

Housing preferences and housing choice in a changing society

For many decades housing preferences (stated preferences) and housing choice (revealed preferences) of households are studied from a psychological, economic and geographical perspective. In general preferences and choices on the housing market are influenced by demographic and socio-economic characteristics of households and the context in which they live. The context is a constellation of housing stock, housing policy, housing market, financial market and culture. So the quantitative and qualitative demand for housing is an outcome of demographic and economic developments in a changing context. Previous research also demonstrates that housing preferences and actual housing situation have a substantial impact on residential satisfaction, which is an important component of individual well-being and quality of life.

Most Western countries experience the process of aging population, large scale immigration, more flexible labour market situation and a restructuring of the welfare state in general. Furthermore, sustainability of the environment and society is an important challenge now and in the nearby future. This will have a structural impact on the housing preferences and choices of consumers in the long run. In our research program we focus on:

- Improving instruments for reliable and valid measurements of housing preferences and housing choices
- Theoretical and empirical studies of households' characteristics and their stated and revealed preferences
- Research for a better understanding of the relation between housing preferences and housing outcomes within a certain context (at local, regional and national scale)
- Research on the impact of a changing context (demographic, economic, housing policy, financial market and culture) in time on stated and revealed preferences of households
- Research on the relation between households' preferences for sustainability and (conditions for) actually opting for sustainable housing