Experience Economy and the Dutch housing market

Experience concepts as an improbable future in housing
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Michael van der Gaag
Delft, January 2011
Summary

Research introduction

A shift from predominantly functional to more and more psycho social (customer) needs has resulted in what Pine and Gilmore (1999) refer to as the so called ‘Experience Economy’. The ability to create experiences which keep speaking to ones imagination has become an indispensable ‘art’ of management, the art of touching the heart (Nijs & Peters, 2002). This so called art is already being applied in the retail, merchandise and leisure branch, with the successful restaurant bar and club 11, the Heineken Experience and the former Orange Flagship Stores as good examples.

The growing need for experiences and the added value of an experience within the market of moveable properties has already proven itself in practice. Project developers operating within the market of immovable properties seem to have noticed this economical trend and started to develop themed housing projects like project Brandevoort in Helmond, project Le Medi in Rotterdam and project Haverleij in ’s-Hertogenbosch. However, the added value of an experience concept within housing has never been demonstrated. This latter point is exactly where this research comes into play, resulting in the following main research question:

Could the implementation of an experience concept within a Dutch housing project considered to be of added value for its inhabitants and/or its developer(s)?

Theoretical framework

Definition of the Experience Economy

Based on the works of Pine and Gilmore (1999), Nijs and Peters (2003), Piët (2003), Schmitt (2005) and Boswijk, et al. (2007), three main properties of the experience economy were set:

1. The increase in value of the immaterial aspects of the product.
2. The increase in the active role of the customer in the creation of the experience.
3. The increase in the individuality of the experience.

Origination of the Experience Economy

The concept of the experience economy does not seem to be new. Years before Pine and Gilmore introduced the exact term ‘Experience Economy’, the futurist Toffler (1970), Holbrook and Hirschman (1982) and the sociologist Schulze (1992) already wrote about a similar experience-driven industry and/or society.
The origination of the experience economy as an economical phenomena, is explained with the model of progression of economic value. Within this model, the experience economy could be described as a stage within the nature of economic value and its natural progression. Additionally, the hierarchy of needs from the humanistic psychologist Maslow (1943) is used to explain the shift in customer needs. If a person is satisfied with his/her basic needs, at a certain point a shift in attention will occur from predominantly functional (material) needs to the more psycho social (emotional) needs, the so called experiences. In short, one could say that the experience economy as a phenomena is caused by an increase of the overall wealth of a society and the progression of its economy.

The factor ‘Experience’

In contrary to the English language the Dutch language knows the separate concepts of beleving and ervaring. Subsequently translated as experience and meaningful experience in English. Within this research the focus is on experiences as opposed to meaningful experiences, since experiences form the basis of a meaningful experience and could be influenced directly.

The engagement of a customer is divided in four experience realms, namely the entertainment realm (1), the educational realm (2), the escapist realm (3) and the aesthetic realm (4). Whilst many experiences engage primarily through one of the four realms, most in fact cross boundaries. The richest experiences encompass aspects of all four realms. In addition, the Interactive Experience Model shows that the experience of a customer is defined by its personal, social-cultural and physical context.

Dutch Housing

Former developments on the Dutch housing market are mainly characterised by resistance and criticism from architectural- and urban professionals as well as from inhabitants itself. Resistance to the Functionalism movement and the so called Easytowns (or Bloemkoolwijken in Dutch) are examples from the past, with criticism on the government designated Vinex areas being a more recent example.

Regarding the current developments on the Dutch housing market, there is a large shift in housing needs from mainly functional needs to more and more psycho social needs. The decision to buy a particular house is becoming more and more inspired by emotions than by functionality. Additionally, a growing interest for living in communities and common-interest housing could be noticed within the Dutch housing market.

Staging an experience within real estate / housing

The term ‘experience concepts’ is used for the preparation of experiences on product and project level. An experience concept should be meaningful, distinguishing, and endurable. The following steps could be used as a guideline for creating an experience concept within real estate / housing projects: theme the experience (1), harmonize impressions (2), render authenticity (3), mix functions (4) and focus on specific lifestyles (5). A well-defined theme is the foundation of a good experience concept, the remaining steps could be interpreted as additions to improve the overall quality of an experience concept within housing.
Methodology

Research projects

After applying a number of criteria on a selection of Dutch housing projects, two recent housing projects were selected as most suitable for this particular research, namely:

- Project Haverleij in ’s-Hertogenbosch, The Netherlands
- Project Stadshagen in Zwolle, The Netherlands

Survey and interviews

To get an insight in the emotional added value of an experience concept, a semi large (online) survey was conducted amongst the inhabitants of both housing projects. The questionnaire was mainly focussed on overall housing experience and appreciation and/or recognition of a theme. Additionally, a sufficient amount of effort was put into the usability and appearance of the online survey. A written invitation to the online survey was sent to 750 inhabitants per project, resulting in a total of 1 500 sent invitations.

Secondly, to get an insight in the practical and/or procedural added value of an experience concept, interviews were conducted amongst multiple sales representatives of project Haverleij.

Response rate

In project Haverleij 137 out of the 750 invited owner-occupants completed the online survey and in project Stadshagen 95 out of the 750 invited owner-occupants completed the online survey. This equals a response rate of subsequently 18 and 13 percent, which could be considered both normal and sufficient.

Results

Added value of an experience concept for the inhabitant

The results of the survey show a high desire to move compared to the national average for both research projects. Additionally, the presence of a theme does not seem to play a role during the selection of a new dwelling and the whole notion of a ‘theme’ seems to be rather vague for a number of inhabitants. Spatial and environmental aspects seem to be more important than thematic or experience concept related aspects.

Based on the results of the survey one could conclude that the implementation of an experience concept (or theme) within a Dutch housing project does not result in an emotional added value for its inhabitant(s).
**Added value of an experience concept for the developer**

The results of the interviews show a difference between the initial phase and the current phase of the project. According to the sales representatives, an experience concept causes a boost in sales during the initial phase of a project, resulting in shorter (pre)sale periods and a lower vacancy rates. The sales representatives refer to the uniqueness of an experience concept as a marketing tool during the initial phase of the project.

However, in a later stage, about ten years later, the positive influences of an experience concept no longer seem to apply. Sales representatives mentioned a decrease in sales compared to the initial phase of the project and some suppose this decrease to be caused by the uniqueness of a themed housing project. When the hype or novelty of an experience concept is gone, people tend to prefer a dwelling within a more regular housing project.

Based on the results of the interviews one could conclude that the implementation of an experience concept (or theme) within a Dutch housing project only results in a procedural and/or practical added value for its developer(s) during the initial phase of the project. For succeeding phases an experience concept (or theme) is not considered to be of added value for its developer(s).

**Conclusion**

<table>
<thead>
<tr>
<th>The implementation of an experience concept within a Dutch housing project</th>
<th>could not considered to be of added value for its inhabitants and/or its developers.</th>
</tr>
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</table>

**Recommendations**

Based on the results of the survey and the interviews, the following is recommended to the developing parties of Dutch housing: instead of mainly looking at the initial value of a new housing concept, either marketing or sales wise, it is recommended to pay additional attention to the durability of such a concept. What seems to be of added value during the initial phase of the project could easily turn out to be of opposite value during succeeding phases.

The additional theoretical topics which are considered interesting for further research are the value of historicised building in the broader sense and the distinction of an experience concept over the longer period of time.
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01

RESEARCH INTRODUCTION
1.1 Background

Various authors, including Pine and Gilmore (1999), have suggested that in the past few years a couple of fundamental changes have taken place within the Western economy. These changes have taken care of the fact that after the agrarian self sufficient economy, the industrial economy and the service economy, we currently find ourselves in the so called 'Experience Economy'. Pine and Gilmore (1999) state that, when inhabitants of a country gain more prosperity a transformation of their needs will occur. This transformation could shortly be described as a shift from functional to psycho social needs. The modern Western consumer wants more than only a product or service, they have a need for experiences.

The ability to create experiences which keep speaking to ones imagination has become an indispensable 'art' of management, the art of touching the heart (Nijs & Peters, 2002). This so called art is already being applied in the retail, merchandise and leisure branch. The concepts of atmosphere, identity, image and experience are becoming common terms in these branches. A good example of a leisure project that is adapted to the experience economy is according to Boswijk et al. (2007, p.85) the successful restaurant, bar and club 11 on the top-floor of the former TPG-building in Amsterdam. This was a temporary project, realised with minimal means and maximal room for creative input. The initiators already realised other temporary restaurants on unexpected locations, for example in the passage underneath the Rijksmuseum in Amsterdam. Another leisure example within the Netherlands is the Heineken Experience; an interactive museum located in the former Heineken brewery in Amsterdam where visitors can experience the brewing process, admire nostalgic kettles and create their own party atmosphere. A good example in the retail sector is the former Orange (known as T-Mobile nowadays) Flagship Store in Rotterdam, where a telecom shop was combined with an establishment of La Place where people could use a coffee bar, comfortable seats and luxurious meeting rooms during shopping.

All the aforementioned retail and leisure projects offer consumers, apart from the products and/or services, a unique experience. A good example of the success of the integration of an experience concept (in retail), could be found in the ING-direct café’s, where banking is combined with a coffee bar: with this renewed form of banking, ING acquired over 1.5 million new customers within a limited time (Kotvis, 2003). These numbers support the thought that the addition of an experience could be considered to be an added value for the consumer as well as for the manufacturer.

It is clear that there is a growing need for experiences in the market of moveable properties, but is this need also present in the market of immovable properties; the real estate market? Paul Kotvis already stated in the Dutch real estate journal ‘Vastgoedmarkt’ of November 2003 that “The Experience Economy has entered the real estate market” (Kotvis, 2003). The past few years project developers started to pay more attention to the factor ‘experience’. New housing concepts are being developed which are supposed to satisfy the consumer in a functional way as well as in an emotional way. Nijs en Peters (2005) use the term ‘experience concepts’ for the preparation of experiences on product and project level. An experience concept is the subjective transitional stage between dream and act (Nijs en Peters, 2005).
Many project developers assume that the implementation of an experience concept is essential for (new) housing projects. This is reflected in the increase of themed housing projects, with project Brandevoort, EVA-Lanxmeer, Flevo Golfresort, Groot Hoogelande, Haverleij and Le Medi as Dutch examples. (Figure 1)

In all of the afore mentioned housing projects a certain theme is applied as an attempt to fulfil the emotional needs of the modern customer. The question that rises: does the implementation of such an experience concept really lead to an emotional added value for its inhabitants? And secondly does it lead to any procedural or practical added value for its developer(s)? In other words: is the implementation of an experience concept the future in Dutch housing?
1.2 Research objective and -questions

This subchapter describes the main goal or objective of the research, together with the subsequent main research question and the additional research questions. It concludes with two hypotheses which will be tested during research.

