

**92%**

say that housing with supports for older people is **URGENTLY NEEDED**



The majority of people (54%) would only consider moving if their health deteriorated

Over 70% of older adults would find it emotionally difficult to leave their homes



**Sage**  
Advocacy

**Mayo**  
Social.

MAYO  
SOCIAL  
RED C POLL  
November 2025



**74%**

support the use of **Compulsory Purchase Orders** to bring vacant/derelict homes back into use

**Only 6%**

believe adequate independent-living options exist



The preferred option for care across all demographics is a carer making a daily home visit

**20%**

would choose to move home to somewhere with onsite support



**61%**

are unaware or unsure if they know about different types of housing available to older people in Ireland

**44%**  
Men

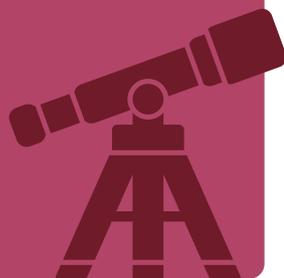
Women

**35%**



**77%**

agree that not many people plan ahead properly for where they will live if they become frail and in need of support



**Only +8%**

would choose to live in a nursing home

Men

**6%**

Women

**2%**





# Sage Advocacy Housing for Older People

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November 2025

8214-2025



# Executive Summary



I

Over 90% of Irish adults believe housing with supports for older people is urgently needed, with nearly 60% saying *very* urgently. This sentiment spans all demographics, especially urban dwellers. The finding underscores a strong public mandate for accelerated development of supported housing and integrated ageing-in-place policies.

III

When care is needed, the clear preference is for a daily visiting carer, followed by HSE-provided support services in housing settings. Trust in HSE provision significantly outweighs that in local authorities or private providers, indicating that partnerships anchored in the public health system will gain strongest acceptance.

II

Three-quarters of respondents support compulsory purchase orders (CPOs) to bring vacant homes back into use. This signals public openness to assertive, State-led interventions, an opportunity for government and local authorities to act decisively without fear of public backlash.

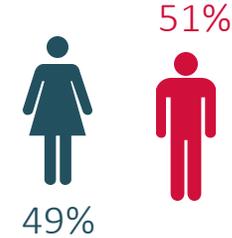
IV

Over 70% of older adults would find it emotionally difficult to leave their homes, while only 6% believe adequate independent-living options exist. This highlights dual barriers: emotional and structural, to mobility in later life, stressing the need for sensitive transition pathways and substantial expansion of suitable housing stock.

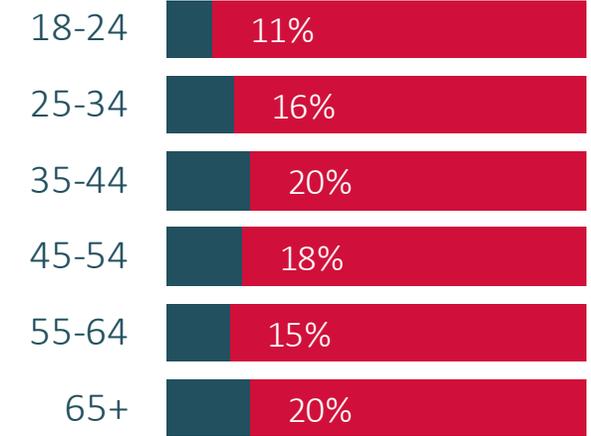
# RED Line Methodology

- Research was conducted using RED C's online omnibus, the RED Line.
- Through an online panel of over 45,000 members, RED Line allows us to reach a representative sample of the adult population 18+ across Ireland in a cost effective and timely manner.
- Quota controls are used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence in sample profile.
- Data was weighted across gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections.
- A further 'boost sample' was achieved among resident in County Mayo in order to better understand responses in that county. The final sample including this boost was weighted on the same basis as illustrated above
- n=1,082 respondents took part, with fieldwork taking place from the 16<sup>th</sup> – 24<sup>th</sup> October 2025.

