



Understanding housing and neighbourhood Preferences of households Aged 55 or older

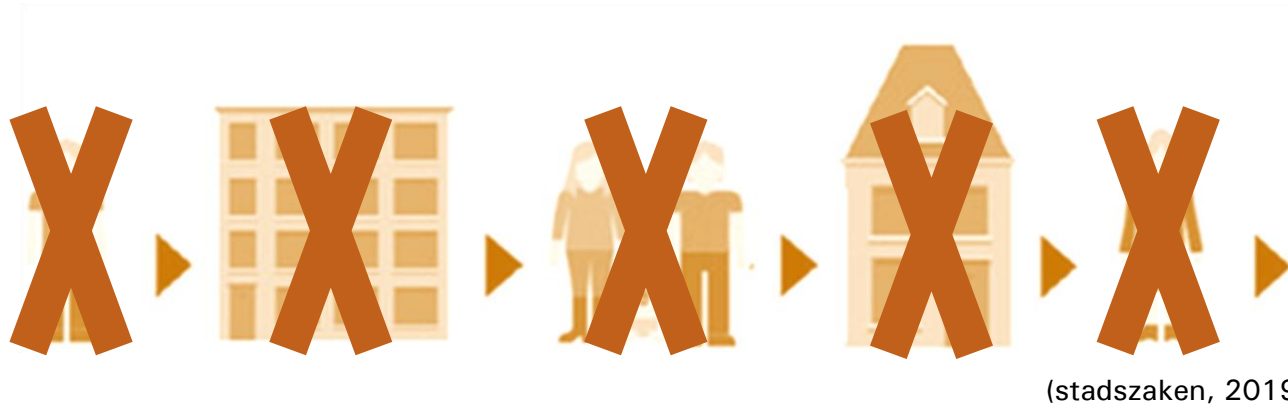
Bram Kok – P5 – July 6th, 2021



Problem statement

If the right housing for people aged 55 years or older is not available

- > People aged 55 years or older will not move
- > Housing for family does not become available
- > Families will not move
- > Housing for starters does not come available
- > Starters have no possibilities on the housing market



Mismatch on the housing market

*What kind of new housing is
needed to best accommodate the
different 55 years or older groups
in the Netherlands?*

Who are they?

Compared to previous generations:

- ✓ better education
- ✓ higher income
- ✓ more equity
- ✓ more owner-occupiers
- ✓ bigger dwellings
- ✓ longer independent

- Have lived in current dwelling for a long time
- Low willingness to move
- Want to stay in current neighbourhood

First part

- > Selection criteria
- > Household characteristics
- > Current housing and vicinity characteristics
- > Desired housing and vicinity characteristics

Second part
Conjoint measurement

- People aged 55 years and older
- In the Netherlands
- That are willing to move within 5 years
- Want to live independent
- In an owner-occupied or private rental dwelling

Conjoint measurement “measurement of combined things”

Explaining important terms:

Attribute: a categorization of housing characteristics

Attribute level: the specific characteristic

Residential profile: a combination of attribute levels.

	Woning 1	Woning 2
Woningtype ⓘ	eengezinswoning	eengezinswoning
Eigendomsvorm	koop	koop
Prijs	€ 450.000	€ 450.000
Woonoppervlakte ⓘ	130 vierkante meter	70 vierkante meter
Aantal kamers ⓘ	3 kamers	5 kamers
Geschikt voor de oude dag ⓘ	wel	niet
	<input type="text"/>	<input type="text"/>

Conjoint measurement

Conjoint measurement
“measurement of combined things”

Explaining important terms:

Attribute: a categorization of housing characteristics

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	Woning 1	Woning 2
<input type="text" value="Woningtype ⓘ"/>	eengezinswoning	eengezinswoning
<input type="text" value="Eigendomsvorm"/>	koop	koop
<input type="text" value="Prijs"/>	€ 450.000	€ 450.000
<input type="text" value="Woonoppervlakte ⓘ"/>	130 vierkante meter	70 vierkante meter
<input type="text" value="Aantal kamers ⓘ"/>	3 kamers	5 kamers
<input type="text" value="Geschikt voor de oude dag ⓘ"/>	wel	niet
	<input type="text"/>	<input type="text"/>

Conjoint measurement

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	Woning 1	Woning 2
Woningtype ⓘ	<input type="text" value="eengezinswoning"/>	<input type="text" value="eengezinswoning"/>
Eigendomsvorm	<input type="text" value="koop"/>	<input type="text" value="koop"/>
Prijs	<input type="text" value="€ 450.000"/>	<input type="text" value="€ 450.000"/>
Woonoppervlakte ⓘ	<input type="text" value="130 vierkante meter"/>	<input type="text" value="70 vierkante meter"/>
Aantal kamers ⓘ	<input type="text" value="3 kamers"/>	<input type="text" value="5 kamers"/>
Geschikt voor de oude dag ⓘ	<input type="text" value="wel"/>	<input type="text" value="niet"/>
	<input type="text"/>	<input type="text"/>

Conjoint measurement

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Geschikt voor de oude dag ⓘ	wel	niet
	<input type="text"/>	<input type="text"/>

Conjoint measurement

The respondent's task:

- Valuate the residential profiles by:

Rating	Most useful responses
Ranking	More reflecting the actual housing choice
Choosing	Mostly interesting when testing concrete products

But what are we measuring?

- (Realistic) preferences
- Relative importance of attributes
- Trade-offs
- Willingness to pay

Attributes

HOUSE

Tenure
Housing type
Housing surface
Number of rooms
Suitable for elderly people?
Price class

VICINITY

Building heights in the neighbourhood
Door to door distance to health facilities
Age composition of neighbourhood
Ambiance in the neighbourhood
Relationship with neighbours

Hierarchical integration approach

	Woning 1	Woning 2
Woningtype ⓘ	eengezinswoning	eengezinswoning
Eigendomsvorm	koop	koop
Prijs	€ 450.000	€ 450.000
Woonoppervlakte ⓘ	130 vierkante meter	70 vierkante meter
Aantal kamers ⓘ	3 kamers	5 kamers
Geschikt voor de oude dag ⓘ	wel	niet
	<input type="text"/>	<input type="text"/>
	Woning 1	Woning 2
Afstand tot huisartsenpraktijk, apotheek of fysiotherapie ⓘ	500 tot 1000 meter	1000 meter of meer
Gebouwhoogtes in de buurt ⓘ	voornamelijk laagbouw	mix van bouwhoogtes
Leeftijdsklasse van buurtbewoners	gelijk aan die van u	gelijk aan die van u
Sfeer in de buurt ⓘ	levendig	rustig
Verhouding tot buurtbewoners	veel privacy	veel privacy
	<input type="text"/>	<input type="text"/>



Hierarchical integration approach

	Woning 1	Woning 2
Woningtype ⓘ	eengezinswoning	eengezinswoning
Eigendomsvorm	koop	koop
Prijs	€ 450.000	€ 450.000
Woonoppervlakte ⓘ	130 vierkante meter	70 vierkante meter
Aantal kamers ⓘ	3 kamers	5 kamers
Geschikt voor de oude dag ⓘ	wel	niet
Afstand tot huisartsenpraktijk, apotheek of fysiotherapie ⓘ	500 tot 1000 meter	1000 meter of meer
Gebouwhoogtes in de buurt ⓘ	voornamelijk laagbouw	mix van bouwhoogtes
Leeftijdsklasse van buurtbewoners	gelijk aan die van u	gelijk aan die van u
Sfeer in de buurt ⓘ	levendig	rustig
Verhouding tot buurtbewoners	veel privacy	veel privacy

☐ Woning 1 ☐ Woning 2



- Rating: multiple regression analysis in SPSS

```

DATASET ACTIVATE DataSet1.
REGRESSION
  /MISSING LISTWISE
  /STATISTICS COEFF OUTS R ANOVA
  /CRITERIA=PIN(.05) POUT(.10)
  /NOORIGIN
  /DEPENDENT taak1_score
  /METHOD=ENTER Type_woning HuurKoop Prijs1 Prijs2_links Oppervlak1 Oppervlak2 Aantal_Kamers1
    Aantal_Kamers2 Oude_dag.