Goal of the research

The main objective of this research is to gain more insight in the combination of the Experience Economy and the Dutch housing market. And more specifically to gain insight in the added value possibly created by the implementation of an experience concept within a Dutch housing project. As well from the viewpoint of the demand side (the inhabitants of a housing project) as from the viewpoint of the supply side (the developer(s) of a housing project).

Main research question

The main question of this research is:

Could the implementation of an experience concept within a Dutch housing project considered to be of added value for its inhabitants and/or its developer(s)?

Additional research questions

To be able to reach the goal of this research and to be able to answer the main research question, a few sub questions should be answered within a theoretical framework first:

• What is the Experience Economy? And how did it come into being?
• How could the factor ‘Experience’ be described?
• What are the main developments and characteristics of the Dutch Housing market?
• How could the factor experience be implemented on project level?

Secondly, additional sub questions should be answered within a practical framework:

Questions concerning demand side

• How does the housing experience of themed housing project inhabitants relate to the housing experience of regular housing project inhabitants?
• How does the data relate to national data about average housing experience?
• If there are any differences between the projects: are these differences in housing experience actually being caused by the presence of an experience concept?

Question concerning supply side

• What are the practical and procedural advantages or disadvantages of an experience concept from the developers point of view?
Definition of 'Added value'

Within the scope of this particular research the term 'added value' is intended as described below and should therefore be interpreted as such throughout the whole document:

Added value from a demand side of view

From the demand - or inhabitant(s) - side of view the term added value should be interpreted as an emotional added value. Within the scope of housing this refers to an increase in the overall housing experience of an inhabitant. Housing experience could be divided into (1) valuation of the dwelling and (2) valuation of the living environment.

Added value from a supply side of view

From the supply - or developer(s) - side of view the term added value should be interpreted as a procedural and/or practical added value. Within the scope of housing this refers to shorter (pre)sale periods and lower vacancy rates.

Hypotheses

The two hypotheses stated below will be tested during research:

1. The implementation of an experience concept within a Dutch housing project could be considered to be of added value for its inhabitant(s).

2. The implementation of an experience concept within a Dutch housing project could be considered to be of added value for its developer(s).
1.3 Research methods

This particular research will be conducted in three main phases. The research process will start (1) with a literature study to gain some knowledge about the theoretical aspect of the research subject, (2) followed by a survey amongst the inhabitants of two housing projects and (3) will be concluded with an interpretation and analyses of the survey results. This particular subchapter describes the research methods which are used during the process.

Literature study

The literature study will serve as a starting point for this research. The Experience Economy and the Dutch housing market will be investigated by the use of articles, books, publications and dissertations. The goal of this study is to be able to define the Experience Economy and the concept of ‘Experience’, to get an insight in previous and current developments on the Dutch housing market and to get insight in the implementation of an experience on project level.

The research questions which have to be answered by the literature study are:

- What is the Experience Economy? And how did it come into being?
- What is the factor ‘Experience’?
- What are the main developments and characteristics of the Dutch Housing market?
- How could the factor experience be implemented on project level?

Research projects

To be able to measure the effect of the of an experience concept within housing, two research projects will be selected: firstly a housing project with an experience concept being applied and secondly a housing project without an experience concept being applied.

Survey

The goal of the survey is to get an insight in the consumers (demand side) point of view and therefore the survey will be conducted amongst the inhabitants of the two research projects.

The survey has to provide useful data about the housing experience of the inhabitants of both research projects, which could be used as input for the statistical analyses as discussed in the next paragraph.

The method of a survey is preferred above possible other methods, because the execution of a semi large survey (for at least once during the process of becoming a Master of Science) is one of my personal goals during graduation. I am of the personal opinion that, as being an academic graduation student, one should have some knowledge about how to conduct a semi-large survey and how to test and statistically analyse the results of such a survey.
**Statistical analyses**

To be able to compare the results of the survey, a descriptive analysis succeeded by a complex analysis will be applied.

The research questions which have to be answered by the use statistical analyses are:

- How does the housing experience of themed housing project inhabitants relate to the housing experience of regular housing project inhabitants?
- How does the data relate to national data about average housing experience?
- If there are any differences between the projects: are these differences in housing experience actually being caused by the presence of an experience concept?

The statistics application suite PASW Statistics 18, a new version of the application formerly known as SPSS Statistics, will be used to conduct advanced statistical analyses on the survey results.

**Interviews**

The goal of the interviews is to get an insight in the developers, or supply side point of view, regarding the added value of an experience concept. Therefore multiple interviews will be conducted amongst sales representatives of project Haverleij.

The research question which has to be answered by the use of interviews is:

- What are the practical and procedural advantages or disadvantages of an experience concept being applied to a housing project?

Additionally, the interviews should be able to give an insight in the goal(s) and vision behind both research projects.

**Detailed description**

Some of the afore mentioned research methods will be further elaborated in Chapter 3, which more extensively describes the methodology of this particular research.
02

THEORETICAL FRAMEWORK
2.1 The Experience Economy

According to Pine and Gilmore (1999) the Western economy has reached a new level, the so-called 'Experience Economy'. A short and practical example which clearly describes the possibilities and/or opportunities within the experience economy on the basis of a product as simple as a coffee bean is given below:

"Companies that harvest coffee or trade it on the futures market receive -at the time of this writing- a little more than $1 per pound, which translates into one or two cents a cup. When a manufacturer grinds, packages, and sells those same beans in a grocery store, turning them into a good, the price to a consumer jumps between 5 and 25 cents a cup (depending on brand and package size). Brew the ground beans in a run-of-the-mill diner, corner coffee shop, or bodega and that service now sells for 50 cents to a dollar per cup. Serve the same cup of coffee in a cafe at St. Mark’s Square in Venice, Italy, to a customer who is fully immersed in the sights and sounds of the most remarkable of Old World cities and the experience sells for around $15 a cup!" - passage of Pine & Gilmore, 1999, p.1

So, what exactly is the experience economy? How did it come into being and how does it develop itself? Is it a temporary phenomena? Or will it last forever? This subchapter gives an insight in this upcoming form of economy and tries to give an answer on the aforementioned questions.

Definition of the Experience Economy

Various views on the Experience Economy

The term experience economy is firstly introduced by Pine and Gilmore (1999) in their similar named work 'The Experience Economy'. Pine and Gilmore describe the experience economy as the next and most recent stage in the progression of economic value, succeeding the agrarian self-sufficient economy, the industrial economy and the service economy. They propose that businesses should create memorable events for their customers, and that the memory itself should become the 'product'.

Nijs and Peters (2003) prefer to speak of a so called affection economy instead of an experience economy in their Dutch work 'Imagineering: Het creëren van belevingswerelden'. In their opinion the latter term is too much being associated with theatre and entertainment. The main goal in the affection economy is to fascinate the customer, to get their attention, to give them an impulse and to activate them. The affection economy should move people and find a connection to their system of personal value.

Piët (2003) defines the experience economy in her Dutch work 'De emotiemarkt' as an economy with a focus on products and services which fulfil the immaterial needs of a group of customers or an individual customer. Not so much on product level as Pine and Gilmore do, but more as the core activity of a company and/or organisation.
Schmitt (2005) describes the experience economy in the sense of customer experience management in his similar named work ‘Customer experience management, a revolutionary approach to connecting with your customers’. According to Schmitt customer experience management is an answer to previous failed attempts of making contact with a customer. He states that companies and/or organisations should put their attention at customer-direction.

Boswijk, et al. (2007) split the experience economy into two phases in their work ‘The Experience Economy: a new perspective’. The first phase is mainly focused on staging experiences. In the first generation of the experience economy the goal of companies and/or organisations involved in the experience economy is to create personal and unique experiences in which the customer plays a passive role. In contrast to the second phase, which is mainly focused on co-creation. Co-creation is based on the individual customer and his or her strive for social-cultural value.

**Main properties of the Experience Economy**

From the various views and interpretations on the experience economy of the authors mentioned in the previous paragraph, three main properties of the experience economy are derived:

1. The first property is the increase in value of the immaterial aspect of the product. Thereby a detachment of the product and the experience takes place. Pine and Gilmore (1999) speak of goods and services to create an experience, while Piët (2003) states that companies will start to see the selling of experiences as their core business.

2. The second property is the increase in the active role of the customer in the creation of the experience. The slogan of Pine and Gilmore ‘Business is a theatre’ could be used as a metaphor for the passive role of the customer, because the visitor of a theatre also has a passive role in the performance. Boswijk, et al. (2007) state that in the first generation of the experience economy the customer plays a passive role, whilst in the second generation, which they call co-creation, the company and the customer create an experience together.

3. The third property is the increase in the individuality of the experience. Again the slogan ‘Business as a theatre’ could be used as a metaphor, because a performance in a theatre is also directed at multiple customers at the same time. The affective economy of Nijs and Peters (2002) starts with indicating a more individualistic experience. They state that a connection should be found with the customers personal system of value. Schmitt (2005) confirms the necessity of companies to become more customer orientated.

In addition Boswijk, et al. (2007) highlight the importance of the uniqueness of the experience, which could be reached by creating an experience together with the customer, thereby making it fit to the customers social-cultural value.
After reading the works of the authors mentioned above it should be noted that an American experience concept could not be applied in Europe just like that. American and European individuals differ by culture and therefore respond differently to an experience and/or prefer other experiences. Actually, this difference does not only exist between the United States of America and Europe but between any country or even between parts of a country. This means that an experience should be customised to the culture of the area in which it is being applied.

Origination of the Experience Economy

Despite the fact that Pine and Gilmore only just introduced the exact term ‘Experience Economy’ in the year 1995, the concept of the experience economy is not new. The American writer and futurist Toffler (1970) already wrote about an upcoming ‘experiential industry’ in which customers start being willing to pay for staged experiences and Holbrook and Hirschman (1982) discussed emotional experiences as being linked to products and services. The German sociologist Schulze (1992) even speaks of an ‘Erlebnisgesellschaft’ in his equally named German work, which actually refers to an experience-driven society.

Progression of Economic Value

So, how did the experience economy come into being and how does it develop itself? The origination of the experience economy as a phenomena, could best be described on the basis of the model of progression of economic value. This model describes the different shifts which have taken place in the Western economy through the ages. (Figure 2)

It all started at the beginning of the 18th century with an agrarian self sufficient economy, where true commodities like animals, minerals and vegetables were extracted by farmers and sold by traders on a market. In the later part of the 18th century tremendous productivity improvements like the steam engine became available and the Industrial Revolution transformed the agrarian economy into an industrial economy.

