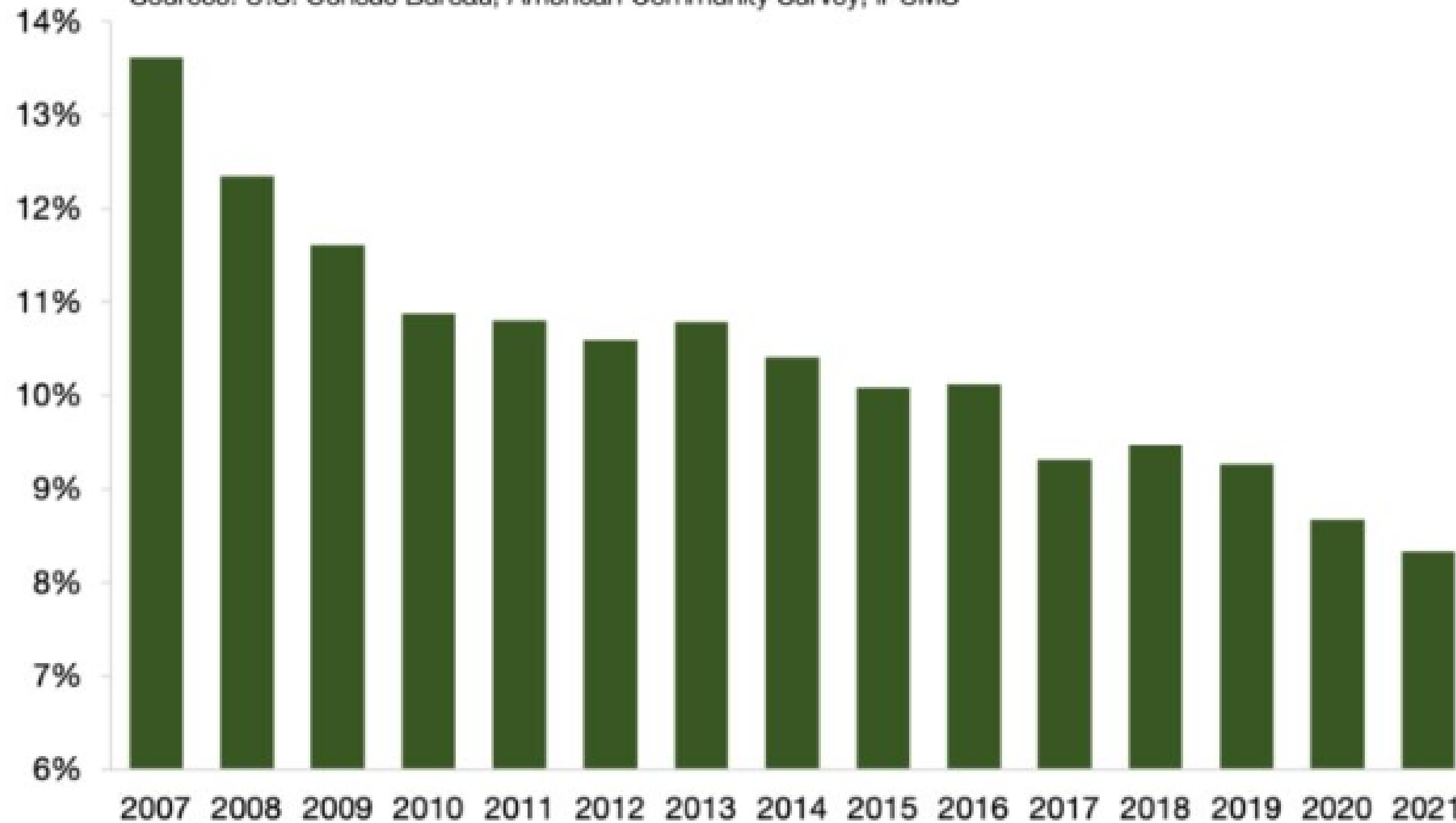


# And so....



## Share of Seniors (65+) That Report Difficulty Caring for Themselves Through 2021

Sources: U.S. Census Bureau; American Community Survey, IPUMS





Most older adults express a preference for living in their current community and/or residence, but

**not 100%**

Preference, policy, and services support ageing in "place" (as in current residence), but some older adults are