```

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5,036	,023		219,422	,000
	Type_woning	-,008	,021	-,003	-,386	,699
	HuurKoop	,292	,021	,107	14,027	,000
	Prijs1	,597	,028	,190	21,453	,000
	Prijs2_links	-,030	,028	-,009	-1,071	,284
	Oppervlak1	,248	,028	,079	8,924	,000
	Oppervlak2	,054	,028	,017	1,940	,052
	Aantal_Kamers1	-,054	,028	-,017	-1,931	,053
	Aantal_Kamers2	,106	,028	,034	3,816	,000
	Oude_dag	,435	,021	,159	20,816	,000

a. Dependent Variable: taak1_score

- Ranking: multinomial logistic regression analysis in Biogeme (Python)

```
In [3]: M database = db.Database("dataset-voor-biogene6",df)

In [4]: M globals().update(database.variables)

In [5]: M database.remove ( Leeftijdsklasse != 1 )

In [6]: M database.getSampleSize()

Out[6]: 4260

In [7]: M Typewoning = Beta('Typewoning', 0, None, None, 0)
HuurKoop = Beta('HuurKoop', 0, None, None, 0)
Prijs1 = Beta('Prijs1', 0, None, None, 0)
Prijs2 = Beta('Prijs2', 0, None, None, 0)
Oppervl1k1 = Beta('Oppervl1k1', 0, None, None, 0)
Oppervl1k2 = Beta('Oppervl1k2', 0, None, None, 0)
AantalKamers1 = Beta('AantalKamers1', 0, None, None, 0)
AantalKamers2 = Beta('AantalKamers2', 0, None, None, 0)
Oudedag = Beta('Oudedag', 0, None, None, 0)
Bereikbaarheidzorg1 = Beta('Bereikbaarheidzorg1', 0, None, None, 0)
Bereikbaarheidzorg2 = Beta('Bereikbaarheidzorg2', 0, None, None, 0)
Bouwnhoogtes = Beta('Bouwnhoogtes', 0, None, None, 0)
Sfeer = Beta('Sfeer', 0, None, None, 0)
Ontmoeting = Beta('Ontmoeting', 0, None, None, 0)
CPROF = Beta('CPROF', 0, None, None, 0)

In [8]: M av1 = CPROF * const + Typewoning * Typewoninglinks + HuurKoop * HuurKooplinks + Prijs1 * Prijs1links + Prijs2 * Prijs2links +
av2 * CPROF * const + AantalKamers2 * AantalKamersrechts2 + Typewoning * Typewoningrechts + HuurKoop * HuurKooprechts + Prijs1
<
>

In [9]: M av = {1: av1, 2: av2}

In [10]: M logprob = models.loglogit(av, None, keuze)

In [11]: M biogene = bio.BIOGENE(database, logprob)
biogene.modelName = 'Elogit'

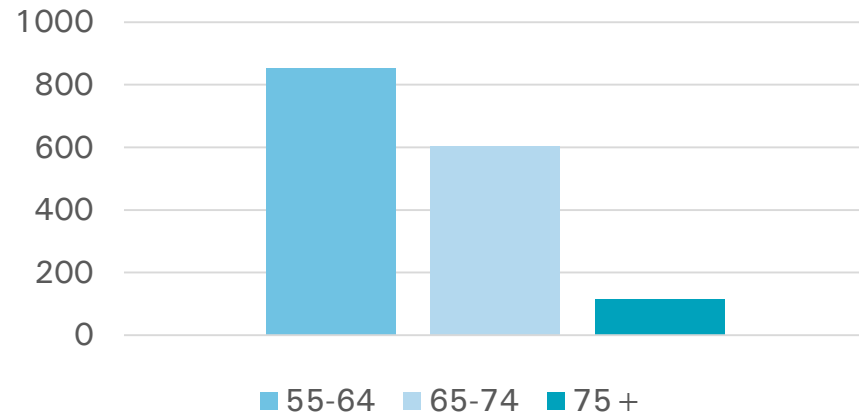
In [12]: M results = biogene.estimate()

In [13]: M pandasResults = results.getEstimatedParameters()
pandasResults
```

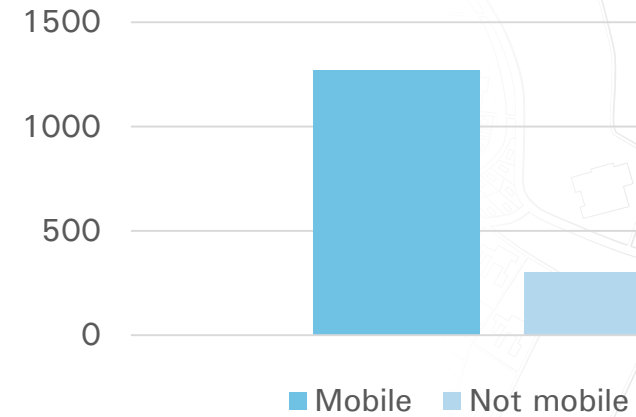
	Value	Std err	t-test	p-value	Rob. Std err	Rob. t-test	Rob. p-value
AantalKamers1	0.025901	3.327733e-02	0.778348	4.363637e-01	3.301587e-02	0.784512	4.327396e-01
AantalKamers2	0.043608	3.239743e-02	1.346040	1.782896e-01	3.228869e-02	1.350573	1.768323e-01
Bereikbaarheidzorg1	-0.065032	3.306932e-02	-1.966542	4.923600e-02	3.310733e-02	-1.964284	4.949712e-02
Bereikbaarheidzorg2	-0.018608	3.287866e-02	-0.565972	5.714125e-01	3.279282e-02	-0.567454	5.704057e-01
Bouwhoogtes	-0.070735	2.427602e-02	-2.913794	3.570650e-03	2.428147e-02	-2.913141	3.578129e-03
CPROF	0.000000	1.797693e+308	0.000000	1.000000e+00	1.797693e+308	0.000000	1.000000e+00
HuurKoop	-0.297050	2.529518e-02	-11.743324	0.000000e+00	2.616857e-02	-11.351387	0.000000e+00
Ontmoeting	-0.162729	2.448256e-02	-6.646726	2.996847e-11	2.447077e-02	-6.649927	2.932388e-11
Oppervlak1	-0.280260	3.375822e-02	-8.301989	0.000000e+00	3.355644e-02	-8.351910	0.000000e+00
Oppervlak2	0.014477	3.242391e-02	0.446492	6.552422e-01	3.249974e-02	0.445450	6.559948e-01
Oudedag	-0.301583	2.541477e-02	-11.866435	0.000000e+00	2.581642e-02	-11.681820	0.000000e+00
Prijs1	-0.541152	3.405724e-02	-15.889477	0.000000e+00	3.429600e-02	-15.778861	0.000000e+00
Prijs2	0.057881	3.303453e-02	1.752124	7.975256e-02	3.280322e-02	1.764478	7.765149e-02
Sfeer	-0.092308	2.515657e-02	-3.669327	2.431900e-04	2.519547e-02	-3.663661	2.486354e-04
Typewoning	-0.048571	2.424794e-02	-2.003118	4.516462e-02	2.468152e-02	-1.967930	4.907613e-02