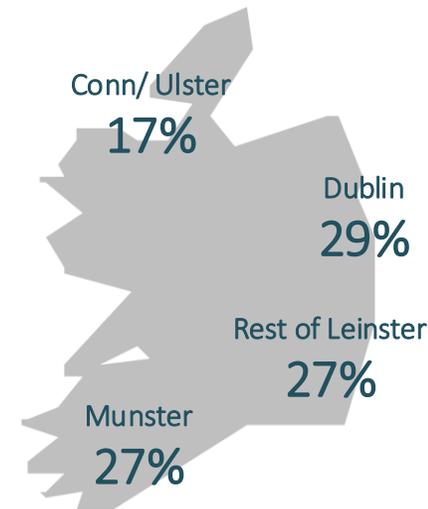
## Gender



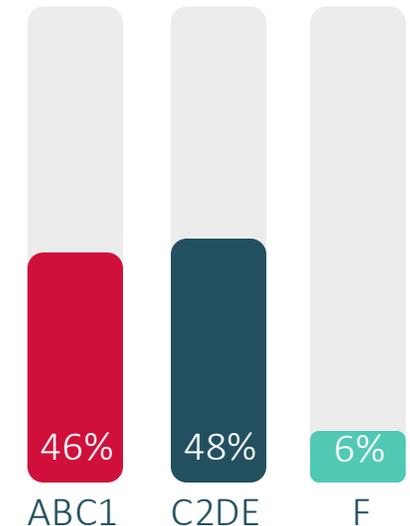
## Age



## Region



## Social Class





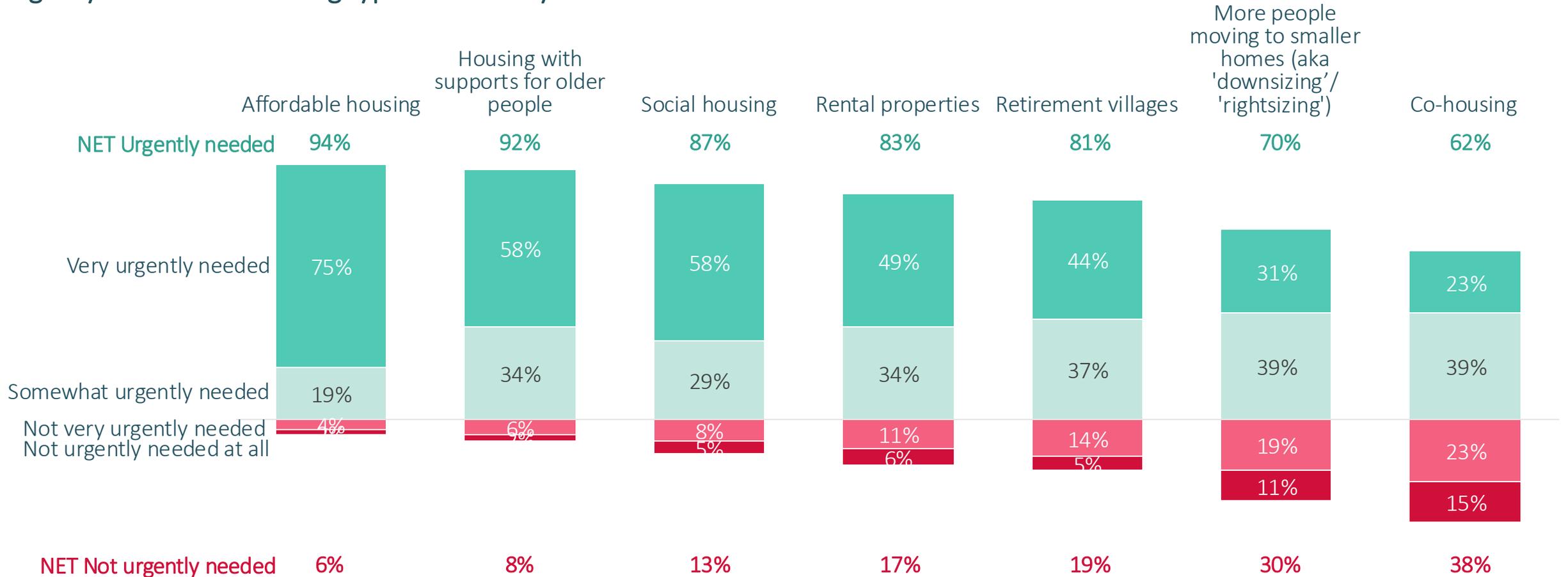
Over 9 in 10 see housing with supports for older people as urgently needed, with almost 3 in 5 saying it is *very* urgently needed



# All housing types seen to be urgently needed

A majority say all housing types are urgently needed. Affordable housing is seen by the most to be urgently needed, followed by housing with supports for older people.

## Urgency of different housing types - Summary



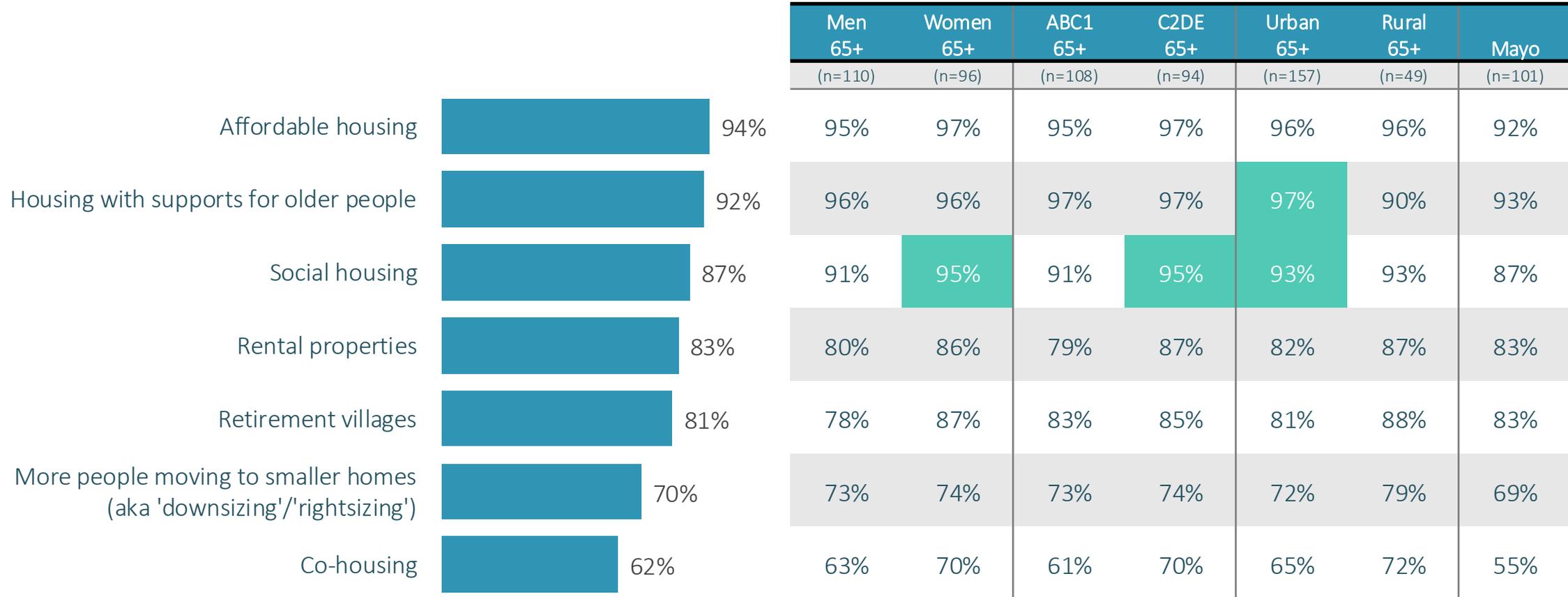
Q1. How urgently needed, if at all, do you think the following types of housing for older people are in Ireland? - Summary  
Base: All ROI adults 18+ (1,082)

