

Using big data to develop best senior living concepts

“Data analytics helps design tailored living solutions for seniors”

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Living independently until old age is becoming the norm. To facilitate this, insight into the housing needs of the seniors is necessary. This research uses (big) data to figure out how Dutch seniors make housing choices and what value they attribute to different properties of the home and the location. We show how these quantitative insights can be translated into attractive living concepts that meet various financial, geographical and other conditions.

Principal Findings

- Safety, social cohesion and comfort play an important role for the elderly. Residential features such as communal facilities, a private parking space, a small-scale residential complex, the proximity of shops and public transport increase the value of a dwelling for seniors with 15 to 40%. See figure.
- High living comfort can be achieved with various combinations of residential and location characteristics; seniors are willing to trade these off for each other. For example, when moving to another house, seniors often sacrifice the size of the house and the garden, in exchange for more comfort and safety.
- Single elderly, people living in an old house or neighbourhood and people with a mobility-limiting disease are more likely to move.

	Size of the residence	Balcony/garden	Size of the building	Entrance to building	Parking	Communal garden	Communal indoor space
Higher value	110m ² (+25% value)	Ground floor, garden 12m ² (+15% value)	Less than 20 residences (+20% value)	Large hall/atrium	Indoor garage (+15% value)	Yes, private, for residents only	Yes, a small café or a supermarket
Reference	90m ²	No ground floor, balcony 12m ²	20-80 residences	Small hall	Private outdoor parking space	Yes, public garden	Yes, a recreation area/meeting place
Lower value	70m ² (-30% value)	No ground floor, balcony 5m ² (-15% value)	More than 80 residences (-15% value)	Outdoor gallery (-15% value)	On-street public parking (-30% value)	No (-5% value)	No (-20% value)

Figure: Value of the dwelling and building characteristics for the seniors

Key Takeaways for the Industry

- (Big) data research shows what value seniors attribute to various characteristics of their home and location. This helps design a variety of attractive living concepts for the elderly.
- It is not always possible to meet all housing preferences. Data analytics can help find the best trade-off between properties of the home and environment that are important to seniors.
- In senior housing policy it is useful to distinguish target groups which differ in willingness to move and housing needs.



Want to know more? Read the paper **‘Met big data inspelen op woonwensen en woongedrag van ouderen: praktische inzichten voor ontwerp en beleid’** (available in Dutch only)