**mis-'placed'**



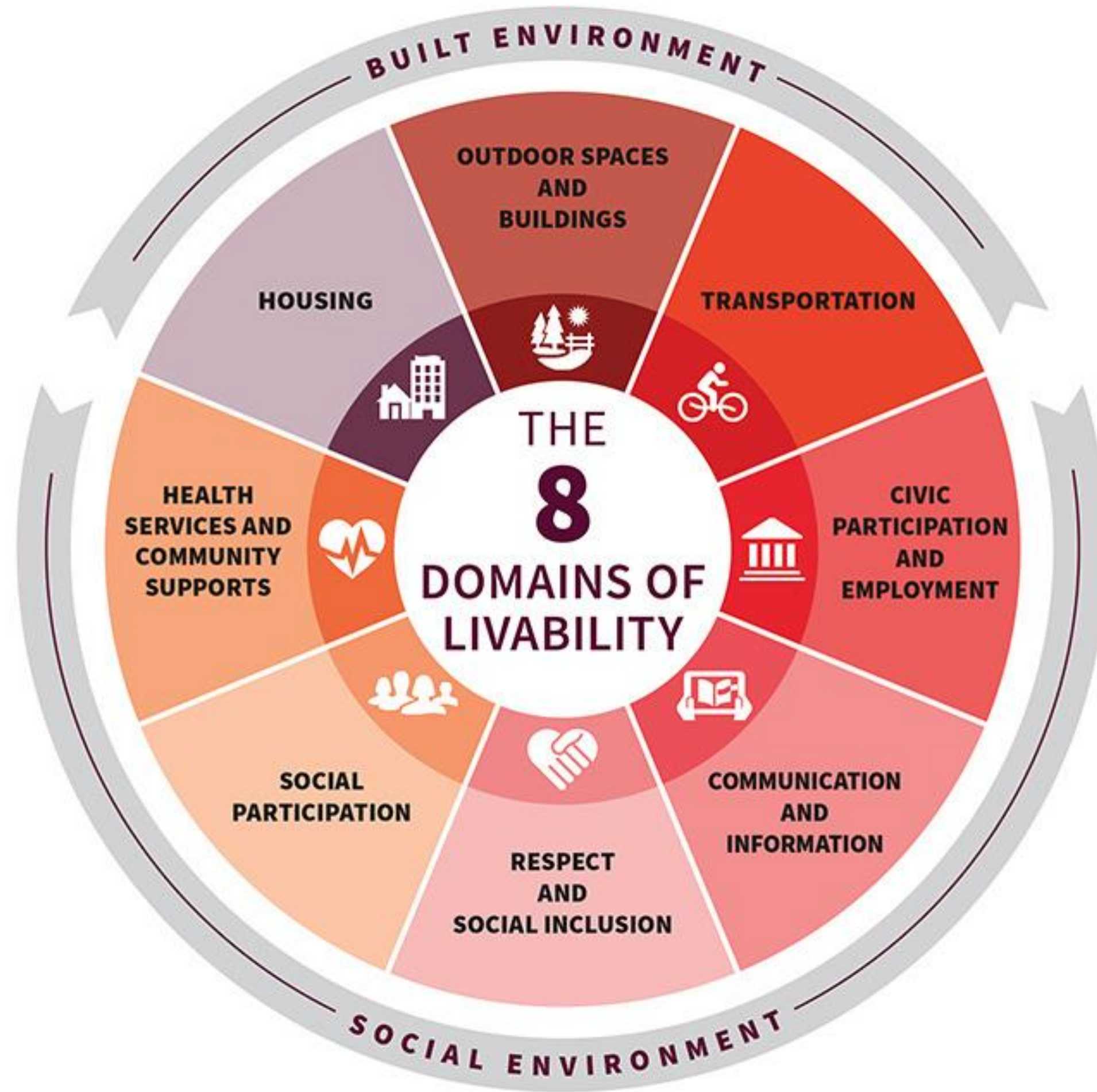
# Ageing in Place

some place else





**A house  
is not  
a home**



**A home  
just isn't  
a house**





# Why do older adults choose to age in place "where I live now"?



Older adults choose to age in place for various reasons, as it allows them to maintain independence, control, familiarity, and a sense of belonging.

1. Familiarity and Emotional Attachment
2. Independence and Autonomy
3. Community and Social Connections
4. Support from Family and Friends
5. Sense of Control and Familiarity with the Surroundings
6. Cost Considerations
7. Proximity to Services and Amenities:
8. Adaptability of the Home
9. Avoiding Disruption and Stress of Moving
10. Personal Choice and Identity



Can I get  
this some  
"place" else?





## When are older adults mis-"placed"?

There are several reasons why older adults might find themselves mis-"placed".