# Majority across all demographics see all forms as urgently needed



97% of those in urban settings see housing with supports for older people as urgently needed

## Urgency of different housing types x Demographics - NET Urgently needed



Significantly HIGHER/LOWER vs. Total Sample

Q1. How urgently needed, if at all, do you think the following types of housing for older people are in Ireland? - Summary

Base: All ROI adults 18+ (1,082)

Strong support for use of CPOs

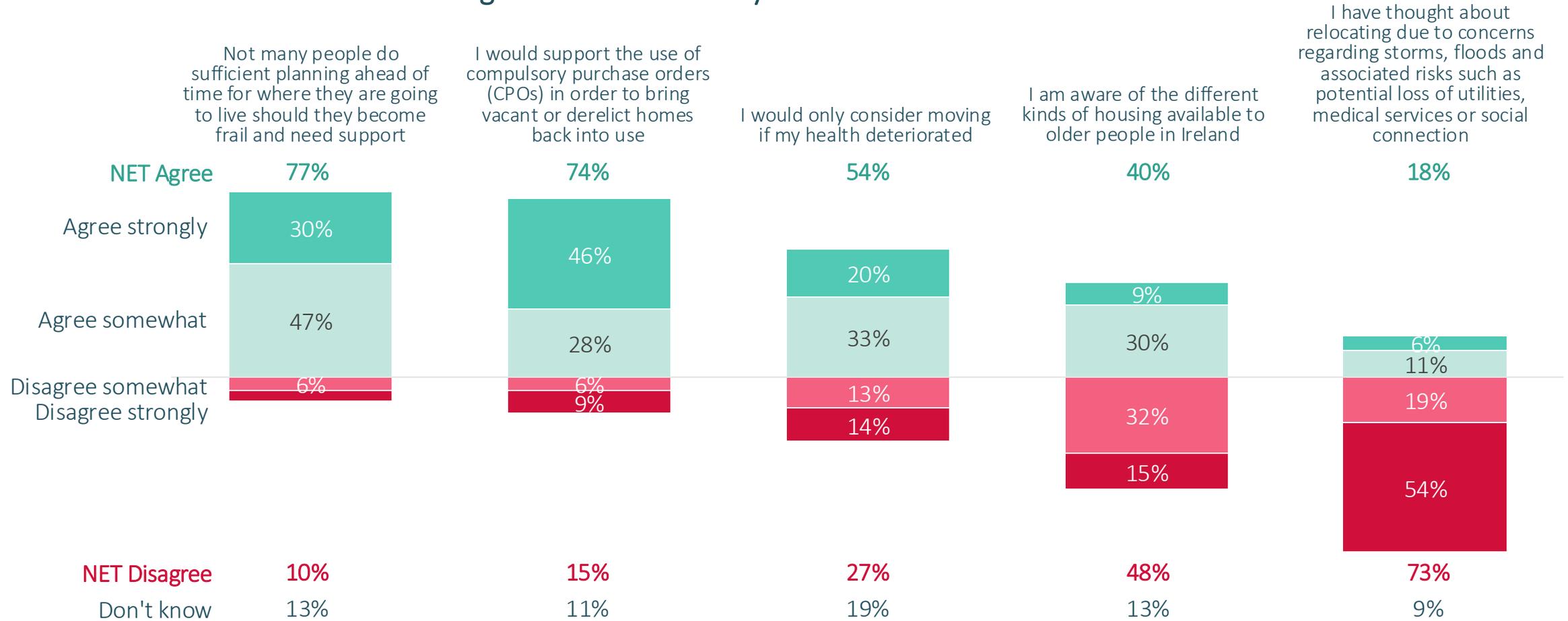
Floods/storms are a concern for a minority of older people, with this more prevalent in rural areas

# Strong support for compulsory purchases



Three quarters support the use of CPOs in order to bring homes back into use, with almost half strongly agreeing with their use

## Views and attitudes around future of housing in Ireland - Summary



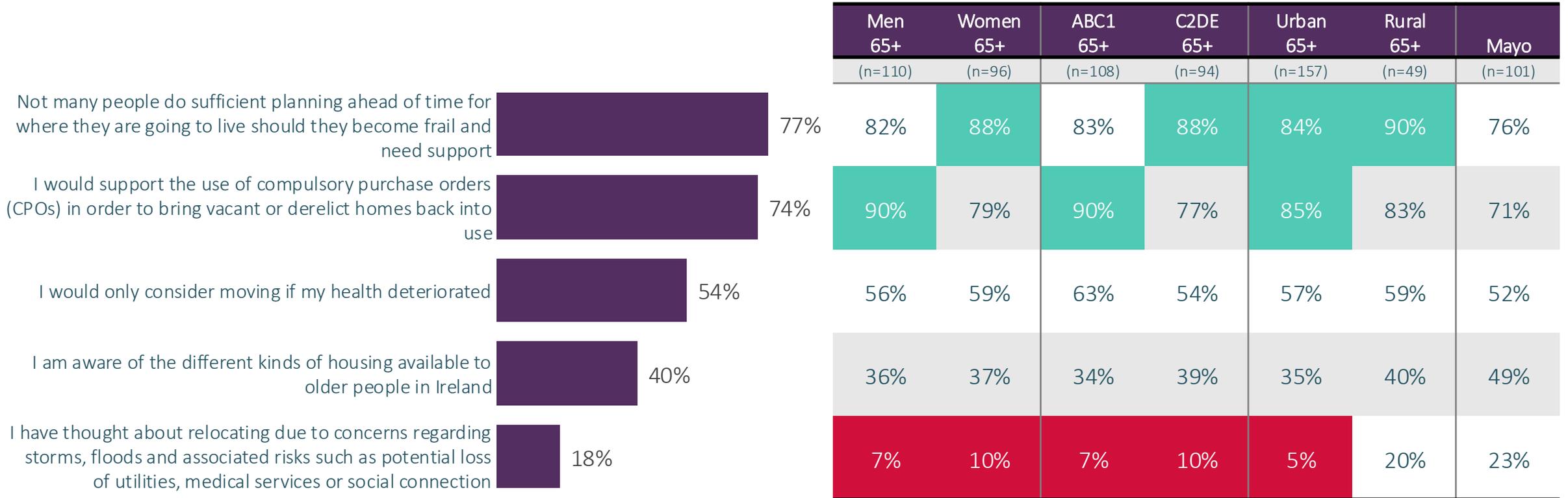
Q2. Looking at the following statements which have been made by others, please tell us to what extent you agree, or disagree, with each.  
Base: All ROI adults 18+ (1,082)