Division in subgroups

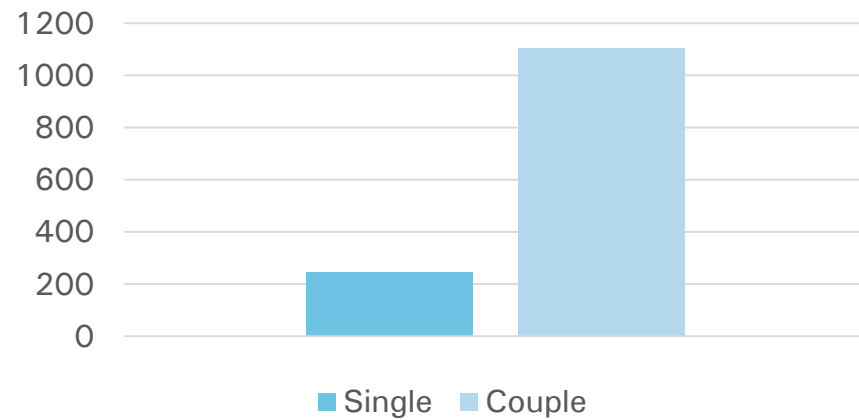
Age



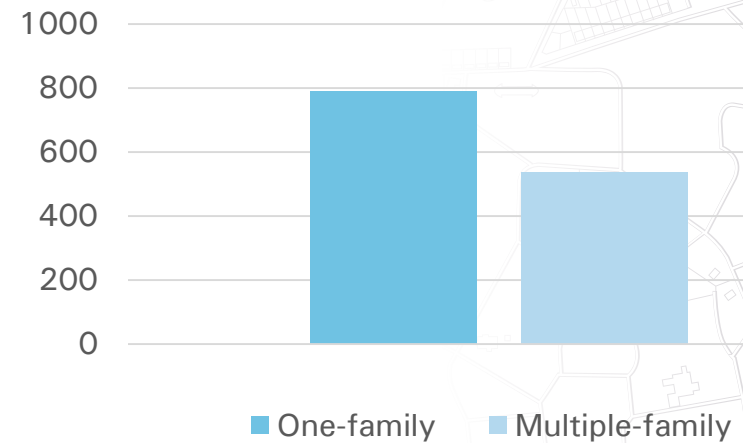
Mobility



Future household composition



Preference for owner-occupancy



HOUSE

Tenure

- Owner-occupied
- Rental

Housing type

- One-family
- Multiple-family

Housing surface

- 70 m²
- 100m²
- 130m²

Number of rooms

- Less than 4
- 4
- More than 4

Suitable for elderly people?

- Yes
- No

Price class

- Low
- Mid
- High

VICINITY

Building heights in the neighbourhood

- Mainly low (maximum of four storeys)
- A mix of building heights

Door to door distance to health facilities

- Less than 500 meters
- 500-1000 meters
- 1000 meters or more

Age composition of neighbourhood

- Mainly neighbours of the same age
- Neighbours of different ages

Ambiance in the neighbourhood

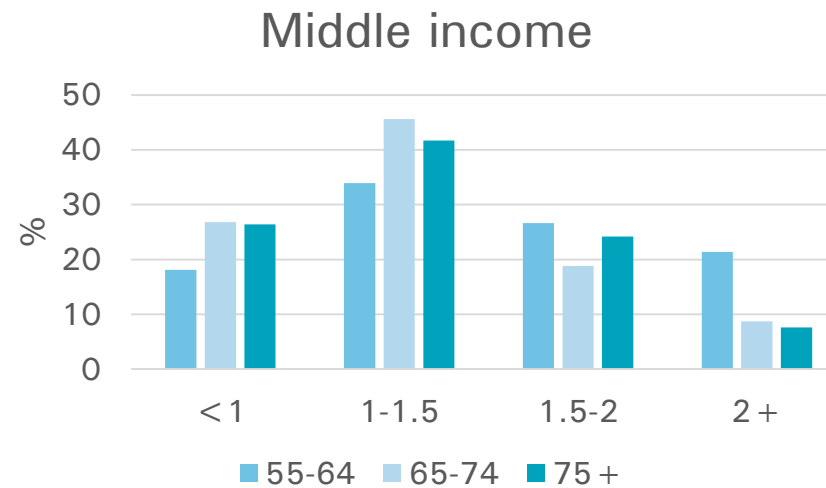
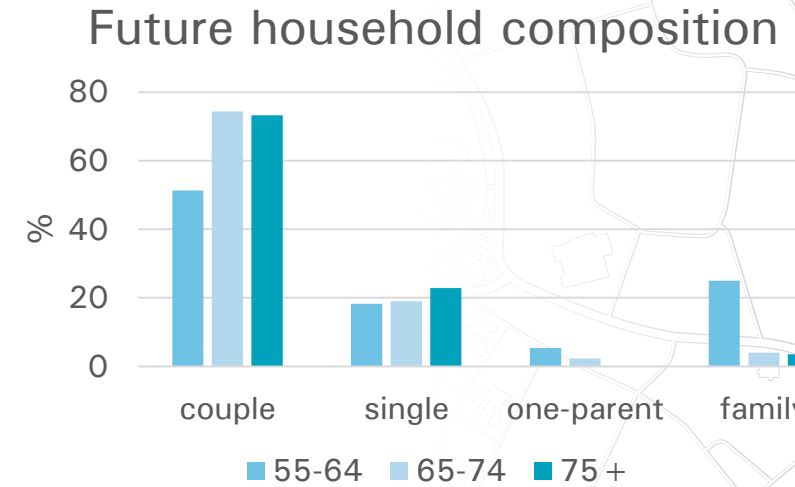
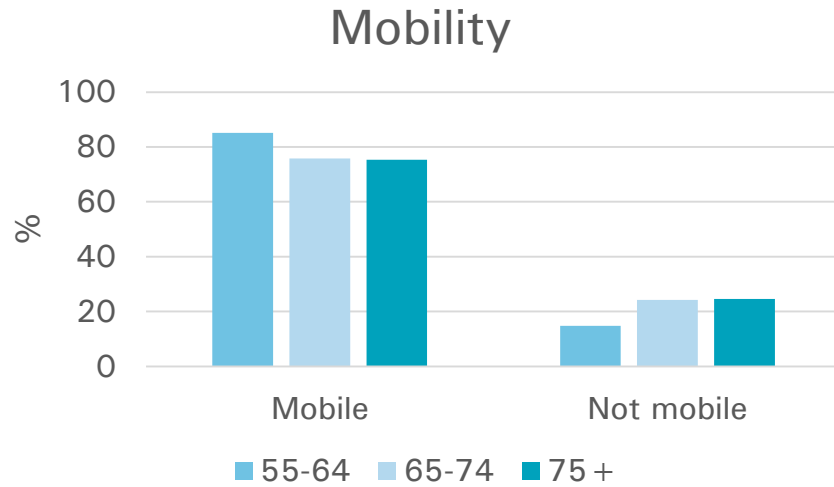
- Little people and activities on the street
- A lot of people and activities on the street