In the industrial economy commodities are used as raw materials by manufacturers. These manufacturers turn the commodities into goods and sell them from a shelf or a catalogue to mostly anonymous users. Think about computers, automobiles, soft drinks or grinded coffee beans for example. Continuous technological and operational innovations in the industrial sector caused a decrease in the need for manufacturing workers and an tremendous increase in the quantity of goods rolling off the assembly lines. This abundance of goods fulfilled the primary needs of its users, which caused a need for more than just the product itself, namely the need of a service. This change in needs caused a shift from the industrial economy to the service economy.
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In the service economy, providers use goods to perform operations on a particular client or on his property or possessions, they deliver a service to a client. For example, a haircut or a computer repair. Clients generally value the benefits of services more highly than the goods that provide them. With the same force as the technological and operational innovations hit the industrial economy in the 20th century, automation hits the service economy. Service jobs like bank clerks and telephone operators are becoming unnecessary. According to Pine and Gilmore (1999, p.11) the service economy is peaking: A new, emerging economy is coming to the fore, one based on a distinct kind of economic output. Goods and services are no longer enough.

In the progression of economic value, this is the point where the shift to the experience economy occurs. In the experience economy, stagers (the sellers) stage experiences for guests (the buyers).

**Hierarchy of needs**

Apart from the nature of economic value and its natural progression, there is also a relationship between the increase of the overall wealth of a society and the progression of its economy. In relation to this, the prominent economist Tibor Scitovsky (1992, p.67) already stated the following around 1976: “Man’s main response to increasing affluence seems to be an increase in the frequency of festive meals; he adds to the number of special occasions and holidays considered worthy of them and, ultimately, he makes them routine—in the form, say, of Sunday dinners.” The same is true for experiences that people pay for. People are going out to eat more frequently at increasingly experiential venues, and even drink more ‘festive’ types of coffee (Pine & Gilmore, 1999, p.5).
These parallels between personal and economic growth in the modern Western economy could best be described with Maslow’s (1943, pp.370-396) hierarchy of needs (figure 3). If a person is satisfied with his/her basic needs, a shift in attention will occur from predominantly functional (material) needs to the more psycho social (emotional) needs (Jensen, 1999).

![Hierarchy of needs (Maslow, 1943) and the persons shift in needs](image)

A consumer has to fulfil his physiological or material needs, like food and water, before he/she could advance in the hierarchy of needs. Therefore a certain prosperity and welfare is needed for consumers to be sensitive for the experience economy. Secondly, this also means that an experience economy could only exist in an era of economic wealth. For example: most inhabitants from one of the poorest countries of the world, the Republic of Congo in Central Africa (GDP per capita PPP, Central Intelligence Agency, 2009) would not have the (psycho social) need for a cup of steaming coffee on the San Marco square in Venice. Their main (functional) need is to have food and clean drinking water. Even if they have the luck to be able to satisfy their physiological needs the next thing they will probably do is start looking for the safety of a shelter and not thinking over if they will get a ‘Caramel Cappuccino’ or a ‘Hazelnut Latte’ at the local Espresso bar. This is exactly why companies which are involved in the experience economy mainly aim their ‘products’ at the (wealthy) Western society.

Additionally Piët (2009) states that the increase in attention for fulfilling the immaterial desires of the customer is caused by material prosperity. People are becoming addicted to emotions and experiences. But the more emotions they experience, the less impression these experiences will make. Going through the same experiences over and over again will eventually end in boredom. Piët refers to Ello Paul, who states that people do not want to feel this emptiness. They want to have a spirit, and if they need one, they will buy one.
Experience concepts as an improbable future in housing

(Future) development of the Experience Economy

Pine and Gilmore (1999) state that the development of the experience economy is still at its beginning. They expect that, equal to the developments in the industrial and service economy, dislocations will occur as the result of an economic shift. The growth of the industrial economy and the service economy caused an uncontrolled growth in offerings that did not exist before imaginative companies invented and developed them. This is also how the experience economy will eventually grow, if companies are able to survive what economist Joseph Schumpeter calls the ‘perennial gales of creative destruction’ (Schumpeter, 1943). A good example is the disappearance of the well-known Polaroid camera on account of the popularity of digital photography. Companies who will continue on the old pace in the decreasing market of goods and services will become irrelevant. To avoid this fate, companies will have to stage a rich and compelling experience. (Pine & Gilmore, 1999).

But what will happen when experiences eventually become commoditized, or become common, just like the goods and services? Or could an experience not be commoditized? If one goes through the same experience over and over again it will eventually lose its strength and could eventually turn into a commodity. Therefore it is important that experience stagers constantly update their experience by adding or changing elements. However a consistent identity should be maintained. This will keep the experience new and exciting.

Various authors state that a transformation economy will be the next step in the progression of economic value. What is a transformation economy?

The transformation economy first and foremost has the ability to transform the individual who consumes the product or service; but more interestingly, it allows the consumer to become a producer, and effectively shape the product or service that he or she is being offered, which can then in turn again transform the individual. In the transformation economy goods and services are co-created or co-produced through the interaction of consumers and producers. The consumer is therefore in a way, both a producer and a (by)product, as the transformation takes place within the business offering, but moreover within the consumer-cum producer. (Mermiri, 2009, p.19)

Companies involved in the transformation economy will not only charge for the experience itself, but mainly for the demonstrated outcomes based on the experience. When this shift into the transformation economy will occur, mainly depends on the pace of which companies design, conceive and introduce new successful experiences. At the moment that the economy is as satisfied with the amount of available experiences as it is with the current amount of available goods and services, the shift into the transformation economy will occur.

Because the experience economy within real estate (and especially within the housing sector) is still in its infancy, one could assume that it will take a while before any effects of a possible transformation economy could be noticed in the real estate sector. Therefore, the transformation economy will be left out of consideration in this particular research.
2.2 The factor ‘Experience’

After gaining insight in the phenomena of the Experience Economy it is important to gain insight in what the factor ‘experience’ actually means? To avoid confusion, this subchapter will firstly describe and define the difference in meaning of the noun ‘experience’ between the Dutch and English language. Secondly, the different realms of an experience will be pointed out and the context of an experience will be described on the basis of the so called ‘Interactive Experience Model’. At the end of this subchapter, the emotional value of the addition of an experience to a product or service will be pointed out as well.

Difference in meaning

Before being able to say something about the factor ‘experience’ at all, it is important to clearly define its meaning first. In the English language the single noun ‘experience’ is used to define multiple things, namely:

1) A sensation or feeling: the process or fact of personally observing, encountering, or undergoing something. (e.g. eating at a restaurant as a nice experience)
2) Professional skills: knowledge or practical wisdom gained from what one has observed, encountered or undergone. (e.g. a teacher with a lot of experience)

In the literature about the Experience Economy the first definition mentioned above (a sensation or feeling) is the one that is always implied, specifically in the meaning of: the act of undergoing something.

In contrary to the English language the Dutch language knows the separate concepts of beleven and ervaren:

1) **Beleven** (being referred to as **experience**): An immediate, relatively isolated occurrence with a complex of emotions that make an impression and represent a certain value for the individual within the context of a specific situation (Boswijk, et al., 2007, p.21).

2) **Ervaring** (being referred to as **meaningful experience**): Experiencing is an continuously interactive process of doing and undergoing, of action and reflection, of cause and effect, which has a meaning for the individual in more than one context of his life. A meaningful experience gives the individual a different outlook on the world and/or himself. (Snel, 2004, cited in Boswijk, et al., 2007, p.24).

A meaningful experience or ervaring has to do with the sum of all interactions that people have with their environment and with others (Dewey, 1938, cited in Boswijk, et al., 2007, p.24). Experiences in the sense of beleven are therefore a subset of meaningful experiences in the sense of ervaring: they are a product of a particular context and a particular time.
Within the framework of this graduation research it is important to get an insight in experiences as opposed to meaningful experiences, as experiences form the basis of a meaningful experience and could actually be influenced directly. Additionally, it is impossible to get an insight in meaningful experiences without getting an insight in experiences first.

Experiences, and especially companies which focus ones attention on the need of consumers to go through an experience, are the core of the experience economy. Pine and Gilmore (1999, pp.11-12) describe an experience as following: While commodities are fungible, goods tangible, and services intangible, experiences are memorable. An experience occurs within an individual who gets engaged on an emotional, physical, intellectual, or even spiritual level.

In short, the essence of an experience could be described as following:

- an experience is always personal and individual;
- an experience is memorable, it creates a lasting impression;
- an experience is always subjective and is hard to define;
- an experience is externally simulated;
- an experience, artificial or not, is always real.

**Experience realms**

Every experience derives from the interaction between a staged event and the individual’s prior state of mind and being (Pine & Gilmore, 1999, p.12). Companies involved in the experience economy offer customers an ensemble of goods and services in such a way that is does not only answer a functional need, but also personally touches and engages the customer.

The engagement of a customer could roughly be defined in two dimensions. The first dimension is the degree of participation from the consumer (actively/passively). Is the customer actively participating or does the customer only passively undergo the product or service?

![Figure 5: Relation between experiences and meaningful experiences](image)
The second dimension concerns the customers environmental relationship (or kind of connection) during the use of the product or service. Is the customers attention occupied by bringing the experience into the customers mind (absorption) or is the customer physically part of the experience itself (immersion)? Figure 6 illustrates these dimensions on its x and y-axis.

![Diagram of Experience Realms](image)

Figure 6: The Experience Realms (Based on Pine & Gilmore, 1999, p.30)

By putting the dimension of customer engagement in a model, four experience realms are created:

1. **Entertainment realm (to sense)**

   In the entertainment realm a guest passively absorbs an experience environment. Nowadays this is one of the most developed and most familiar realm of experiences. Examples are: viewing a performance, listening to music, watching TV or reading for pleasure.

2. **Educational realm (to learn)**

   In the educational realm a guest (or student) actively absorbs an experience environment. Educational events must actively engage the mind (intellectual education) and/or the body (physical training). Examples are: attending college or visiting an science centre like NEMO in Amsterdam.
3. **Escapist realm (to do)**

In the escapist realm a guest is *actively immersed* in an experience environment. An escapist experience involves a much greater immersion than entertainment or educational experiences, in fact they are the opposite of pure entertainment experiences. Examples are: a visit to a theme park or casino, the use of a virtual reality headset or a game of paintball in the woods.

4. **Aesthetic realm (to be)**

In the aesthetic realm a guest is *passively immersed* in an experience environment. The guest has little or no effect on the environment, which leaves environment untouched. Examples are: visiting an art gallery, visiting a museum or enjoying the view of a sunset at the beach.

Companies can enhance the realness of any experience by blurring the boundaries between realms. While many experiences engage primarily through one of the four realms outlined above, most in fact cross boundaries. The richest experiences encompass aspects of all four realms. These centre around the ‘sweet spot’ in the middle of the framework of experience realms (Pine & Gilmore, 1999, p.38).