# Majority would only move if their health deteriorated



Older people are notably less concerned about the impact of storms and floods on relocating, with the exception of older residents in rural areas. **This is a concern for almost 1 in 4 Mayo residents.**

## Views and attitudes around future of housing in Ireland x demographics – NET Agree



■ Significantly HIGHER/LOWER vs. Total Sample

Q2. Looking at the following statements which have been made by others, please tell us to what extent you agree, or disagree, with each.

Base: All ROI adults 18+ (1,082)



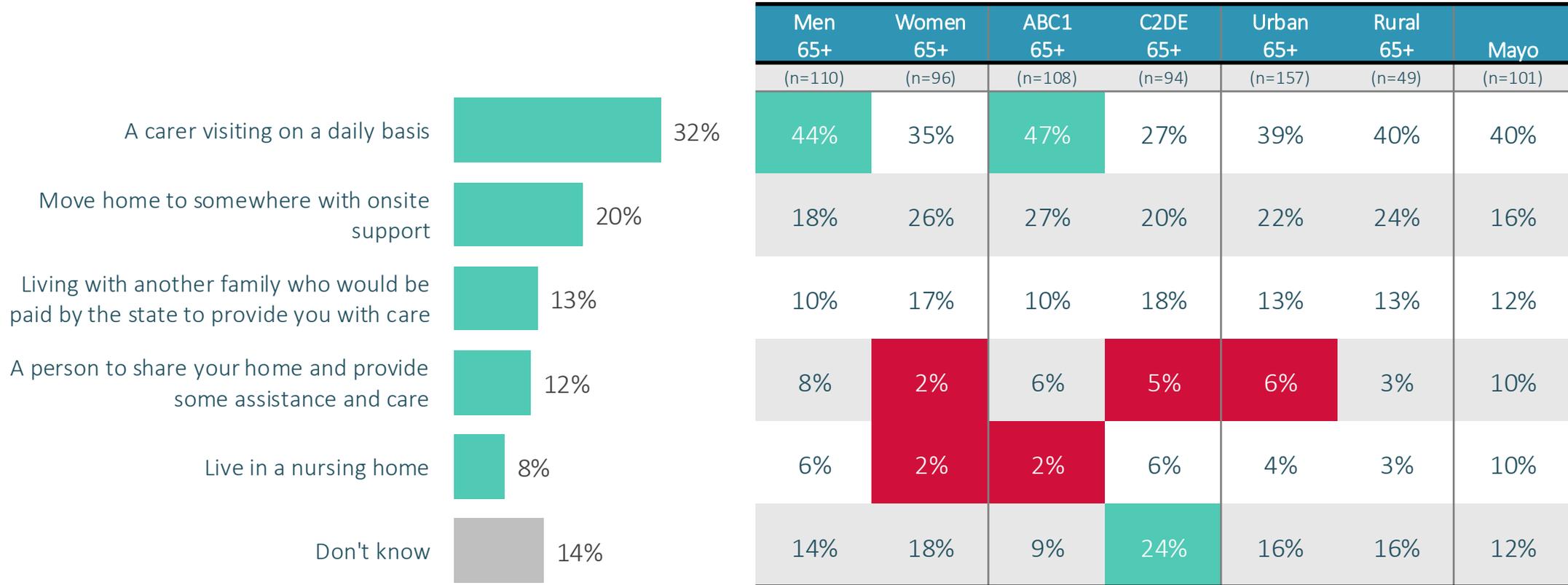
A carer visiting the home each day is the favourite option for care among all cohorts, particularly older men, and older people in higher social grades



# A carer visiting each day most preferred option for all cohorts

All demographics' favourite option for care would be a carer visiting each day, with this particularly popular among older men, and older people in higher social grades

## Preferred option for care



Significantly HIGHER/LOWER vs. Total Sample

Q3. If you were unable to care for yourself, or to be cared for in your current home by a family member, which of the following would be your single most preferred option?

Base: All ROI adults 18+ (1,082)