Relationship with neighbours

- A lot of contact with neighbours
- A lot of privacy

Division by age

Characteristics



Relative importance
of this attribute in
the housing choice

55-64

Attribute	Share
Price	27,1%
Suitability for elderly people	16,0%
Tenure	15,7%
Housing surface	14,5%
Relationship with neighbours	8,6%
Ambiance in the neighbourhood	4,9%
Distance to health facilities	3,9%
Building heights neighbourhood	3,7%
Number of rooms	3,0%
Housing type	2,6%

Attribute	Share
Price	27,1%
Suitability for elderly people	18,2%
Housing surface	11,6%
Tenure	8,8%
Housing type	8,5%
Distance to health facilities	8,2%
Number of rooms	6,2%
Building heights neighbourhood	6,1%
Relationship with neighbours	5,4%
Ambiance in the neighbourhood	0,0%

75 +

Attribute	Share
Suitability for elderly people	22,0%
Housing type	19,5%
Price	15,6%
Housing surface	15,4%
Number of rooms	10,2%
Relationship with neighbours	6,9%
Distance to health facilities	6,3%
Ambiance in the neighbourhood	2,4%
Building heights neighbourhood	1,5%
Tenure	0,1%

Division by age *importance and preferences*

55-64

Attribute	Share
Price	27,1 %
Suitability for elderly people	16,0%
Tenure	15,7%
Housing surface	14,5%
Relationship with neighbours	8,6%
Ambiance in the neighbourhood	4,9%
Distance to health facilities	3,9%
Building heights neighbourhood	3,7%
Number of rooms	3,0%
Housing type	2,6%

65-74

Attribute	Share
Price	27,1 %
Suitability for elderly people	18,2%
Housing surface	11,6%
Tenure	8,8%
Housing type	8,5%
Distance to health facilities	8,2%
Number of rooms	6,2%
Building heights neighbourhood	6,1%
Relationship with neighbours	5,4%
Ambiance in the neighbourhood	0,0%

75 +

Attribute	Share
Suitability for elderly people	22,0%
Housing type	19,5%
Price	15,6%
Housing surface	15,4%
Number of rooms	10,2%
Relationship with neighbours	6,9%
Distance to health facilities	6,3%
Ambiance in the neighbourhood	2,4%
Building heights neighbourhood	1,5%
Tenure	0,1%

- Price important

Division by age *importance and preferences*

55-64

Attribute	Share
Price	27,1 %
Suitability for elderly people	16,0%
Tenure	15,7%
Housing surface	14,5%
Relationship with neighbours	8,6%
Ambiance in the neighbourhood	4,9%
Distance to health facilities	3,9%
Building heights neighbourhood	3,7%
Number of rooms	3,0%
Housing type	2,6%

65-74

Attribute	Share
Price	27,1 %
Suitability for elderly people	18,2%
Housing surface	11,6%
Tenure	8,8%
Housing type	8,5%
Distance to health facilities	8,2%
Number of rooms	6,2%
Building heights neighbourhood	6,1%
Relationship with neighbours	5,4%
Ambiance in the neighbourhood	0,0%

75 +

Attribute	Share
Suitability for elderly people	22,0%
Housing type	19,5%
Price	15,6%
Housing surface	15,4%
Number of rooms	10,2%
Relationship with neighbours	6,9%
Distance to health facilities	6,3%
Ambiance in the neighbourhood	2,4%
Building heights neighbourhood	1,5%
Tenure	0,1%

- Price important
- Elderly housing increasingly important

Division by age *importance and preferences*

55-64

Attribute	Share
Price	27,1 %
Suitability for elderly people	16,0%
Tenure	15,7%
Housing surface	14,5%
Relationship with neighbours	8,6%
Ambiance in the neighbourhood	4,9%
Distance to health facilities	3,9%
Building heights neighbourhood	3,7%
Number of rooms	3,0%
Housing type	2,6%

65-74

Attribute	Share
Price	27,1 %
Suitability for elderly people	18,2%
Housing surface	11,6%
Tenure	8,8%
Housing type	8,5%
Distance to health facilities	8,2%
Number of rooms	6,2%
Building heights neighbourhood	6,1%
Relationship with neighbours	5,4%
Ambiance in the neighbourhood	0,0%

75 +

Attribute	Share
Suitability for elderly people	22,0%
Housing type	19,5%
Price	15,6%
Housing surface	15,4%
Number of rooms	10,2%
Relationship with neighbours	6,9%
Distance to health facilities	6,3%
Ambiance in the neighbourhood	2,4%
Building heights neighbourhood	1,5%
Tenure	0,1%

- Price important
- Elderly housing increasingly important

Division by age *importance and preferences*

55-64

Attribute	Share
Price	27,1 %
Suitability for elderly people	16,0%
Tenure	15,7%
Housing surface	14,5%
Relationship with neighbours	8,6%
Ambiance in the neighbourhood	4,9%
Distance to health facilities	3,9%
Building heights neighbourhood	3,7%
Number of rooms	3,0%
One-family houses	2,6%

65-74

Attribute	Share
Price	27,1 %
Suitability for elderly people	18,2%
Housing surface	11,6%
Tenure	8,8%
Apartments	8,5%
Distance to health facilities	8,2%
Number of rooms	6,2%
Building heights neighbourhood	6,1%
Relationship with neighbours	5,4%
Ambiance in the neighbourhood	0,0%

75 +

Attribute	Share
Suitability for elderly people	22,0%
Apartments	19,5%
Price	15,6%
Housing surface	15,4%
Number of rooms	10,2%
Relationship with neighbours	6,9%
Distance to health facilities	6,3%
Ambiance in the neighbourhood	2,4%
Building heights neighbourhood	1,5%
Tenure	0,1%

- Price important
- Elderly housing increasingly important
- Older people, that want to move to apartments, find housing type more important

Division by age *importance and preferences*

55-64

Attribute	Share
Price	27,1 %
Suitability for elderly people	16,0%
Tenure	15,7%
Housing surface	14,5%
Relationship with neighbours	8,6%
Ambiance in the neighbourhood	4,9%
Distance to health facilities	3,9%
Building heights neighbourhood	3,7%
Number of rooms	3,0%
Housing type	2,6%

65-74

Attribute	Share
Price	27,1 %
Suitability for elderly people	18,2%
Housing surface	11,6%
Tenure	8,8%
Housing type	8,5%
Distance to health facilities	8,2%
Number of rooms	6,2%
Building heights neighbourhood	6,1%
Relationship with neighbours	5,4%
Ambiance in the neighbourhood	0,0%

75 +

Attribute	Share
Suitability for elderly people	22,0%
Housing type	19,5%
Price	15,6%
Housing surface	15,4%
Number of rooms	10,2%
Relationship with neighbours	6,9%
Distance to health facilities	6,3%
Ambiance in the neighbourhood	2,4%
Building heights neighbourhood	1,5%
Tenure	0,1 %

- Price important
- Elderly housing increasingly important
- Older people, that want to move to apartments, find housing type more important
- Owner-occupancy becomes less important