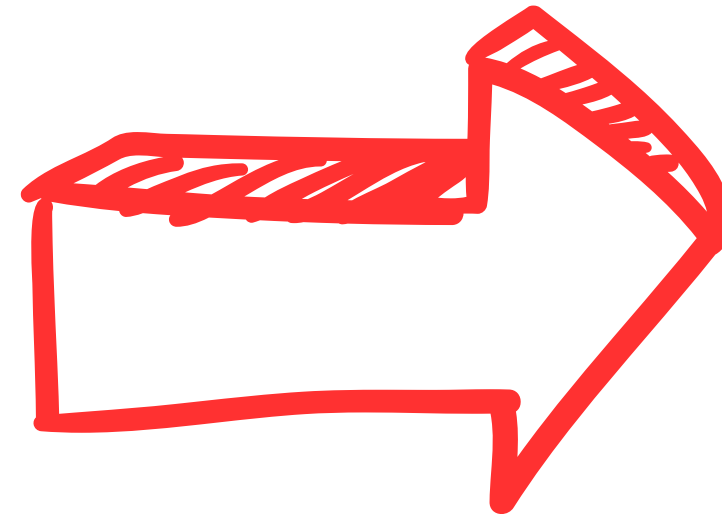
1. Maintenance and Upkeep
2. Financial Considerations
3. Empty Nest
4. Accessibility and Safety
5. Lifestyle Changes
6. Simplification and Decluttering



# What are major decision points informing older adult housing?



When it comes to housing choices, older homeowners consider several key decision points that heavily influence their preferences and decisions.



1. Affordability
2. Health and Accessibility
3. Maintenance and Upkeep
4. Social Connections and Support
5. Proximity to Family and Friends
6. Safety and Security
7. Lifestyle Preferences
8. Emotional Attachment

Will current homes or alternative housing accommodate potential changes in health, mobility, or care needs? Which housing options offer aging-in-place features, access to healthcare services, continuum of care?



# What are seniors looking for in single family housing?



Seniors have diverse preferences and priorities when it comes to housing, but there are several common factors that they often consider important.

1. Safety and Accessibility
2. Convenience and Proximity to Amenities
3. Social Connections and Community
4. Maintenance and Home Services
5. Affordability and Financial Considerations
6. Flexibility and Adaptability
7. Proximity to Family and Support
8. Aesthetics and Personal Preferences



# What do seniors want in multi-unit housing?



Seniors have preferences and needs when it comes to multi-unit housing.

1. Accessibility
2. Safety and Security
3. Age-Friendly Design
4. Social and Recreational Spaces
5. Wellness and Fitness Facilities
6. Services and Assistance
7. Accessible Transportation
8. Maintenance-Free Living
9. Integrated Healthcare Services
10. Affordability and Financial Considerations



# Can seniors be convinced to age in place somewhere else?



While aging in place is a preferred choice for many seniors, there may be situations where convincing them to explore alternative housing options becomes necessary or beneficial.

1. Assessing Safety and Well-being
2. Care Needs and Support
3. Loneliness and Social Isolation
4. Financial Considerations
5. Health Conditions and Accessibility
6. Family Dynamics and Caregiver Stress





# What are major objections seniors have to moving?

When considering a move to an alternative living arrangement, seniors may have various concerns or objections.

1. Emotional Attachments
2. Fear of Change
3. Financial Concerns
4. Loss of Social Connections
5. Health and Care Needs
6. Downsizing Challenges
7. Loss of autonomy



# Elements of strategy to motivate older adults to move



Motivating senior homeowners to move to alternative housing can be a delicate task, as it often involves addressing their emotional attachment to their current homes and the challenges associated with moving.

1. Understand and address their concerns
2. Highlight the benefits
3. Provide financial incentives
4. Personalize the options
5. Offer support throughout the transition
6. Showcase success stories