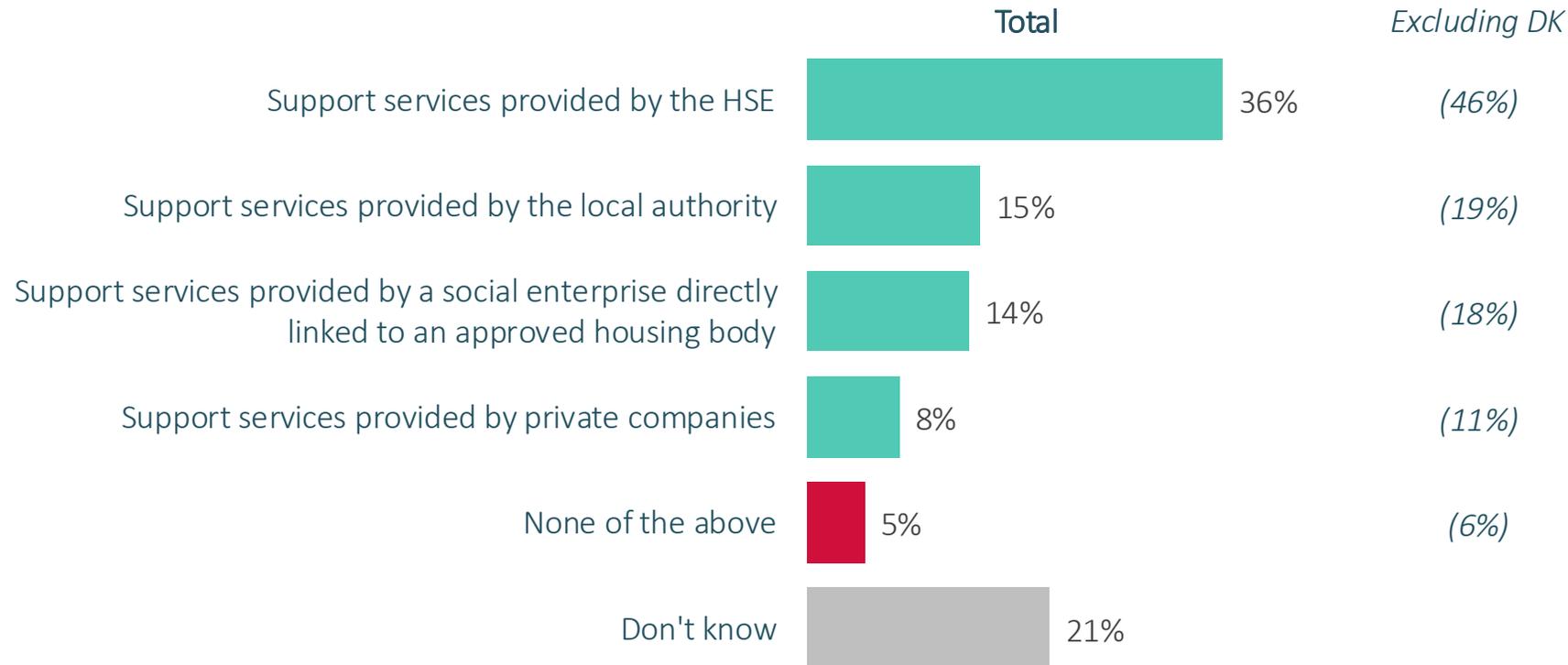
Support services provided by the HSE  
favoured over ones provided by local  
authorities, social enterprises and private  
companies

# HSE provided services the most preferred option



The most popular option for the provision of onsite support services would be services provided by the HSE, followed only distantly by local authority provided services, and social enterprise provided services

## Preferred option for provision of onsite support services



**NOTE:**  
no significant  
demographic  
differences seen

Q4. The Programme for Government includes a commitment to support approved housing bodies in developing and managing 'senior housing' with onsite support services, communities. In the provision of onsite support services, which single option would you most prefer?

Base: All ROI adults 18+ (1,082)



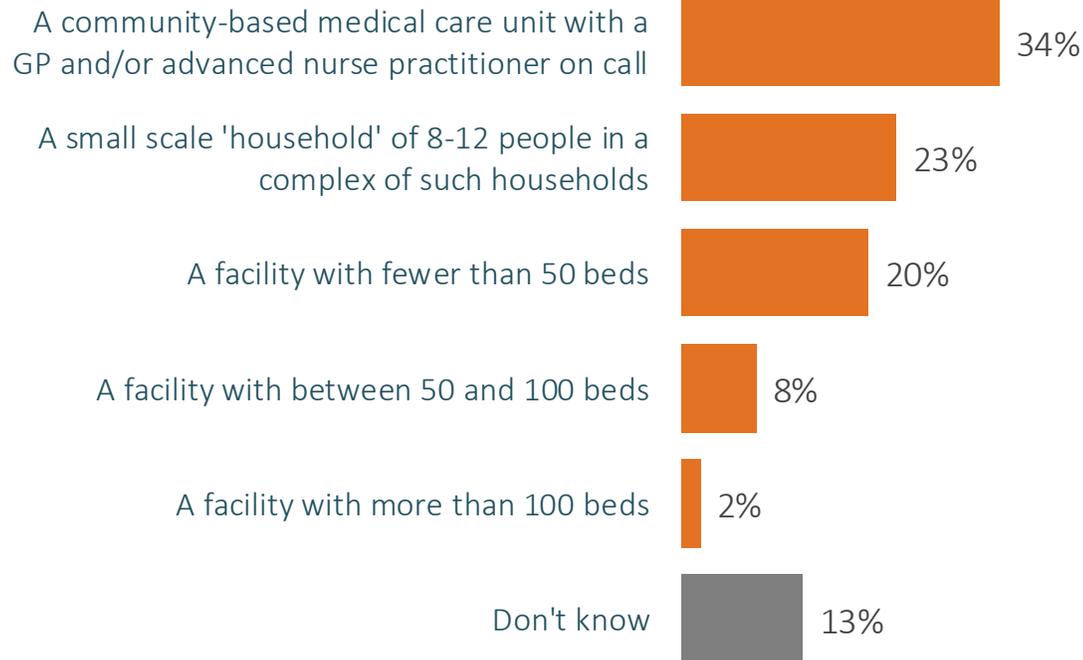
Most preferred option for care that requires living in a nursing home would be a community-based medical care unit

# Community based medical care unit most preferred option



The most preferred option for care that requires living in a nursing home is a community based medical care unit. This is preferred by over half of over 65s, and is even more strongly preferred by older rural residents.

## Preferred option if living in a nursing home



	Men 65+ (n=110)	Women 65+ (n=96)	ABC1 65+ (n=108)	C2DE 65+ (n=94)	Urban 65+ (n=157)	Rural 65+ (n=49)	Mayo (n=101)
A community-based medical care unit with a GP and/or advanced nurse practitioner on call	50%	53%	49%	55%	49%	61%	37%
A small scale 'household' of 8-12 people in a complex of such households	18%	14%	17%	14%	16%	15%	24%
A facility with fewer than 50 beds	16%	16%	21%	13%	18%	10%	24%
A facility with between 50 and 100 beds	2%	6%	4%	5%	5%	2%	4%
A facility with more than 100 beds	0	0	0	0	0	0	1%
Don't know	13%	11%	10%	13%	12%	13%	11%

Significantly HIGHER/LOWER vs. Total Sample

Q5. If your care needs required living in a nursing home, which of the following would you prefer?