Division by age *importance and preferences*

55-64

Attribute	Share
Price	27,1 %
Suitability for elderly people	16,0%
Tenure	15,7%
Housing surface	14,5%
Relationship with neighbours	8,6%
Ambiance in the neighbourhood	4,9%
Distance to health facilities	3,9%
Building heights neighbourhood	3,7%
Number of rooms	3,0%
Housing type	2,6%

65-74

Attribute	Share
Price	27,1 %
Suitability for elderly people	18,2%
Housing surface	11,6%
Tenure	8,8%
Housing type	8,5%
Distance to health facilities	8,2%
Number of rooms	6,2%
Building heights neighbourhood	6,1%
Relationship with neighbours	5,4%
Ambiance in the neighbourhood	0,0%

75 +

Attribute	Share
Suitability for elderly people	22,0%
Housing type	19,5%
Price	15,6%
Housing surface	15,4%
Number of rooms	10,2%
Relationship with neighbours	6,9%
Distance to health facilities	6,3%
Ambiance in the neighbourhood	2,4%
Building heights neighbourhood	1,5%
Tenure	0,1%

- Price important
- Elderly housing increasingly important
- Older people, that want to move to apartments, find housing type more important
- Owner-occupancy becomes less important

Division by age *importance and preferences*

55-64

Attribute	Share
Price	27,1 %
Suitability for elderly people	16,0%
Tenure	15,7%
Housing surface	14,5%
Relationship with neighbours	8,6%
Ambiance in the neighbourhood	4,9%
Distance to health facilities	3,9%
Building heights neighbourhood	3,7%
5 rooms positively perceived	3,0%
Housing type	2,6%

65-74

Attribute	Share
Price	27,1 %
Suitability for elderly people	18,2%
Housing surface	11,6%
Tenure	8,8%
Housing type	8,5%
Distance to health facilities	8,2%
Want 4 rooms	6,2%
Building heights neighbourhood	6,1%
Relationship with neighbours	5,4%
Ambiance in the neighbourhood	0,0%

75 +

Attribute	Share
Suitability for elderly people	22,0%
Housing type	19,5%
Price	15,6%
Housing surface	15,4%
Want 4 rooms	10,2%
Relationship with neighbours	6,9%
Distance to health facilities	6,3%
Ambiance in the neighbourhood	2,4%
Building heights neighbourhood	1,5%
Tenure	0,1%

- Price important
- Elderly housing increasingly important
- Older people, that want to move to apartments, find housing type more important
- Owner-occupancy becomes less important
- Youngest age group finds more rooms acceptable

Division by age *importance and preferences*

55-64

Attribute	Share
Price	27,1 %
Suitability for elderly people	16,0%
Tenure	15,7%
Housing surface	14,5%
Relationship with neighbours	8,6%
Ambiance in the neighbourhood	4,9%
Distance to health facilities	3,9%
Building heights neighbourhood	3,7%
Number of rooms	3,0%
Housing type	2,6%

65-74

Attribute	Share
Price	27,1 %
Suitability for elderly people	18,2%
Housing surface	11,6%
Tenure	8,8%
Housing type	8,5%
Distance to health facilities	8,2%
Number of rooms	6,2%
Building heights neighbourhood	6,1 %
Relationship with neighbours	5,4%
Ambiance in the neighbourhood	0,0%

75 +

Attribute	Share
Suitability for elderly people	22,0%
Housing type	19,5%
Price	15,6%
Housing surface	15,4%
Number of rooms	10,2%
Relationship with neighbours	6,9%
Distance to health facilities	6,3%
Ambiance in the neighbourhood	2,4%
Building heights neighbourhood	1,5%
Tenure	0,1 %

- Price important
- Elderly housing increasingly important
- Older people, that want to move to apartments, find housing type more important
- Owner-occupancy becomes less important
- Youngest age group finds more rooms acceptable
- Vicinity attributes overshadowed by housing attributes

Division by age *importance and preferences*

55-64

Attribute	Share
Distance to health facilities	17,4%

65-74

Attribute	Share
Distance to health facilities	20,8%

75 +

Attribute	Share
Distance to health facilities	31,8%

- Price important
- Elderly housing increasingly important
- Older people, that want to move to apartments, find housing type more important
- Owner-occupancy becomes less important
- Youngest age group finds more rooms acceptable
- Vicinity attributes overshadowed by housing attributes

Division by age

Willingness to pay

55-64

Favourite dwelling:
One-family, 130m², 4 rooms,
suitable for elderly people

65-74

Apartment, 130m², 4 rooms,
suitable for elderly people

75 +

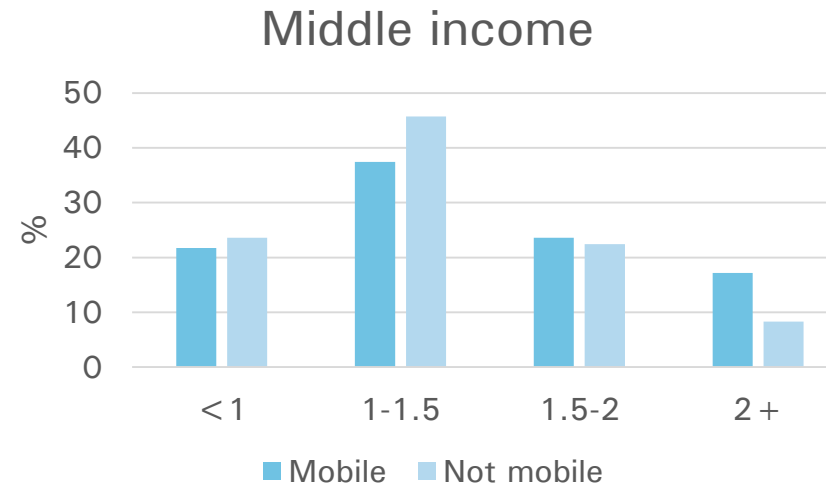
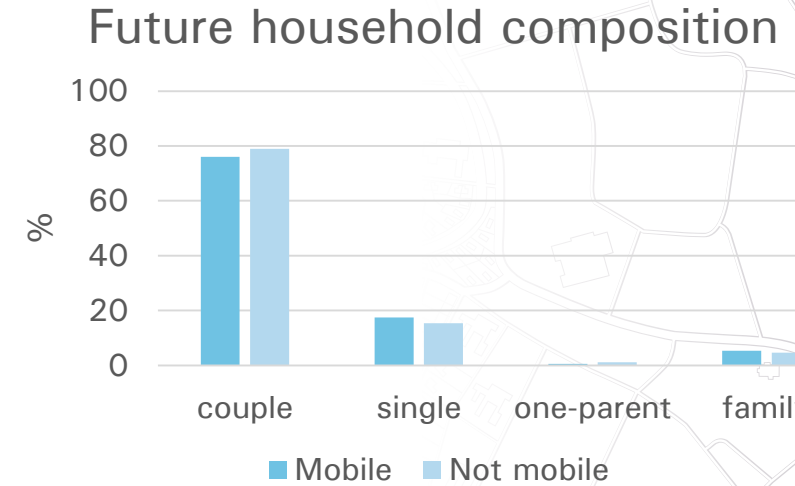
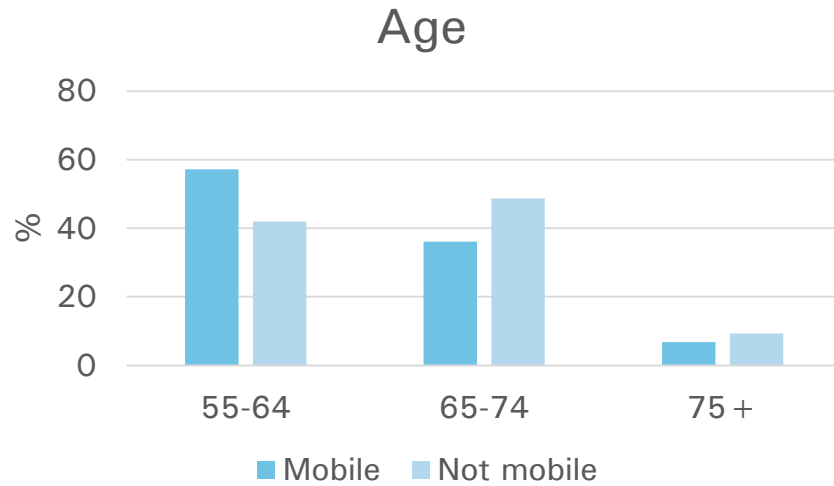
Apartment, 130m², 4 rooms,
suitable for elderly people

