

## **SURVEY RESULTS: DATA BEHIND HOUSING PREFERENCES**

### **Preference for Senior Housing by Type**

- **Senior Survey respondents ranked senior housing options in 3 tiers (Q16):**

Tier 1:

Independent Living Community with Smaller Homes or Cottages (52%)

Tier 2:

Independent Living Community with Townhouses, Apts., or Condos (39%) \*

Smaller Homes on Smaller Lots (38%)

Tier 3:

CCRC (26%)

All-Age Community (18%)

Co-Housing (18%)

Accessory Units (13%)

Assisted Living (13%)

\* Focus group follow-up suggests greater interest in townhouses and condos than in apartments.

- **General Pop survey respondents ranked senior housing options in 3 tiers (Q10):**

Tier 1:

Smaller Homes or Cottages in Clusters of ≤15 (65%)

Tier 2:

Repurposed / Converted in Village (48%)

Repurposed / Converted Anywhere (47%)

Accessory Units (47%)

Independent Living Apts. in Commercial or Multi-Family District (47%)

Tier 3:

Assisted Living Development in Commercial or New Multi-Family District (35%)

CCRC in Commercial or New Multi-Family District (30%)

Senior Apts. over Storefronts or in Mixed-use Development in Commercial District (30%)

- **General Pop Survey respondents ranked top 3 choices for senior housing (Q11):**

- 1st PLACE: Small Homes or Cottages in Clusters of ≤15
- 2<sup>nd</sup> PLACE: Repurposed or Converted Existing Residences
- 3<sup>rd</sup> PLACE TIE: Independent Living Apts. in Comm'l or New Multi-Family District
- 3<sup>RD</sup> PLACE TIE: Accessory Apts. on Existing Lots

## **Preference for Diversified Housing by Type**

General Population Survey respondents show moderate support for the general idea of diversifying our housing stock. (Q12 and Q13 - 60% support / 23% don't support.)

The more specific the question, however, the more that support for stronger specific types becomes apparent.

- **By Structural Type (Q4):**

Tier 1:

Accessory Units (70%)  
Cottage Clusters in Rural Setting (61%)  
Cottage Clusters near Existing Village Center (59%)  
Mixed-Use Development (57%)  
Single Family / Small Lot (56%)

Tier 2:

Planned Unit Development (45%)  
2-Family Homes (44%)  
Conversion of Large Homes (43%)

Tier 3:

Townhouses (38%)  
More Large Lot Single Family Homes (38%)  
Condos (33%)  
Low-Rise Garden Apts. (30%)  
3-4 Family Homes (22%)

- **By Homebuyer Type (Q3):**

Active Seniors (83%)  
Workforce (teachers, firefighters, etc.) (68%)  
Seniors with Special Needs (65%)  
People Who are Physically Disabled (54%)  
Those Needing Affordable (54%)  
1<sup>st</sup> Time Buyers (53%)

People with Emotional or Mental Disabilities (33%)  
People in Recovery (26%)