Base: All ROI adults 18+ (1,082)



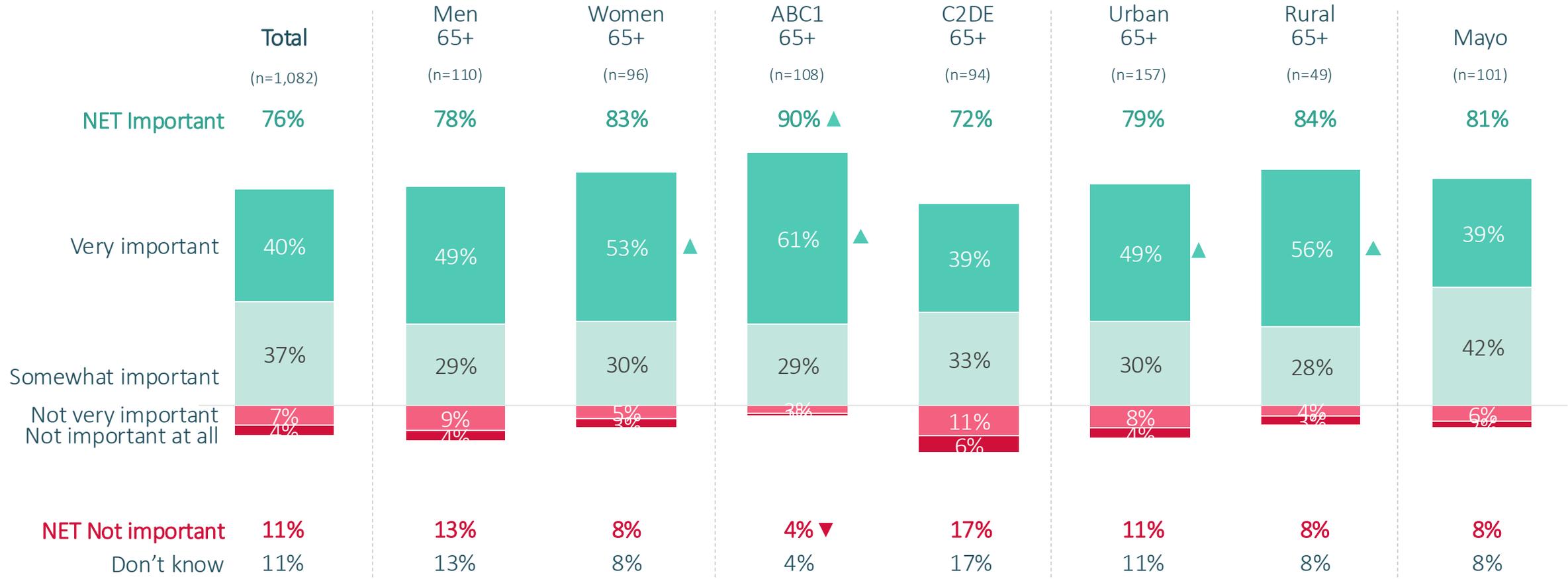
Clear majority saw a balanced housing mix is important for thriving towns

# Clear majority say a balance housing mix is important



Over three quarters of adults say a balanced mix of housing is important for thriving towns and villages, with endorsement of this particularly strong among older people in higher social grades in rural settings

## Importance of a balanced housing mix for thriving towns and villages



▲▼ Significantly HIGHER/LOWER vs. Total Sample

Q6. To what extent do you think a balanced housing mix, involving both younger and older generations in mixed housing schemes, is important in sustaining thriving towns and villages?

Base: All ROI adults 18+ (1,082)



XXX

# Views on housing for older people - Summary



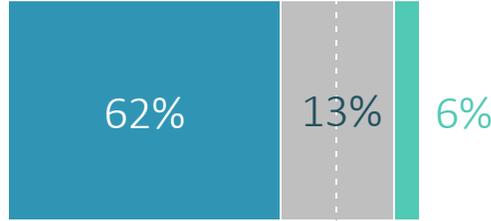
Don't know

NET More with A

No strong opinion

NET More with B

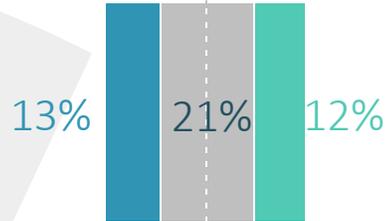
I would find it emotionally difficult to leave my home



I wouldn't have any emotional issue with leaving my current home

4%

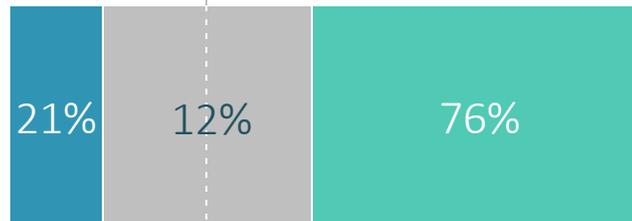
Concerns around climate change are likely to influence where & how I might want to live in future



Concerns around climate change are unlikely to influence where & how I might want to live...

6%

There are enough housing options that support independent living for older people



There are not enough housing options that support independent living for older people

7%

Q7. Looking at these contrasting pairs of statements which have been made by others in relation to moving home, please tell us which statement, in each case, you agree more with. Do you agree much more with A, slightly more with A, slightly more with B, much more with B, or do you have no strong opinion.