**Context of an experience**

The context of an experience could best be described on the basis of the so called ‘Interactive Experience Model’ which is introduced by Falk and Dierking (1992, p.5).

![Figure 7: Interactive Experience Model (Falk and Dierking, 1992, p.5)](image)
The Interactive Experience Model states that the (interactive) experience of a customer is defined by its personal, social-cultural and physical context.

1. **Personal context**

   The personal context exists of the customers personal characteristics, like ambitions, knowledge, interests, expectations, and motivations which are derived from previous experiences. New experiences are filtered by the customer based on these characteristics, thereby making the experience personal.

2. **Social-cultural context**

   The social-cultural context consists of the interaction with other individuals. Even when an individual is participating in an experience alone, there are usually other participants around, like staff or volunteers. The way of communicating the experience, for example in the form of a story, is also part of the social-cultural context.

3. **Physical context**

   The physical context consists of the objects and the environment with which the customer comes into contact during the experience. Apart from tangible aspects like the design and architecture of an object or environment, this also includes intangible aspects like the ambience or feeling created by the object or the environment. In short, the physical context could be described as the sensory stimuli with which the customer gets confronted.

Falk and Dierking (1992) do not give a clear definition of the experience economy as a phenomena, but they do contribute to a view that every experience is created in an individual context and thereby makes the customer part of the creation of the experience.

**Emotional value of an experience**

According to Pine and Gilmore the essence of the experience economy is that an increase in emotional value takes place because the consumer considers the factor experience as a part of their needs. As more as the actual need is fulfilled, the larger the value for the consumer. An experience becomes a consumable good. The supply is aimed at the individual experience of the consumer and is therefore specific per consumer. All prior economic offerings remain at arm’s length, outside the buyer, while experiences are inherently personal.
2.3 Dutch Housing

Before being able to say anything about the experience economy in the Dutch housing market, it is (apart from having insight in the experience economy) important to have an insight in the Dutch housing market in general. How did the Dutch housing market develop itself in the last decade? Which former developments characterise today’s housing supply and what are the main comments? And what are needs of a Dutch housing customer in the form of housing preferences? This subchapter gives an insight in the development over time and tries to give an answer on the aforementioned questions.

Former developments in Dutch housing

At the beginning of the 20th century (around the year 1925) a new architectural movement was introduced in the Dutch housing and urban development sector. Before the Second World War the movement was best known as ‘het Nieuwe Bouwen’ or ‘Nieuwe Zakelijkheid’ in Dutch, and after the Second World War the movement became internationally known as Functionalism. The main idea behind Functionalism is that the design of a building (or an object) should be solely driven by the function of the building (or the object). The well-know saying from the American architect Louis Sullivan: “form follows function”, clearly explains the essence of Functionalism. The movement is characterised by large scaled, standardised, homogeneous, and high-rise building projects.

Functionalism was basically an answer to the economical and demographical increase in scale after the Second World War. The availability of housing had become a social problem and large groups of people had to be provided in their housing needs within a short period of time. Followers of Functionalism were of the opinion that former building methods had to be drastically changed to be able to cope with the high demand for working-class housing. Working-class housing should no longer be a derivative of middle-class housing, it should be something completely different and therefore radical changes were applied in former building methods. New building techniques and materials, like concrete and steel, made it possible to build on an industrial scale. There was a focus on collective building, with attention for practical floor plans, comfort and daylight. Private gardens and sidewalks were replaced by collective spaces, like collective greenery, porches and balconies. In Dutch language this period (1945 – 1970) is better known as the Wederopbouw.

Over the years more and more resistance raised under the inhabitants of the standardised building projects from the Functionalism movement. The homogeneous organisation of the projects was held responsible for the increasing anonymity and decreasing involvement of users with their environment. High-rise buildings were blamed as a cause for depression and social isolation. Starting around the year 1970 more and more so called Easytowns (Bloemkoolwijken in Dutch) emerged all over The Netherlands as response to the homogeneous Functionalism housing projects. Easytowns offered an attractive alternative: small scaled, varied, mainly low rise housing projects, situated at twisted roads and cosy squares with traffic reducing measures (Figure 8).
By the year 1979 the labyrinthic Easytowns were already being criticised, this time not by its residents, but from the architectural and construction field. Dutch architect and former professor at the Delft University of Technology, Carel Weeber issued a successful call to banish this ‘New Frumpishness’ (Nieuwe Truttigheid in Dutch) to bring some order back into the cities. Development and construction companies experienced a large increase in building costs due to the large variety. These and other critics lead to an inevitable change back to the standardisation and homogeneity of Functionalism which is still reflected in a majority of today’s (new) housing projects.

The Fourth Memorandum on Physical Planning Plus

In the year 1991 the Dutch government introduced an ambitious plan which stated that there should be build about 835 000 new houses between the year 1995 and 2005. Locations mentioned in The Fourth Memorandum on Physical Planning Plus (Vinex) should cope with the realisation of 455 000 dwellings. These Vinex areas should provide a next level in housing. One of the goals stated in the memorandum was a strive for spatial quality, with a focus on practical value, future value and experiential value.

Nowadays the term Vinex has become a well-known notion within The Netherlands and even abroad. Unfortunately, this term quite commonly has a negative ring to it. A large part of the criticism is originating from professionals in politics and the real estate-, architecture- and housing business: “Superficially seen the Vinex areas offer a sample card of shapes, which has a dull uniformity concealed behind itself.” (Architecture critics Ids Haagsma and Hilde de Haan in Wildt, et al., 1999)
These professionals create an image of The Netherlands as if it is being build over with uniform and dull single-family dwellings within a indistinguishable living area. “Vinex housing areas are becoming the ghetto’s of the 21st century.” (Duivesteijn, 1999). The aesthetic element is considered unsatisfying in a large amount of the Vinex areas. Critics state that architects which were responsible for the design of the housing paid too little attention to the exterior quality of the dwellings. Even if they did, the attention for renewal stopped behind the facade and made way for a traditional arrangement. “The houses are too small, too dull and offensively monotonous.” (Real Estate consultant Middelkoop in Wildt, et al., 1999)

Apart from the critics about the massiveness, monotonousness, predictability and dullness of the Vinex areas, there is also criticism on the morphological character of the areas. Professionals state that the Vinex areas do not have the morphologic character of a city nor that of a village. The Vinex areas have on the one hand too low densities, too little facilities and therefore too little functional mixture to be able to speak of a urban living area. On the other hand they have a density which is too high and the plots are too small to be able to speak of a suburban living area. “Half-hearted results which are neither urban nor truly rural.” (Former executive of the Stimulation Fund, Ruud Brouwers in Wildt, et al., 1999)

It is arguable if all the aforementioned criticism is legitimate, but one thing is certain, it had a strong influence on the broad notion of living in Vinex areas. Do the inhabitants look at their Vinex dwellings in the same way as the professionals? Karsten and Stigter-Speksnijder (2006) state that inhabitants of the Vinex areas look at their homes differently: the household situation and the financial budget are the most important reasons why people choose to live in a Vinex district. With regard to the psycho social factor, Vinex inhabitants point out that their new neighbourhood is rarely a place with which they have a connection or with which they could identify themselves.

The Fourth Memorandum on Physical Planning Plus strives to reach spatial quality, with experiential value being part of that.

**Shift in housing needs**

The previous paragraph described the criticism on a majority of the current Dutch housing supply, as well by professionals in politics and the real estate-, architecture and housing business, as by the inhabitants itself. The professionals describe the majority of project as dull and the inhabitants could not identify themselves with their neighbourhood. This is mainly caused by a housing supply that does not meet the demands of the ‘modern’ customer.

There is a large shift from mainly functional needs (food, drink, shelter) to more and more psycho social needs (identity, esteem from others). The decision to buy a particular house is becoming more and more inspired by emotions than by functionality. This turnover in the customer’s selection process is illustrated in Figure 9.
Spatial environments in general, and especially living environments are increasingly becoming a consumer good, with the ‘experience value’ as an important criteria for quality. The consumer does not only pay attention to the functional qualities and the practical value of goods, services and spaces, but also puts a high value on the aesthetic and symbolic qualities. According to Ex and Lengkeek (1996, pp.14-41) people have developed an increasing interest for the aesthetics and authenticity of their environment.

Secondly, a growing interest for living in communities and common-interest housing could be noticed within the Dutch housing market. (Boelhouwer & Hoekstra, 2009, p.4) Some examples of such common-interest housing concepts (with a close relationship to the experience economy) are:

- High-rise complexes: provided with communal amenities (swimming pool, fitness area) where the inhabitants could relax with like-minded people, giving the idea of some sort of club.
- Thematic housing: where a theme, like fortresses/castles is added to the project and where housing is combined with recreation (for example with a golf resort).
- Historicised building: where cultural history serves as input for the branding and design of living environments.

More and more developers market ‘residential experience’ and build new complexes around specific themes such as water, castles or golf, often accompanied by historical branding and design. By doing this, they try to satisfy the customers need for a communal experience, create a story that the residents can share and give the neighbourhood its specific identity. All of which is missing in a majority of the current housing supply.
2.4 Experience Economy and Dutch Housing

As an answer to the shift in the customer’s needs described in subchapter 2.3, the amount of housing projects which also focus on the psycho social needs of its (future) inhabitants are gradually increasing (see subchapter 1.1 for some examples). How could an experience be staged in real estate projects, and what are some good references in the Netherlands?

“Formerly palaces used to be arranged in a universal way. In conformity with a tradition which people understood. By a kind of language, with which people could interpret buildings. Only until someone deviates from this traditional arrangement, starting to do things in a unfamiliar way, a process of consciousness will be evoked. An experience.” - Wesselink, 2001, p.53

Staging an experience within real estate / housing

Nijs en Peters (2005, pp.79-96) use the term ‘experience concepts’ for the preparation of experiences on product and project level. They state that good experience concepts are meaningful, distinguishing, and endurable. But which factors determine good experience concepts for housing projects? Unfortunately there are currently no specific guidelines or models available, which are particularly focused on the creation (or the staging) of experiences within real estate / housing projects. However some valuable points of reference could be found in the general literature about the experience economy. The first two factors could be derived from the five general design principles for staging a compelling experience (Pine & Gilmore, 1999, pp.45-61):

2. Theme the experience

Does the concept have a theme? Does it have a story? Can the visitor clearly recognise what it is about? Does it have a history and a ‘storyline’? Is there a philosophy behind it that visitors and customers can clearly recognise (Boswijk, et al., 2007, p.156)? Experiences occur in places and the best of those places are themed (Pine & Gilmore, 1999). A well-defined theme is the foundation of a good experience concept. In practice, a couple of recurring themes could be noticed within the Dutch housing market, namely: water, woods and history (Lorzig, et al., 2006, p.9). In addition, sociology professor Mark Gottdiener (in Pine & Gilmore, 1999, p.49) identifies ten themes that are often materialised in the general (international) built environment world-wide, namely: status, tropical paradise, the Wild West, classical civilisation, nostalgia, Arabian fantasy, urban motif, fortress architecture and surveillance, modernism and progress, and representations of the unrepresentable.