Willingness to pay for favoured dwelling of other age group, compared to own favourite:

- People get pickier as they get older

Division by mobility

Characteristics



Division by mobility *importance and preferences*

Mobile

Attribute	Share
Price	28,5%
Suitability for elderly people	16,9%
Housing surface	15,3%
Tenure	11,6%
Relationship with neighbours	8,8%
Distance to health facilities	5,4%
Building heights neighbourhood	4,8%
Number of rooms	3,5%
Housing type	2,7%
Ambiance in the neighbourhood	2,5%

Not mobile

Attribute	Share
Price	23,1%
Suitability for elderly people	22,4%
Tenure	14,9%
Housing surface	9,5%
Distance to health facilities	7,6%
Housing type	5,7%
Ambiance in the neighbourhood	5,0%
Number of rooms	4,4%
Building heights neighbourhood	4,1%
Relationship with neighbours	3,2%

Division by mobility *importance and preferences*

Mobile

Attribute	Share
Price	28,5%
Suitability for elderly people	16,9%
Housing surface	15,3%
Tenure	11,6%
Relationship with neighbours	8,8%
Distance to health facilities	5,4%
Building heights neighbourhood	4,8%
Number of rooms	3,5%
Housing type	2,7%
Ambiance in the neighbourhood	2,5%

Not mobile

Attribute	Share
Price	23,1%
Suitability for elderly people	22,4%
Tenure	14,9%
Housing surface	9,5%
Distance to health facilities	7,6%
Housing type	5,7%
Ambiance in the neighbourhood	5,0%
Number of rooms	4,4%
Building heights neighbourhood	4,1%
Relationship with neighbours	3,2%

- Price more important to mobile people, despite higher income

Division by mobility *importance and preferences*

Mobile

Attribute	Share
Price	28,5%
Suitability for elderly people	16,9%
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Tenure	14,9%
Housing surface	9,5%
Distance to health facilities	7,6%
Housing type	5,7%
Ambiance in the neighbourhood	5,0%
Number of rooms	4,4%
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Relationship with neighbours	3,2%

- Price more important to mobile people, despite higher income
- Suitability more important to not-mobile people

Division by mobility *importance and preferences*

Mobile

Attribute	Share
Price	28,5%
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Housing surface	9,5%
Distance to health facilities	7,6%
Housing type	5,7%
Ambiance in the neighbourhood	5,0%
Number of rooms	4,4%
Building heights neighbourhood	4,1%
Relationship with neighbours	3,2%

- Price more important to mobile people, despite higher income
- Suitability more important to not-mobile people
- 100m² valued almost equally as 130m² to not-mobile people

Division by mobility *importance and preferences*

Mobile

Attribute	Share
Price	28,5%
Suitability for elderly people	16,9%
Housing surface	15,3%
Tenure	11,6%
Relationship with neighbours	8,8%
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Building heights neighbourhood	4,8%
Number of rooms	3,5%
Housing type	2,7%
Ambiance in the neighbourhood	2,5%

Not mobile

Attribute	Share
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Tenure	14,9%
Housing surface	9,5%
Distance to health facilities	7,6%
Housing type	5,7%
Ambiance in the neighbourhood	5,0%
Number of rooms	4,4%
Building heights neighbourhood	4,1%
Relationship with neighbours	3,2%

- Price more important to mobile people, despite higher income
- Suitability more important to not-mobile people
- 100m² valued almost equally as 130m² to not-mobile people
- Having an apartment more important to not-mobile people

Division by mobility *importance and preferences*

Mobile

Attribute	Share
Building heights neighbourhood	30,3%
Relationship with neighbours	25,8%
Ambiance in the neighbourhood	23,3%
Distance to health facilities	16,5%
Age composition neighbours	4,0%

Not mobile

Attribute	Share
Distance to health facilities	35,1 %
Building heights neighbourhood	31,4 %
Ambiance in the neighbourhood	19,0%
Relationship with neighbours	13,5%
Age composition neighbours	1,0%

- Price more important to mobile people, despite higher income
- Suitability more important to not-mobile people
- 100m² valued almost equally as 130m² to not-mobile people
- Having an apartment more important to not-mobile people
- Proximity to health facilities more important to not-mobile people

Division by mobility *importance and preferences*

Mobile

Attribute	Share
Building heights neighbourhood	30,3%
Relationship with neighbours	25,8%
Ambiance in the neighbourhood	23,3%
Distance to health facilities	16,5%
Age composition neighbours	4,0%

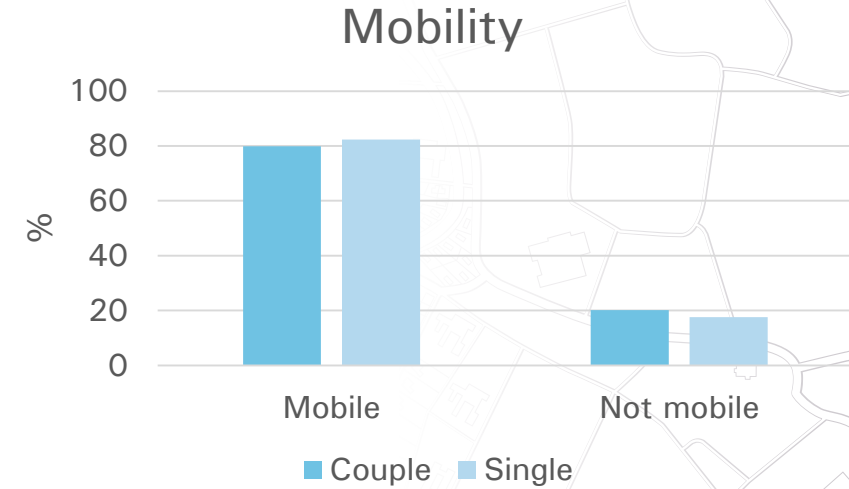
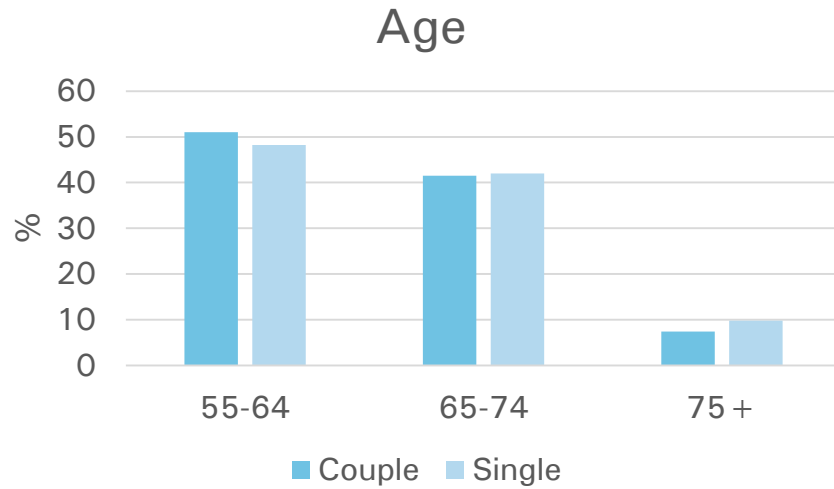
Not mobile