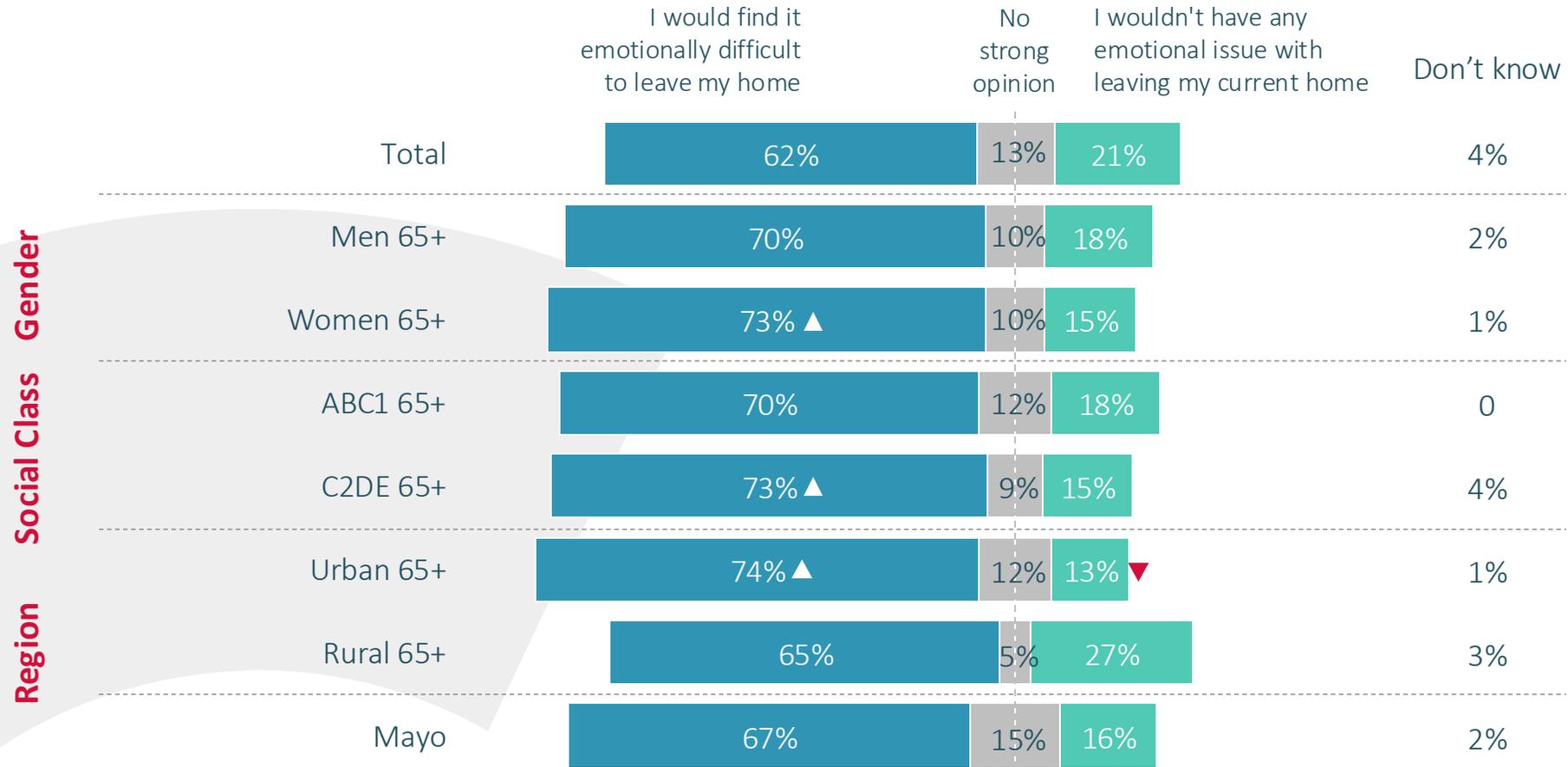
Base: All ROI adults 18+ (1,082)

# Most say they would find it hard emotionally to leave their home



Over 7 in 10 older people say they would find it emotionally difficult to leave their home, with less than 1 in 5 saying they wouldn't have any emotional issue doing this

## Views on housing for older people x demographics



▲ ▼ Significantly HIGHER/LOWER vs. Total Sample

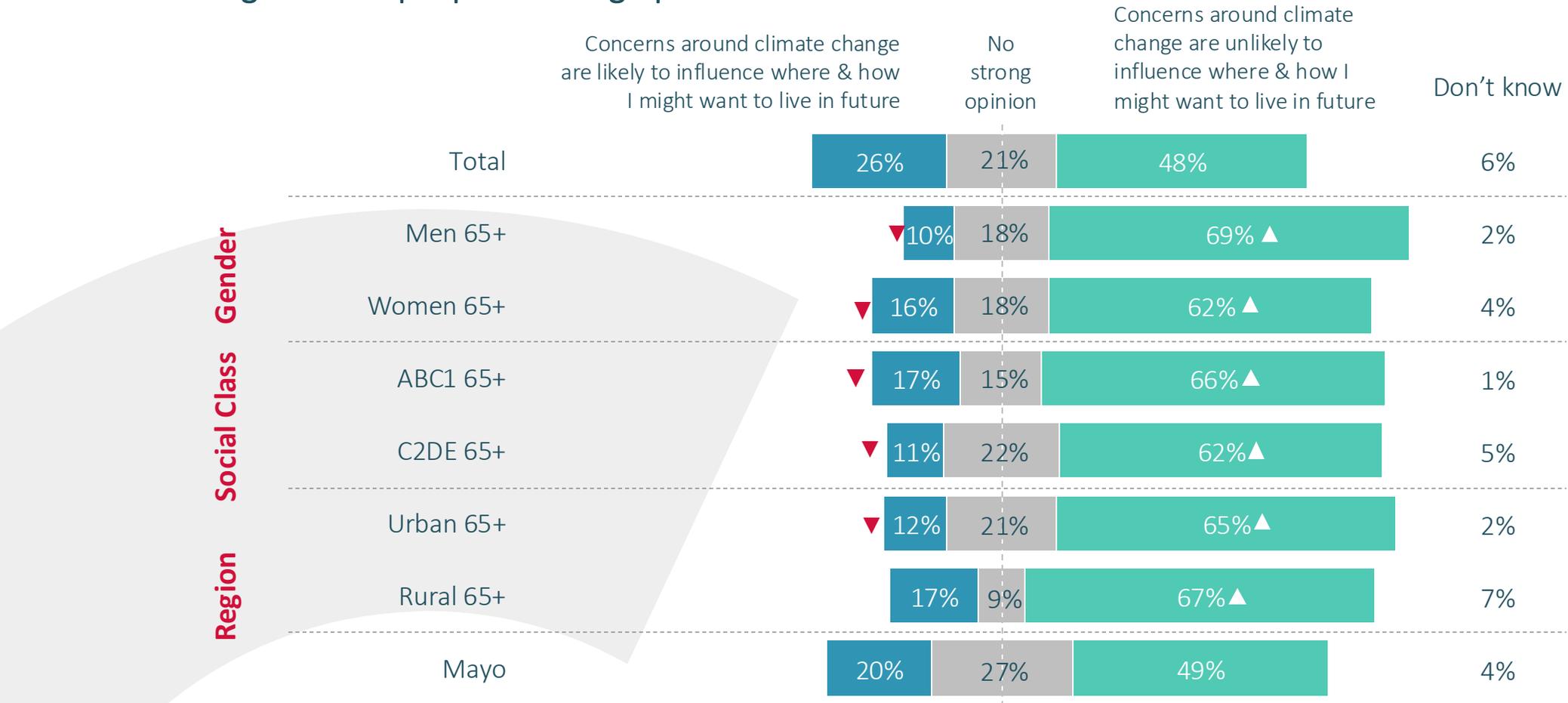
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# Concerns around climate change niche, but not negligible