A well-defined theme is the foundation of a good experience concept.
2. Harmonize impressions (add positive cues / eliminate negative cues)

Are all the impressions that a visitor/user gets harmonized by means of positive cues? (Boswijk, et al., 2007, p.156). Impressions are the ‘take-aways’ of an experience (Pine & Gilmore, 1999, p.52). Each cue must support the theme, and none should be inconsistent with it. To give an example focused on housing: is the naming of the neighbourhoods, streets and/or building blocks in harmony with the desired theme? Is the architectural style of the project in line with the theme?

In addition to layering on positive cues (creating harmony), experience stagers also must eliminate anything that diminishes, contradicts, or distracts attention from the theme (Pine & Gilmore, 1999, p.55). For example: are distracting elements in the neighbourhood, such as a noisy highway, (to a large extent) blocked out of sight and hearing?

Secondly Pine (cited in Kotvis, 2003) states that besides the principles mentioned above, a focus on authenticity is just as important. Boswijk, et al. (2007) call this naturalness: one whole.

3. Render authenticity

Authenticity is about credibility and reliability. An authentic experience makes a natural impression on the customer. The recognisability of the origin of a product, brand or building forms the base of a valuable experience (Pine cited in Kotvis, 2003). Some spaces seem as if they were merely thrown together and therefore feel uncomfortable. The entire concept should give the user the feeling that they are welcome; all the various elements should feel right together (Boswijk, et al., 2007).

Veldhoen (cited in Wesselink, 2001) and Pine (cited in Kotvis, 2003) state that a mix of functions is more and more becoming an important part of a good experience concept. This factor is not a compulsory part of the experience concept, but it could be used as a method to add more value to the experience concept.

4. Mix functions

People do not want to switch over from one experience into the other. They prefer it if the experiences fade into each other. Good examples are the combination between living and working, living and recreation, or working and recreation.

At last a social-cultural trend that could be noticed in the current housing market is the increasing need to live in an area with like-minded people. (VROM-raad, 2009, p.38) This could be linked with the shift in needs from functional to psycho social values and the more and more emotion based housing selection, as described in subchapter 2.3.
5. **Focus on specific lifestyle(s)**

To be able adapt the supply (the housing project) to the afore-mentioned trend in demand, it could be useful to focus the experience concept on a specific group of like-minded people, people with the same lifestyle. Or to group people with the same lifestyle together.

Based on the factors mentioned above an experience concept within housing could be summarised as following:

![Diagram of Experience Concept in Housing](image)

*Figure 10: Characteristics of an experience concept in housing.*
03

METHODOLOGY
3.1 Selection of research projects

To be able to measure the added emotional value of an experience concept two housing projects, one with an experience concept and one without, will be compared. The selection process which is applied to select two suitable research projects is described in this subchapter.

Selection criteria

To be able to make a grounded selection of two housing projects which could be used as research projects, a total of ten selection criteria is defined.

The first and most important criterion is:

- The housing project should have an obvious integration (1) or an obvious lack (2) of a purposely applied experience concept

Secondly, four criteria are added to be able to limit the results of the selection process to housing projects which fall within the scope of this research only:

- The housing project has to be located within the Netherlands
- The housing project has to be located within a government-designated Vinex district
- The majority of housing (>50 percent) within the project has to be free sector housing
- The majority of housing (>50 percent) within the project has to be owner-occupied housing

Additionally, four criteria are added to prevent a large variety between the projects in the sense of building period, level of completion, level of occupation and project size. These criteria are included with the aim to avoid problems during further research and analysis, caused by basic differences between the projects:

- The housing project has to be build after the year 1995
- The housing project has to be completed or near completion
- The majority of housing within the project has to be occupied
- The housing project has to contain a total of at least 500 households/dwellings

And at last, a final criterion is added for practical and procedural reasons:

- A sufficient amount of project information has to be available and accessible

Pre-selection

Since the aforementioned criteria state that the research project has to be located within a Vinex district in the Netherlands, the Vinex Atlas (Boejenga & Mensink, 2008) is used as a guideline. This particular atlas gives an overview of all the Vinex areas within the Netherlands and thereby provides a pre-selection of 52 potential research projects.
**Selected research projects**

The application of all of the aforementioned selection criteria to the pre-selected 52 potential research projects, resulted in four most suitable housing projects:

- Project Bergschenhoek, Rotterdam (lack of an experience concept)
- Project Stadshagen, Zwolle (lack of an experience concept)
- Project Haverlei, ’s-Hertogenbosch (obvious experience concept applied)
- Project Brandevoort, Helmond (obvious experience concept applied)

With the last selection criterion (a sufficient amount of project information has to be available and accessible) being determined as decisive factor, project Haverlei in ’s-Hertogenbosch and project Stadshagen in Zwolle were selected as final research projects. A detailed description of these projects is available in subchapters 4.1 and 4.2.

![Figure 11: Location of final research projects within The Netherlands](image-url)
3.2 Survey

To be able to get an insight in the consumers (demand side) point of view a survey will be conducted amongst the inhabitants of project Haverleij and project Stadshagen. This subchapter will give in insight in the used survey method, the contents of the questionnaire and the measures taken to optimise the response rate.

Survey method

The survey will be conducted by using an online questionnaire. The method of an online questionnaire is chosen because of its advantages compared to a written questionnaire, like for example:

- A greater flexibility in displaying questions and guidelines
- Time needed for analysis of the results is subsequently reduced
- Reduction in costs for printing and postage

The questionnaire is constructed by using the online survey tool NetQ, which offers a wide variety of options for building a survey and offers a real-time overview of the data. Since one could not expect every respondent to have an internet connection at its disposal, the option to receive a written survey will be available as well.

Questionnaire contents

Since the goal of the survey is to gain insight in the housing experience of inhabitants, the Netherlands Housing Research (WoON) of the Ministry of Housing, Spatial Planning and the Environment (VROM) was used as a guide during the formulation of questions.

The questionnaire will be divided in six sub sections, namely:

- Questions about general and personal information
- Questions about the previous dwelling and living environment
- Questions about the current dwelling
- Questions about the current living environment
- Questions about dwelling and living environment preferences
- Questions about the future dwelling and living environment

(1) General and personal information

The purpose of the section about general and personal information is to gain insight in the demographic properties of the inhabitants of both research projects. This section will contain questions about for example, gender, age, income, education level and household composition.

(2) Previous dwelling and living environment

The purpose of the section about the previous dwelling and living environment is to gain insight in the origin of the inhabitants of both research projects, in the sense of housing career. This section will contain questions about for example, the type of the previous dwelling and living environment and the reason(s) to leave the previous dwelling and living environment.
Experience concepts as an improbable future in housing

(3) Current dwelling

The purpose of the section about the current dwelling is to gain insight in the housing valuation by the inhabitants and the housing properties of both research projects. This section will contain questions about for example the rating of the current dwelling on a scale from 1 to 10, the reason(s) for buying the current dwelling, the way of buying the current dwelling and the typology of the current dwelling.

(4) Current living environment

The purpose of the section about the current living environment is to gain insight in the environmental valuation by the inhabitants and the environmental properties of both research projects. This section will contain questions about for example the rating of the current living environment on a scale from 1 to 10, the thoughts that come into mind when thinking about the housing project, the recognition of a theme, the importance of such a theme and the agreement or disagreement on various propositions about the living environment.

(5) Dwelling and living environment preferences

The purpose of the section about the dwelling and living environment preferences is to gain insight in the importance of certain aspects of the dwelling and the living environment. This section will contain multiple propositions about for example the size and arrangement of the dwelling, the design of the dwelling and the environment and the presence or absence of certain facilities.

(6) Future dwelling and living environment

The purpose of the section about the future dwelling and living environment is to gain insight in plans for moving. This section will contain questions about for example the urge to move within two years, the reason(s) to move and the importance of an experience concept when moving.

Approach of the target group

With all the owner-occupants within the two research projects being the target group of the survey, it is important to use a method of approach which only reaches this particular subgroup.

Since both the municipality of ‘s-Hertogenbosch and the municipality of Zwolle where kind enough to provide an overview containing the postal addresses of each owner-occupied household within the given research projects, a written invitation containing a reference to the online questionnaire is sent out to the specific households by regular mail. It is important to note that the information provided by the municipalities did not contain any personal details of the owner-occupied inhabitants (such as names). This to prevent any privacy violations from happening and to secure the anonymity of the inhabitants.

Within the framework of statistical research it is important that every individual within the selected subgroup has the same chance of being selected for participation. To be able to reach this goal, in the case of project Haverleij all owner-occupied households are included and in the case of project Stadshagen a completely random selection is applied under all owner-occupied households to end up with the same amount of potential respondents as in project Haverleij.
Response optimisation

To be able to reach the highest possible response rate, a couple of measures are taken during the process of creating and publishing the survey. Brand & Bijmolt (1994, p.304) define a number of factors which could influence the response percentage of a survey. A quick overview of these factors is presented in the table below and this paragraph further explains how each of these factors is taken into consideration during the development of the survey and/or the questionnaire.

<table>
<thead>
<tr>
<th>Factors influencing the response percentage</th>
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<tbody>
<tr>
<td>1. Research population</td>
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<tr>
<td>2. Sponsor and researcher</td>
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<tr>
<td>3. Subject</td>
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<tr>
<td>4. Pre announcement</td>
</tr>
<tr>
<td>5. Personalisation</td>
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<tr>
<td>6. Anonymity</td>
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Table 1: Factors which could influence the response percentage of a survey (Brand & Bijmolt, 1994)

Research population

The first factor which could be of influence on the response percentage is the research population. The geographical spread of the research population influences the response percentage. De Leeuw and Hox (1992 cited in Brand & Bijmolt, 1994, p.305) state that survey conducted on a national spread gain a lower response percentage than surveys that are conducted on a local level. Because the research population of this survey is limited to the respondents of only two housing projects, this survey could be considered a local survey, which increases the chances of reaching a sufficient response percentage.

Sponsor and researcher

A sponsor is a person or institute on whose behalf the research is conducted and who provides the necessary money or facilities needed for the research. According to a research of Jones and Linda (1978 cited in Brand & Bijmolt, 1994, p.305) response percentages are the highest when a university is used as a sponsor. Because this survey is part of a graduation research at the Delft University of Technology, the choice of approaching this university as a sponsor was quite obvious. After being granted permission, the name and logo of the university were used in the invitation and the online questionnaire, thereby making the university recognisable as a sponsor of the survey.