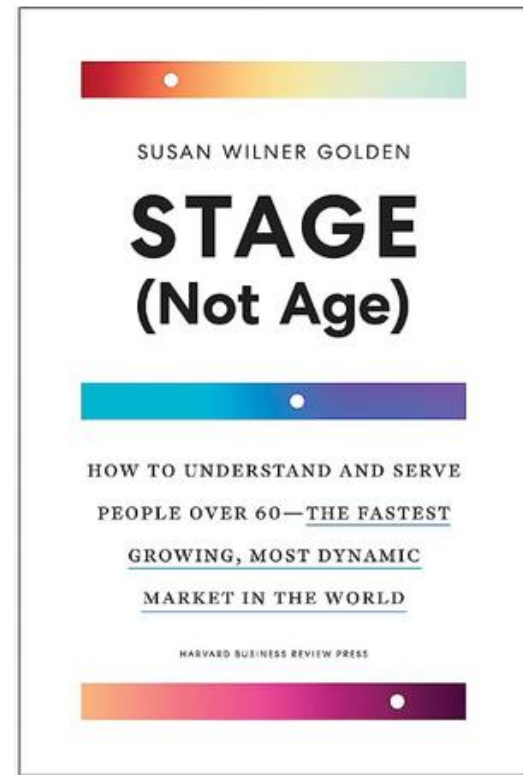
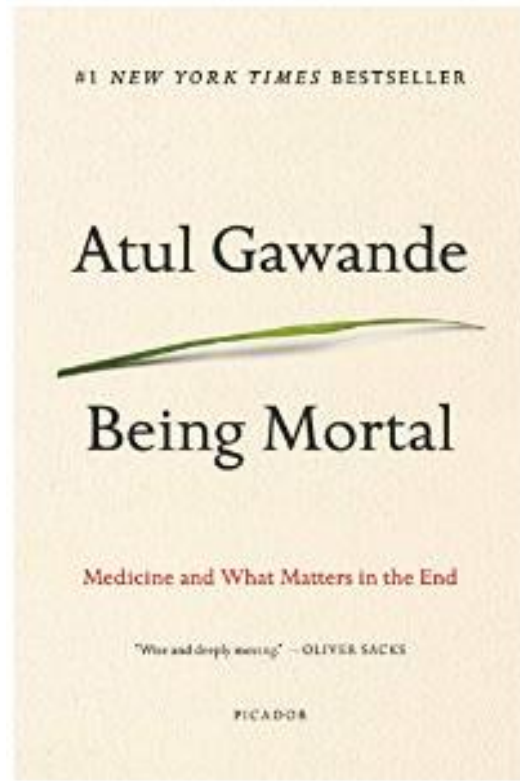
# Elements a program to influence older adult homeowners to move