Only a minority say climate change concerns are likely to influence where they might want to live with this even weaker among over 65s, but it does feature for a non-negligible minority

## Views on housing for older people x demographics



▲ ▼ Significantly HIGHER/LOWER vs. Total Sample

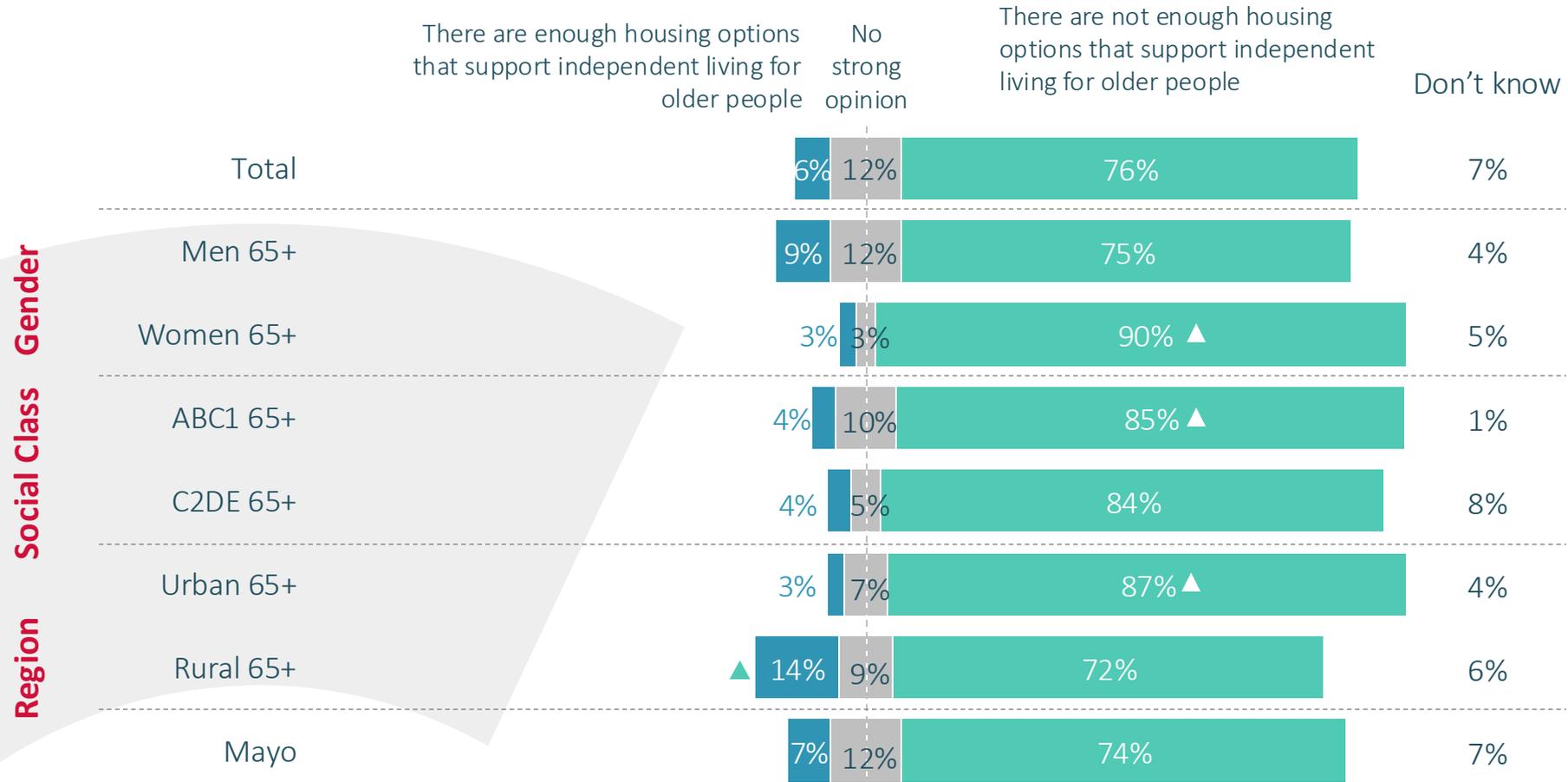
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# Clear consensus there are not enough housing options for elders



Only 6% think there are enough housing options for older people to support independent living. Older women and older people in urban areas are particularly likely to say there are *not* enough options.

## Views on housing for older people x demographics



▲ ▼ Significantly HIGHER/LOWER vs. Total Sample

Q7. Looking at these contrasting pairs of statements which have been made by others in relation to moving home, please tell us which statement, in each case, you agree more with. Do you agree much more with A, slightly more with A, slightly more with B, much more with B, or do you have no strong opinion.

RESEARCH  
EVALUATION  
DIRECTION  
**CLARITY**

*See More, Clearly*

**REDC**