Apart from a university as a sponsor, the response is also likely to be higher when a university is the executing party of the research. Therefore the invitation is written on behalf of myself as well as on behalf of a researcher at the Delft University of Technology, which was in this case one of the mentors involved in this graduation research.
Subject

Regarding the subject of a survey a distinction could be made between the recognisable importance of the subject and the respondents interest in the subject. The recognisable importance of the subject of a survey is also known as ‘saliency’. Linsky (1965 cited in Brand & Bijmolt, 1994, p.307) found out that by including the importance of the subject in the guiding letter a higher response percentage could be reached. Additionally, Van Rooy (1986 cited in Brand & Bijmolt, 1994, p.307) mentions the respondent’s affinity with the subject as a possible factor. Therefore, a clear description of the subject is included in the invitation together with an emphasis on the importance of the respondents contribution to the survey.

Pre-announcement

A pre-announcement is considered to be a pre-announcement to the online questionnaire.

Personalisation

Personalisation of the survey means an individual approach of the respondent. The main purpose of personalisation is to give the respondent the feeling their individual answers are important. However, it is important that the respondent does not get the feeling that his/her privacy is affected.

Figure 12: Guiding letter with Delft University of Technology as sponsor and researcher
Personalisation is applied during invitation by addressing the written invitation on a household level, purposely excluding the name of the respondent to prevent the affection of privacy. In the online questionnaire personalisation is applied on project level by using a selection based on the postal code of the respondent. This makes it possible to include the name of the respondent’s housing project in the questions.

Anonymity

Anonymity could be divided into two categories, namely actual anonymity and perceived anonymity. Actual anonymity means that the survey could not be related to a respondent in any way. In contrary to perceived anonymity which means that the survey could be traced back to a single respondent. An example of perceived anonymity is the inclusion of a personal access code in each written invitation, which needs to be entered before starting the online questionnaire. By keeping a database with the personal details of all the invited respondents connected to the personal access code included in their invitation, a survey could be traced backed to a single respondent. The inclusion of such a code makes it easier to send out direct reminders in a later stage. However, out of respect for the privacy of the respondent and to be able to provide the respondent with the maximal level of anonymity, actual anonymity is provided during this survey. The most detailed level of identification is the (four digits and two letters) postal code of the respondent.
Guiding letter

A guiding letter or written invitation for an online questionnaire should include and describe the following elements in a brief and businesslike manner: the subject of the questionnaire, the importance of the respondents cooperation, the usage of the gathered information, the anonymity of the respondent, the expected time for filling out the questionnaire and possible deadlines. Additionally it is possible to add a so called ‘appeal’.

An appeal is a call on the respondent based on a psychological motive. A so called ‘egoistic appeal’ is used in the guiding letter, which means that the importance of the individual answers of the respondent is emphasized as an attempt to increase the response percentage. At last a deadline is added as an attempt to increase the response percentage and rate (speed). A copy of the guiding letter could be found in Appendix II.

Length of the questionnaire

The length of a questionnaire could be measured in three ways: the number of pages, the number of questions and the time needed for completing the survey. The goal is to keep all the values for all the factors as low as possible. The number of pages is not applicable for an online questionnaire and is therefore left out of consideration. However the number of questions is minimised by leaving out unnecessary questions and combining question when possible. This resulted in an estimated completion time of ten minutes.

“The duration of the questionnaire was exactly ten minutes: excellent!” - remark of a Haverleij respondent

Layout of the questionnaire

A lot of attention is paid to the layout of the online questionnaire with the goal of giving the questionnaire a professional look and making it as easy as possible for respondents of all ages to fill out the questionnaire. This is done by using clear and medium sized fonts (text) and providing a clear example for each type of question. Secondly, detailed error messages are added to inform respondents about invalid entries. At last the layout of the online questionnaire is designed in such a way that it is displayed correctly on all computers, regardless which operating system, browser or screen resolution is used.

“This was a pleasant questionnaire to fill in.” - remark of a Stadshagen respondent

Sending method

An invitation was sent by regular mail with a reference to the online questionnaire. The invitation also included an option to obtain a written version of the questionnaire. A written version of the questionnaire could be obtained by a personal request per phone. However, none of the respondents ever called upon this option.
Timing

Another factor which could influence the response percentage is the moment of sending the invitation for the online questionnaire. As recommended by Dillman (1978 cited in Brand & Bijmolt, 1994, p.313) the invitations are sent in the middle of the week and the deadline is fixed before the Dutch school holidays.

Reward

Another method which could influence the response percentage in a positive way is to place a reward at disposal of the respondents. Awards could be divided into two groups, namely financial and non-financial rewards. A reward from both groups is included in the survey. Firstly a financial award is added in the form of a small lottery held under all completed questionnaires, with an experience worth fifty euro’s as prize. Secondly a non-financial award is added by offering the respondent the possibility to receive a short summary of the survey results.

Reminder

A reminder could be sent out when the response percentage of the survey is considered too low on any given moment. Four types of reminders could be applied, namely a reminder by phone, letter, postcard or e-mail. However because of the fairly high level of anonymity applied in this survey, it is impossible to approach respondents who did not complete the questionnaire on a household level. Because of the impossible personal approach and because of the limited time available for this survey, a single invitation is sent per household and a possible reminder is left out of consideration.

Year of execution

The online questionnaire is established in the year 2010 and will be open for completion until a year after establishment. However, due to the limited time available and the low expectance of an increase in the number of respondents, the results of this particular research are only based on the data gathered during the first two months after establishment, namely June and July.
3.3 Complex analysis

To be able to tell if any differences in housing experience are actually being caused by the integration of an experience concept, a complex analysis has to be applied on the descriptive data gathered during the survey.

A linear regression model is often used to measure the influence of multiple independent variables on a dependent variable. Such a model assumes that the dependent variable is a continuous variable measured on interval- or ratio level. However, in this case the dependent variables are of another measurement level, namely nominal with two categories, also known as a dichotomous variables. Therefore, a general linear regression model is not suitable for this analysis. However there is another technique available, which is closely connected to linear regression and is especially meant for use with dichotomous dependent variables, namely logistic regression analysis. This technique will be shortly described within this particular subchapter.

Logistic regression

In a nutshell, logistic regression is multiple regression but with an outcome variable that is a categorical variable and predictor variables that are continuous or categorical. In its simplest form, this means that it is possible to predict which of the two categories a person is likely to belong to given certain other information (Field, 2009). The exact name of the method for predicting the membership of only two categorical outcomes is known as binary logistic regression. This method will be used to determine the influence of multiple independent variables on the dependent variables.

Model building

Because there are many independent variables that could potentially be included in the model, a strategy and associated methods needs to be developed for handling this complex situation. The goal is to select those variables that result in a ‘best’ model within the scientific context of the problem. To be able to achieve this goal two things are needed:

- Firstly, a basic plan for selecting the variables for the model
- And secondly, a set of methods for assessing the adequacy of the model both in terms of its individual variables and its overall fit

Hosmer and Lemeshow (2000, p.91) provide a general strategy which considers both of the above points. Their model-building strategy and methods for logistic regression are used as a guideline for building the model as applied in subchapter 5.3.

There are several steps which are followed in the selection of variables for the logistic regression model. The selection process began with a univariate analysis of all the (independent) variables versus the dependent variable, which is either ‘Attachment’ (Stellingen_Omgeving_05), ‘Experience’ (Stellingen_Omgeving_11) or ‘Authenticity’ (Stellingen_Omgeving_09). For nominal and ordinal independent variables this is done by creating a contingency table (or crosstab) and calculating the significance with Pearson’s chi-square test. Additional information on the aforementioned variables is available in subchapter 5.3.
The contingency tables have to meet two conditions before it could be considered valid, namely:

- All the cells need to have a minimum expected frequency which is larger or equal as 1
- The percentage of cells with an expected frequency lower than 5 should not be lower than 20 percent

If the above conditions are not met, it might be possible to create a valid contingency table by joining (or recoding) categories of the independent variables in some sensible fashion, which eliminates zero cells. However, when this is not possible, with for example a 2x2 contingency table, the significance is calculated using Fisher’s Exact Test and the table is considered invalid.

Continuous variables (interval/ratio) are tested by comparing the means with a One-way ANOVA test. This test is useful in determining whether a variable should be included in the model, since the \( p \)-value is of the same order of magnitude as that of the Wald statistic, Score test, or likelihood ratio test from logistic regression (Hosmer & Lemeshow, 2000).

**Selection of variables**

After completing the univariate analysis, variables for the multivariable analysis were selected. Any variable whose univariate test has a \( p \)-value of less than 0.25 is included in the multivariate model along with all variables of known importance, like variables which contain personal information such as age and income for example. The level of < 0.25 is introduced in Hosmer and Lemeshow (2000, p.95) and is based on the work of Bendel and Afifi (1977) and Mickey and Greenland (1989). These authors state that the use of a more traditional significance level such as < 0.05, often fails to identify variables known to be important. However the use of the higher level has the disadvantage of variables being included that are of questionable importance in the model building stage. Therefore, these variables are reviewed critically before being added to the model.
04

RESEARCH PROJECTS
4.1 Housing project I: Haverleij, ‘s-Hertogenbosch

Project Haverleij is situated on a curve of the river Maas in the Northwest area of the municipality of ‘s-Hertogenbosch. In commission of a Public Private Partnership (PPP) between Bouwfonds Property Development, Heijmans Property Development and the municipality of ‘s-Hertogenbosch, (urban) architect Sjoerd Soeters and landscape architect Paul van Beek have developed the structural design for the project.

The project consist of nine individual castles/fortresses and even has its own golf court. National and international architects are responsible for the design of the individual fortresses, including, amongst others Sjoerd Soeters, Kees Kaan, Tom Senders and Michael Graves. The concept of project Haverleij is based on old residential castles and fortresses.
Experience concepts as an improbable future in housing

Facts and figures about Haverleij

Below some facts and figures are summed up to get a quick overview of the Haverleij project. A more detailed urban and architectural description about the project is provided in the succeeding paragraph(s).