Attribute	Share
Distance to health facilities	35,1 %
Building heights neighbourhood	31,4%
Ambiance in the neighbourhood	19,0%
Relationship with neighbours	13,5%
Age composition neighbours	1,0%

- Price more important to mobile people, despite higher income
- Suitability more important to not-mobile people
- 100m² valued almost equally as 130m² to not-mobile people
- Having an apartment more important to not-mobile people
- Proximity to health facilities more important to not-mobile people
- Having a lot of privacy more important to mobile people

Division by future household composition

Characteristics



Division by future household composition *importance and preferences*

Couple

Attribute	Share
Price	27,2%
Suitability for elderly people	17,2%
Housing surface	14,9%
Tenure	12,4%
Relationship with neighbours	7,3%
Distance to health facilities	5,8%
Building heights neighbourhood	4,4%
Housing type	4,0%
Number of rooms	3,9%
Ambiance in the neighbourhood	2,9%

Single

Attribute	Share
Price	28,3%
Suitability for elderly people	19,5%
Housing surface	10,2%
Housing type	10,0%
Tenure	7,1%
Relationship with neighbours	7,0%
Building heights neighbourhood	6,6%
Distance to health facilities	5,8%
Number of rooms	4,9%
Ambiance in the neighbourhood	0,6%

- No big differences

Division by future household composition *importance and preferences*

Couple

Attribute	Share
Price	27,2%
Suitability for elderly people	17,2%
Housing surface	14,9%
Tenure	12,4%
Relationship with neighbours	7,3%
Distance to health facilities	5,8%
Building heights neighbourhood	4,4%
Housing type	4,0%
Number of rooms	3,9%
Ambiance in the neighbourhood	2,9%

Single

Attribute	Share
Price	28,3%
Suitability for elderly people	19,5%
Housing surface	10,2%
Housing type	10,0%
Tenure	7,1%
Relationship with neighbours	7,0%
Building heights neighbourhood	6,6%
Distance to health facilities	5,8%
Number of rooms	4,9%
Ambiance in the neighbourhood	0,6%

- No big differences
- Having a big surface less important to singles

Division by future household composition *importance and preferences*

Couple

Attribute	Share
Price	27,2%
Suitability for elderly people	17,2%
Housing surface	14,9%
Tenure	12,4%
Relationship with neighbours	7,3%
Distance to health facilities	5,8%
Building heights neighbourhood	4,4%
Housing type	4,0%
Number of rooms	3,9%
Ambiance in the neighbourhood	2,9%

Single

Attribute	Share
Price	28,3%
Suitability for elderly people	19,5%
Housing surface	10,2%
Housing type	10,0%
Tenure	7,1%
Relationship with neighbours	7,0%
Building heights neighbourhood	6,6%
Distance to health facilities	5,8%
Number of rooms	4,9%
Ambiance in the neighbourhood	0,6%

- No big differences
- Having a big surface less important to singles
- Having an apartment more important to singles

Division by future household composition *importance and preferences*

Couple

Attribute	Share
Building heights neighbourhood	30,4%
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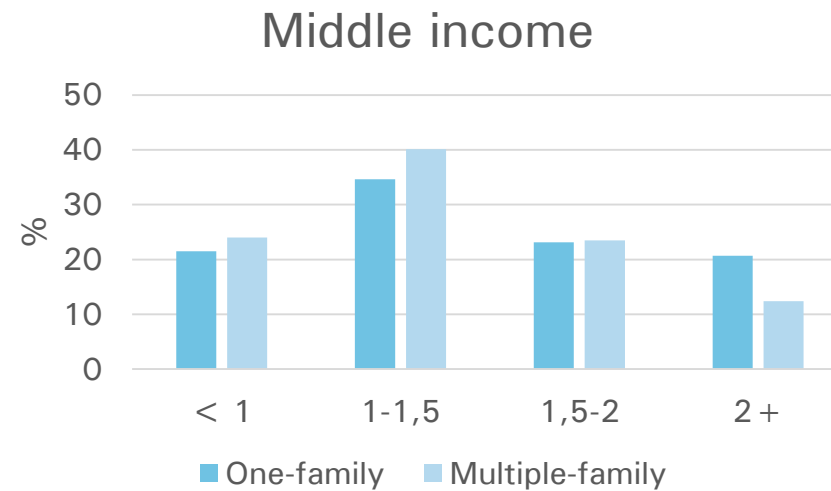
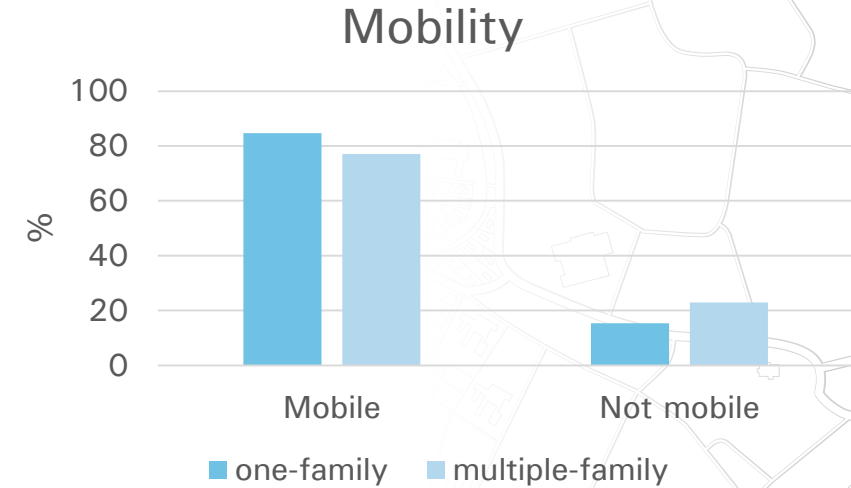
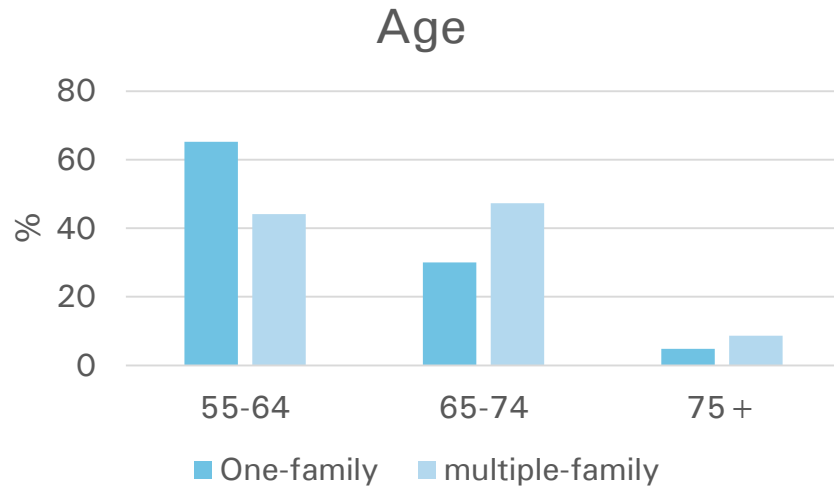
Single