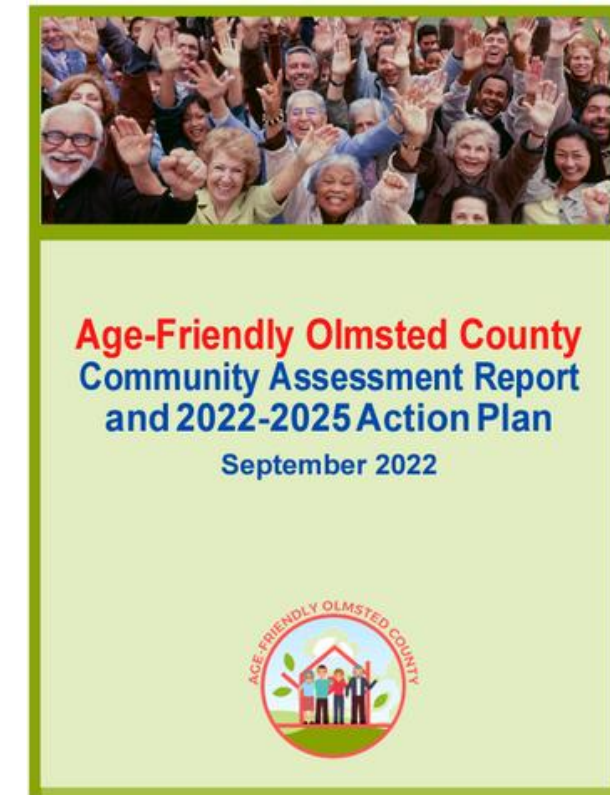
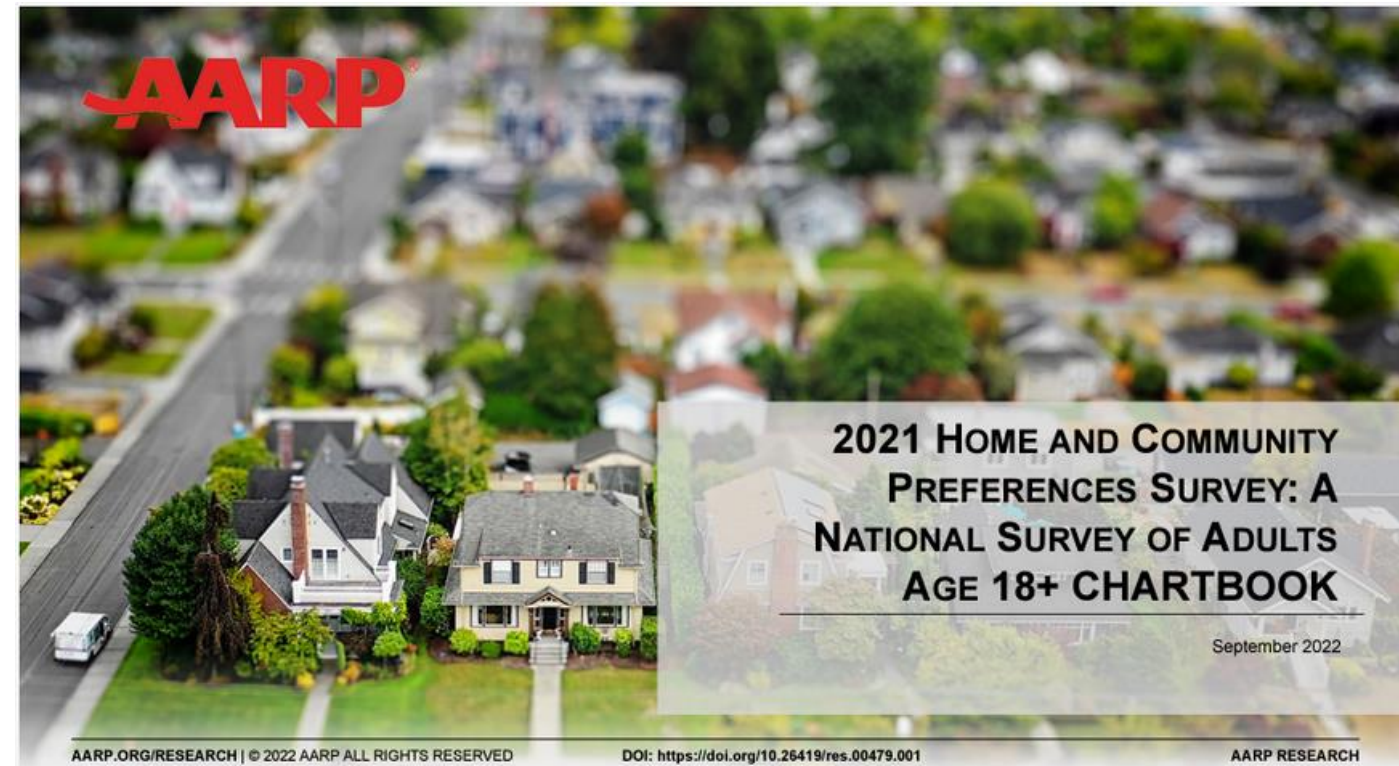
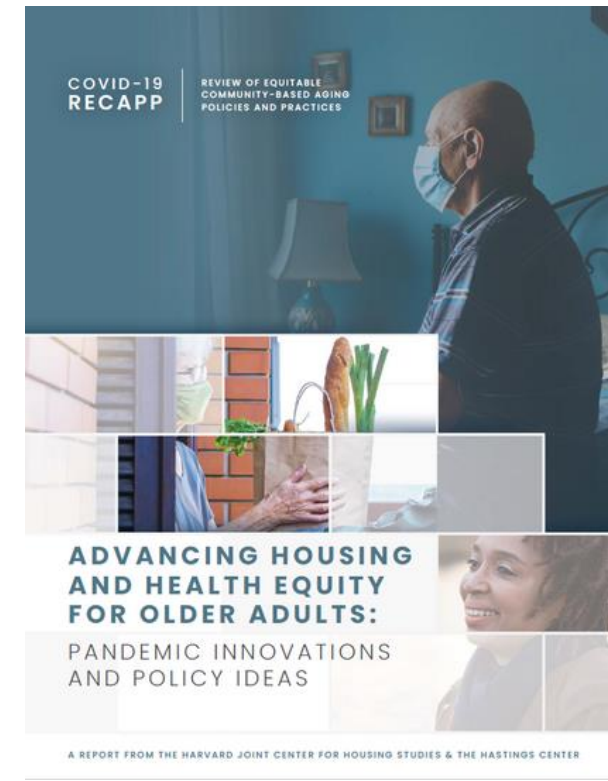
Developing a program to educate and influence older adult homeowners to move into alternative housing requires a comprehensive approach that addresses their concerns, provides valuable information, and creates a supportive environment.

1. Conduct informational sessions
2. Provide personalized consultations
3. Create informative materials
4. Organize tours and visits
5. Engage peer influencers
6. Collaborate with local organizations
7. Address financial concern
8. Foster a supportive community
9. Offer ongoing support
10. Measure and showcase success stories





## Recommended reading



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