Project information

- Construction: 1998-2008
- Design: Sjoerd Soeters (architect) and Paul van Beek (landscape)
- Total number of dwellings: 866 (as of the 1st of January 2010)
- Housing segments: 100 percent free sector housing
- Housing types: 87 percent owner-occupied / 13 percent rental
- Amount of free plots: 1 percent
- Amount of stacked housing: 30 percent
- Project area: ± 210 hectare
- Average density project area: ± 5 dwellings per hectare
- Average density building complexes: ± 50 dwelling per hectare

Housing value

<table>
<thead>
<tr>
<th>Haverleij housing value (as of the 1st of January 2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOZ classification</td>
</tr>
<tr>
<td>--------------------</td>
</tr>
<tr>
<td>€ 100,000 - € 200,000</td>
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<tr>
<td>€ 200,000 - € 300,000</td>
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<tr>
<td>€ 300,000 - € 400,000</td>
</tr>
<tr>
<td>€ 400,000 - € 500,000</td>
</tr>
<tr>
<td>€ 500,000 - more</td>
</tr>
<tr>
<td>Total</td>
</tr>
</tbody>
</table>

Table 2: Source: Municipality of ’s-Hertogenbosch, 2010

Geographical information

- Project location: ’s-Hertogenbosch, The Netherlands
- Nearest regional city centre: 8 km to the city centre of ’s-Hertogenbosch
- Nearest national road(s): 3 km to A59
- Nearest regional/local road(s): local road to A59 and ’s-Hertogenbosch
- Nearest railway station: 8 km to the central station of ’s-Hertogenbosch
Urban character

- Layout of the area: residential castles in a green environment
- Regional facilities: eighteen holes golf course
- Natural environment: iconic elements like a forest, golf course and nature reserve
- Residential environment: scattered urban buildings within a natural green environment

Identity

- Motto: “Princely living in ’s-Hertogenbosch”
- Characteristics: expressive residential buildings with a historic influence
- Theme: castles/fortresses
- Naming: based on old writing manner and the theme of castles/fortresses, like Halewijn, Oberon, Leliënhuyze and Parcivalring. For example, the latter name refers to the name of one of the knights from the legendary King Arthur.

Design of the area

- Urban design: detached closed building blocks divided over a natural environment
- Architectural design: eclectic buildings with a postmodern and traditionalistic influence, completed with metaphoric details such as gateways and corner towers.

Conceptual points of departure

- Target group(s): in the initial phase the purpose of the municipality of ’s-Hertogenbosch was to lure many prosperous people into Haverleij. Particularly aimed at people with an age of fifty-plus without children living at home and looking for a newly built dwelling.

Additional fact(s)

- Although there is a children playground present in the current situation, originally no facilities for children were included in the plans. The facilities were realised on request of the inhabitants after coping with resistance from the architects and doubts from the Municipality first.
The castles are equally divided over the area, with an average distance between the projects of about two hundred meters. The layout of the castles mostly consists of contiguous residential buildings around an inner court, which is accessible by only one entrance. The layout of the fortress (Slot Haverleij) however, is slightly more complex. Within the outer border of residential buildings (the fortress wall), the fortress consists of a plan with streets, squares and courtyards. The floor plan of the fortress has some resemblance with an old fortified city, like Elburg for example (Province of Gelderland).

The surrounding area of the fortress and the castles exists of a green environment with a park, a forest, some ponds, a wetland nature reserve and an eighteen-holes golf course. Haverleij is built within the outlines of the former island of Engelen. The dikes of this island are still intact and now serve as the border of the Haverleij area. The southern side of the area is connected to the recreational area 'Engelermeer'. In most housing developments the built area is significantly larger than the green area, in Haverleij however, the green area is considerably larger than the built area.
The infrastructural connections between the castles consists of some cycling roads and relatively small roads between the green zones. The area does not have a real shopping centre like Stadshagen. The only facilities that could be found within Haverleij are a school and a daycare centre located within the fortress. For shopping, the inhabitants of Haverleij need to rely on the small number of shops in the neighbouring village of Engelen or on the shopping centre in the city of ‘s-Hertogenbosch. The golf course located within Haverleij and the recreational area ‘Engelermeer’ are facilities which also serve areas outside Haverleij and are therefore also known as multi-district facilities (or bovenwijkse voorzieningen in Dutch).

During the development of this Vinex area a clear dominant choice is made for the theme castles/fortresses and a corresponding appearance. In the urban design this theme is taken quite literally. Just like medieval castles and/or fortresses the residential buildings are closed building blocks, situated around an inner court. Because the accessibility of the inner court is limited and all the dwelling entrances are located at the inner court, the building blocks almost look like a private residential courtyard. The inner courts are publicly accessible, but the closed building blocks with only one gateway are likely to create some sort of psychological boundary for strangers to enter the inner court.
When needed, the building blocks could easily be converted into so called ‘gated communities’. However, this does not seem to be part of the future plans for now.

It is interesting to see that the dwellings inside the castles mostly exist out of land-based dwellings but that these land-based dwellings mostly do not have gardens. The ‘gardens’ are mostly realised in the form of large balconies. While the urban designers took the theme of castles/fortresses quite literal, the architectural designers have interpreted the theme more freely. The design of the castles is more nuanced than just a massive building block of large dark bricks. Only one of the castles is actually inspired by a medieval castle, including battlements and corner towers, this castle is known as castle ‘Leliënshuyze’. Castle ‘Zwaenstede’ (Figures 14 and 17) also includes corner towers, but its contemporary facades have less to do with medieval castles. Castle ‘Wuyvenhaerd’ is built of light coloured bricks and its design is a remarkable balance between traditionalistic and modernistic architecture. Castle ‘Velderwoude’ has a more functionalistic design with squared building blocks and flat, rounded corners, which do not really look like the towers of a castle. Finally the design of the ‘Haverleij Fortress’ is the best combination between an urban and an architectural design which are both

Figure 17: Urban typology of Haverleij (Source: Lorzing, et al. 2006)
related to the theme of fortresses/castles. The closed character of the outer wall, only two gateways as an entrance and the narrow streets on the inner court, they all bring back memories of a medieval fortress. Contrary to the aforementioned residential castles, the 'Haverleij Fortress' is constructed out of large darkly coloured bricks and plain windows in a repetitive pattern.

The building density of project Haverleij is quite low, even lower than the common densities of an average village centre. However, the building blocks itself are very dense, nearing urban densities, which is partly derived from the historical theme. However the natural environment of the Haverleij project is more spacious and more dominantly present compared to most other Vinex-projects, therefore the project could best be described as a modernistic ideal from the middle of the twentieth century: separate building blocks in a park like environment. (Lorzing, et al. 2006).
4.2 Housing project II: Stadshagen I, Zwolle

Stadshagen I is situated in the Mastenbroek polder (one of the oldest polders in the Netherlands) just outside the city of Zwolle. The original design of Stadshagen I comes from the hands of Klaus Folmer, an urban planner. The urban planning bureau BGSV has further elaborated the plan in cooperation with the municipality of Zwolle.

The urban character of the area could be described as simple and sober, the property developer of Stadshagen I calls it a ‘peaceful urbanity’. A majority of the housing has an architectural style of moderate functionalism. Stadshagen I has become more of a small city on its own than an extension of the city of Zwolle.
Facts and figures about Stadshagen I

Below some facts and figures are summed up to get a quick overview of the Stadshagen project. A more detailed urban and architectural description about the project is provided in the succeeding paragraph(s).

Project information

- Construction: 1996-2010
- Design: BGSV (Bureau for Urban Planning)
- Total number of dwellings: 7,098 (as of the 1st of January 2010)
- Housing segments: 70 percent free sector housing / 30 percent social housing
- Housing types: 64 percent owner-occupied / 36 percent rental
- Amount of free plots: 4 percent
- Amount of stacked housing: 24 percent
- Project area: ± 420 hectare
- Average density: ± 21 dwellings per hectare

Housing value

<table>
<thead>
<tr>
<th>WOZ classification</th>
<th>Rental</th>
<th>Owner-occupied</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 100,000 - € 200,000</td>
<td>1,042 pcs.</td>
<td>874 pcs.</td>
</tr>
<tr>
<td>€ 200,000 - € 300,000</td>
<td>1,397 pcs.</td>
<td>2,412 pcs.</td>
</tr>
<tr>
<td>€ 300,000 - € 400,000</td>
<td>102 pcs.</td>
<td>773 pcs.</td>
</tr>
<tr>
<td>€ 400,000 - more</td>
<td>42 pcs.</td>
<td>456 pcs.</td>
</tr>
<tr>
<td>Total</td>
<td>2,583 pcs.</td>
<td>4,515 pcs.</td>
</tr>
</tbody>
</table>

Table 3: Source: Municipality of Zwolle, 2010

Geographical information

- Project location: Zwolle, The Netherlands
- Nearest regional city centre: 4 km to the city centre of Zwolle
- Nearest national road(s): 3 km to A28
- Nearest regional/local road(s): N331(Zwolle-Hasselt) and N764 (Zwolle-Kampen)
- Nearest railway station: 4 km to the central station of Zwolle

Urban character

- Layout of the area: functionalistic urban structure with green strips and small canals
- Regional facilities: shopping centre (11,000 m2), care- and cultural centre, various small retail in green zone, multiple schools and two churches
- Natural environment: green zone or -strip and the ‘Milligerplas’
- Residential environment: land-based urban buildings with a green environment
Identity

- Motto: “View on the city, feet in the polder”
- Characteristics: independent city district with an urban image
- Theme: no theme is purposely applied
- Naming: based on various geographic or natural elements, like Rietgras, Oeverzegge, Waterlelie and Bermzegge for example.

Design of the area

- Urban design: straight street pattern with semi-closed building blocks
- Architectural design: moderately functionalistic buildings

Conceptual points of departure

- Target group(s): in the initial phase the purpose of the municipality of Zwolle was to create a differentiated population within the area of Stadshagen.
Urban and architectural description of Stadshagen

'View on the city, feet in the polder' is the motto of Stadshagen, which refers to the city of Zwolle and the Mastenbroek polder, which is actually one of the oldest (fourteenth century) polders in The Netherlands. The structure of the polder is still visible in the layout of Stadshagen. The project is isolated from the city of Zwolle by the river 'Zwarte Water'. This isolated location made it possible to develop a project with its own character and the fairly large number of dwellings made it possible to include a shopping centre into the project.

The main structure of Stadshagen is determined by two main elements. Firstly there is the main road of the project which runs through the living areas in some sort of loop and is connected to the urban- and regional road network at two locations. It is interesting to see that the main road does not have a direct connection to the city centre, but is connected to the city centre by two separated bifurcations. The shortest connection between the city of Zwolle and Stadshagen is the 'Twistvlietbrug' which is constructed over the 'Zwarte Water' river. However, this bridge is only accessible for cyclists and the local bus. The second element which influences the main
The structure is a continuous park-like area full of water which divides Stadshagen into two areas. This green zone is based on the former waterway of the Mastenbroek polder and now contains sports facilities, schools and some allotments. Near the shopping centre the strip transforms into a public park.