Attribute	Share
Building heights neighbourhood	27,5%
Distance to health facilities	26,0%
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Relationship with neighbours	20,1%
Age composition neighbours	3,5%

- No big differences
- Having a big surface less important to singles
- Having an apartment more important to singles
- Proximity to health facilities more important to singles

Division by future desired housing type desired home-owners

Characteristics



Division by future desired housing type desired home-owners *importance and preferences*

One-family housing

Attribute	Share
Tenure	19,6%
Price	19,1%
Suitability for elderly people	13,4%
Housing type	12,0%
Housing surface	11,6%
Relationship with neighbours	8,1%
Building heights neighbourhood	6,0%
Distance to health facilities	4,5%
Ambiance in the neighbourhood	3,0%
Number of rooms	2,7%

Multiple-family housing

Attribute	Share
Price	26,0%
Housing type	20,6%
Suitability for elderly people	15,9%
Housing surface	11,9%
Tenure	10,5%
Number of rooms	4,1%
Relationship with neighbours	3,9%
Distance to health facilities	3,7%
Building heights neighbourhood	2,2%
Ambiance in the neighbourhood	1,0%

Division by future desired housing type desired home-owners *importance and preferences*

One-family housing

Attribute	Share
Tenure	19,6%
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Suitability for elderly people	13,4%
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Tenure	10,5%
Number of rooms	4,1%
Relationship with neighbours	3,9%
Distance to health facilities	3,7%
Building heights neighbourhood	2,2%
Ambiance in the neighbourhood	1,0%

- Tenure more important to people that prefer one-family housing

Division by future desired housing type desired home-owners *importance and preferences*

One-family housing

Attribute	Share
Tenure	19,6%
Price	19,1%
Suitability for elderly people	13,4%
Housing type	12,0%
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Tenure	10,5%
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Relationship with neighbours	3,9%
Distance to health facilities	3,7%
Building heights neighbourhood	2,2%
Ambiance in the neighbourhood	1,0%

- Tenure more important to people that prefer one-family housing
- Housing type more important to people that prefer multiple-family housing

Division by future desired housing type desired home-owners *importance and preferences*

One-family housing

Attribute	Share
Building heights neighbourhood	39,0%
Relationship with neighbours	24,8%
Ambiance in the neighbourhood	24,1%
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Multiple-family housing

Attribute	Share
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Building heights neighbourhood	19,3%
Age composition neighbours	7,5%

- Tenure more important to people that prefer one-family housing
- Housing type more important to people that prefer multiple-family housing
- Proximity to health facilities more important to people that prefer multiple-family housing

Compared to previous generations, people aged 55 years and older:

- Live more luxurious
- Have low housing costs

Therefore:

- They prefer more luxurious dwellings than previous generations
- Although a little smaller than their current dwelling
- With the exception of the living room

Further:

- A great part of the people wants to stay in their current neighbourhood

The people aged 55 years and older are a diverse group

People that want to move to apartments:

- Find having this housing type relatively important
- Find having an owner-occupied less important in their housing choice
- Compared to people that want to move to one-family houses
- Of whom almost everyone prefers owner-occupancy

Looking at different age groups, a lot of differences can be found:

- Especially between the 55-64 and the 65+ group
- The former prefers one-family housing, the latter multiple-family housing
- The preferences of people aged 55-64 are more elastic, people aged 65+ are pickier
- For a sustainable solution against the mismatch on the housing market, it therefore is best to focus on housing for people aged 65 years and older

This means:

- Luxurious owner-occupied apartments

All groups seem to take possible decreasing health into account

- They find suitability for elderly people important in their housing choice

The proximity to health facilities is especially important to:

- Older people
 - Not-mobile people
 - Single people
 - People that prefer owner-occupied multiple-family houses
-
- All these groups have a (relatively strong) preference for multiple-family houses

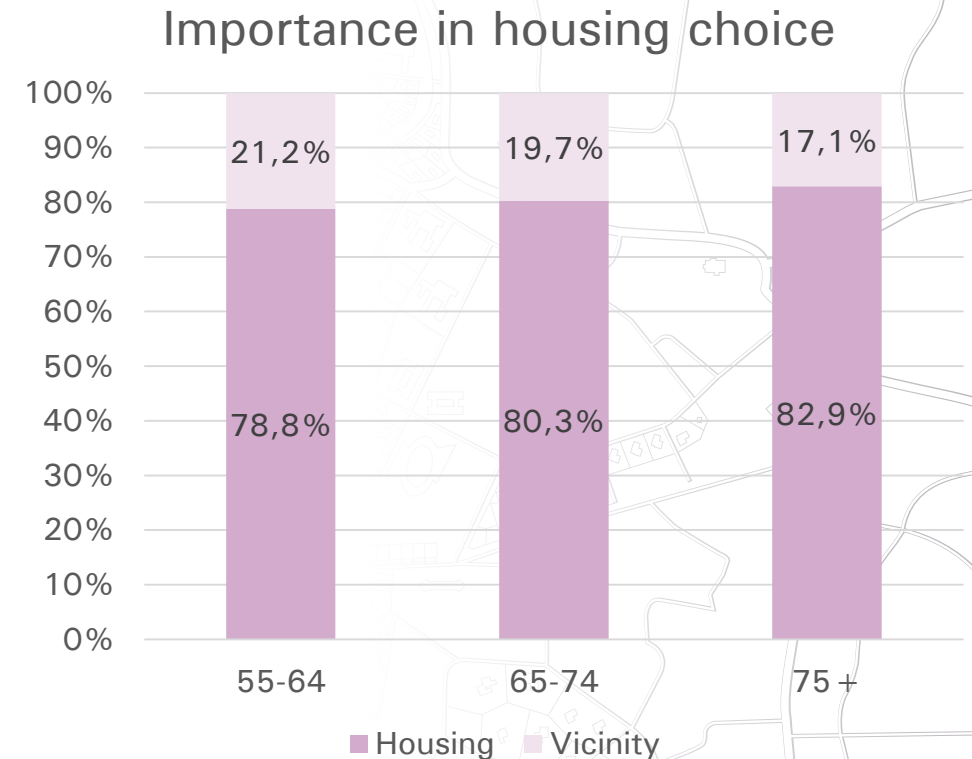
Importance of vicinity qualities

The neighbourhood becomes more important as people get older (Raad voor de Leefomgeving en Infrastructuur, 2020).

> This is not found in this research

Possible explanations:

- Overshadowed by housing characteristics
- Wrong things asked
 - 3x social vicinity characteristics
 - 1x functional vicinity characteristics
 - 1x physical vicinity characteristics



What's next?

Conjoint analysis een Whize segments, e.g.:

- Luxurious living
- Carefree and active
- 'Gezellige' empty nesters
- Modest elderly

Publication by BPD!