There is a quite a lot of water situated in and around the Stadshagen area. On the east, the area is connected to the ‘Zwarte Water’ river. At this location, four residential blocks are developed which have a view over the river and serve as a landmark for Stadshagen. Apart from the aforementioned green zone, various waterways are included within the residential areas as well, namely in the form of small canals. On the northern side, Stadshagen is connected to the ‘Milligersplas’, which serves as a sand-mining lake. On this location, again some residential blocks are developed, together with a small promenade. The street pattern of the area is mainly orthogonal and is derived from the parcellation of the Mastenbroek polder.

The average building height of the area could be defined as relatively urban. The city centre is visible from quite a large distance due to its residential towers which go up to a height of
maximal ten floors. These kind of building blocks are also located at some other strategic positions within the area, for example near the aforementioned ‘Milligersplas’ and the ‘Zwarte Water’ river, but also near Stadshagen’s public park and at some strategic locations near the main access road.

The urban character of the area could best be described as simple and sober, the project bureau of Stadshagen calls it a ‘peaceful urbanity’. The various residential areas consist mostly of straight streets and rows of housing and the living environments consist of various forms of urbanity, with an emphasis on compact and green environments.

The architectural design of the dwellings is closely related to the simple and sober urban character of the area and is moderately functionalistic. Within the aforementioned green zone residential buildings are combined with small retail functions and facilities like for example a hairdresser and a day-care centre.

The motto of Stadshagen, which refers to the polder, implies the project of being rural, however Stadshagen is quite an urban project with an urban character and image, which makes it clearly recognisable as a part of the city of Zwolle (Lorzing, et al. 2006).
5.1 Descriptive statistics

This particular subchapter is limited to a straightforward description of the survey results, described per topic and per project. Additionally, to be able to put the results into perspective, nationwide data about most topics is provided where available. Although the results in this subchapter might imply some differences between the research projects, this does not automatically mean these differences are statistically valid as well. Therefore no comparative conclusions should be derived directly from this subchapter. A overview of the significant differences ($p<0.05$) between the two projects will be provided in the succeeding subchapter.

Response rate

In project Haverleij 137 out of the 750 invited owner-occupants completed the online survey, which equals a response rate of 18 percent. In project Stadshagen 95 out of the 750 invited owner-occupants completed the online survey, which equals a response rate of 13 percent. Thus, in total, from the 1500 sent invitations, 232 owner-occupants completed the online survey, which equals a combined- or overall response rate of 16 percent. An overview of the response rates is given in Figures 22-a and 22-b.

According to Hinne and Roelofs (2005, p.6) the response rate of a survey sent by regular mail generally lies somewhere between 5 to 30 percent. Additionally, for online surveys the response rate varies from 2 to 30 percent. With this particular survey being a combination of both, the separate response rates of 18 and 13 percent and the combined- or overall response rate of 16 percent could be considered average and sufficient.
Demographic information

The respondents of project Haverleij are aged between 25 and 78 years (with an average age of 51 years) and are predominantly men (64 percent). Most people are highly educated (higher professional education or university), have a full time (35 hours or more a week) job or are retired and mostly have an household income above 50.000 euro’s a year. Most households consist of (married) couples without children living at home.

The respondents of project Stadshagen are aged between 24 and 81 years (with an average age of 43 years) and are almost equally divided in gender (48 percent female against 52 percent male). Most people are high or averagely educated, have a full- or part time (12 to 34 hours a week) job and have an household income between 30.000 and 50.000 euro’s a year. The households predominantly consist of (married) couples with children living at home.

Nationwide, owner-occupants are aged between 18 and 98 years (with an average age of 49 years) and are almost equally divided in gender (51 percent female against 49 percent male). Most people are high or averagely educated, have a full time (35 hours or more a week) job and mostly have an household income above 50.000 euro’s a year. Most households consist of (married) couples with children living at home, closely followed by (married) couples without children living at home (VROM, 2006).

Compared to the nationwide data about owner-occupancy, the demographic data of the Haverleij respondents could be considered fairly equal to that of the average Dutch owner-occupant. However, the respondents of Stadshagen seem to be fairly younger, have a slightly lower level of educational level and household income compared to the Dutch average.

The demographic properties of the Stadshagen respondents seem to diverge from the properties of the average Dutch owner-occupant.

Previous dwelling and living environment

Of the Haverleij respondents 63 percent lived in a city and 37 percent lived in a village before moving to Haverleij. The building typology of the previous dwelling ranged from (semi)detached housing to terraced housing or an apartment, with detached housing as the slightly most common typology (28 percent). The main reasons to leave the previous dwelling and/or living environment was a dissatisfaction about the floor space of the previous dwelling (22 percent) and a dissatisfaction about the atmosphere of the previous living environment (16 percent).

Of the Stadshagen respondents a vast majority lived in a city (87 percent) before moving to Stadshagen. The previous dwelling typology was mostly an apartment (39 percent) or a terraced house (36 percent) and the main reason to leave the previous dwelling and/or living environment was the possibility to switch from rental to owner-occupation (23 percent) and a dissatisfaction about the floor space of the previous dwelling (22 percent).
Nationwide, the previous dwelling typology of current owner-occupants was mostly a terraced house (43 percent). Their main reason to move was the previous dwelling itself (36 percent), with the floor space of the previous dwelling being too small (58 percent) as a more specific reason (VROM, 2006).

Compared to the nationwide data, both projects share the dissatisfaction about the floor space of the previous dwelling as the most common reasons to leave the previous dwelling. However, there seems to be a difference in the previous housing type. While most Dutch owner occupants owned a terraced house before moving, most of the Haverleij respondents owned a detached house and a large amount of the Stadshagen respondents owned a (rental) apartment.

**Current dwelling**

Most respondents of Haverleij bought their current dwelling in the period between 2002 - 2007 and the main reason (57 percent) for buying a dwelling within Haverleij is the combination of the dwelling and its environment. More specific reasons for buying the current dwelling are the appealing image of the project (33 percent) and the (natural) environment and location of the dwelling (31 percent). The respondents rate their dwelling with an average of 8.2 on a scale from 1 to 10 and mostly bought their current dwelling from a catalogue (79 percent). Slightly more than half of the respondents (51 percent) would not have chosen their current dwelling if it was situated in another environment. The typology of their current dwelling is mostly a terraced house (43 percent) or an apartment (38 percent).

The respondents of Stadshagen bought their current dwelling in two main periods, namely between 1998 - 2000 and between 2004 - 2009. The dwelling itself is one of the main reasons (48 percent) for choosing a dwelling within Stadshagen. More specific reasons for buying the current dwelling are the favourable purchase price (30 percent) and the (natural) environment and location of the dwelling (22 percent). The respondents rate their dwelling with an average of 8.0 on a scale from 1 to 10 and bought their current dwelling from a catalogue (59 percent) or from a previous owner (41 percent). Just a little more than a quarter of the respondents (27 percent) would not have chosen their current dwelling if it was situated in another environment. The typology of their current dwelling is predominantly a terraced house (60 percent).

Nationwide, most people have chosen to live in their current housing project because of the dwelling itself (45 percent) with the combination of the dwelling and its environment as the second most important reason (32 percent). A majority of the owner-occupants (62 percent) is ‘very satisfied’ with his/her current dwelling. The typology of their current dwelling is mostly a terraced house (30 percent) or a detached house (23 percent) (VROM, 2006).
Compared to the nationwide data, the rating of the current dwelling by the respondents of both projects seems to comply with the satisfaction level of the average Dutch owner-occupant. Haverleij respondents seem to differ from the average Dutch owner-occupant by referring to a combination of the dwelling and its environment as the most common reason for buying their current dwelling.

Current living environment

Respondents of Haverleij rate their living environment with an average of 8.0 on a scale from 1 to 10. Almost all respondents (99 percent) recognised a theme from the predefined list of themes, mainly fortresses/castles (23 percent) and golf (18 percent). Of the Haverleij respondents 85 percent is of opinion that the presence of a theme increases their living pleasure and 41 percent actually would not have chosen their current dwelling if no theme was present. A majority of 88 percent is of the opinion that there is a clear story behind the Haverleij and the project makes a natural impression on 87 percent of the respondents.

Additionally, 96 percent of the respondents are of opinion that Haverleij leaves a positive impression and a slight majority of 60 percent feels itself attached to Haverleij. A majority of 82 percent finds the project authentic and 70 percent actually finds living in Haverleij an experience. Additionally, 95 percent of the respondents marks the built environment in Haverleij as appealing. On the open question “What is the first thing that comes to mind when you think about Haverleij?”, the Haverleij respondents answered mostly with answers containing the following five terms: (1) spaciousness, (2) nature, (3) peacefulness, (4) outlook and (5) castles/fortresses. An overview of all the given terms is visualised in Figure 23, with the size of the words equalling its frequency.

Figure 23: Word cloud of the thoughts of Haverleij inhabitants (size of the words equals frequency)
Respondents of Stadshagen rate their living environment with an average of 7.7 on a scale from 1 to 10. The majority of the respondents (91 percent) recognised a theme from the predefined list of themes, mainly water (29 percent) and modern times (27 percent). Of the Stadshagen respondents, 73 percent is of opinion that the presence of a theme increases their living pleasure and 22 percent of the respondents actually would not have chosen their current dwelling if no theme was present. A slight minority (46 percent) is of the opinion that there is a clear story behind the Stadshagen and the project makes a natural impression on 52 percent of the respondents. However, 92 percent of the respondents are of opinion that Stadshagen leaves a positive impression and a slight minority of 42 percent feels itself attached to Stadshagen. A minority of 30 percent finds the project authentic and only 33 percent actually finds living in Stadshagen an experience. Additionally, 76 percent of the respondents marks the built environment in Stadshagen as appealing. On the open question "What is the first thing that comes to mind when you think about Stadshagen?", the Stadshagen respondents answered mostly with answers containing the following five terms: (1) children, (2) newly built housing, (3) spaciousness, (4) families and (5) youngness. An overview of all the given terms is visualised in Figure 24, again with the size of the words equalling its frequency.

Nationwide, a majority of the owner-occupants (48 percent) is ‘satisfied’ with his/her current living environment and 41 percent is ‘very satisfied’ with his/her current living environment. Secondly, 65 percent feels itself attached to his or her housing project or –district. (VROM, 2006).

Compared to the nationwide data, the rating of the current living environment by the respondents of both research projects seems to comply with the satisfaction level of the average Dutch owner-occupant. However, the respondents of Stadshagen seem to be less attached to their living environment compared to the Dutch average.

It is highly remarkable that the inhabitants of Stadshagen claim to recognise a theme, whilst no theme is purposely applied.
Experience concepts as an improbable future in housing

The rating of the current living environment by the respondents of both projects seems to match with the satisfaction level of the average Dutch owner-occupant.

Future moving plans

Within two years from now, 32 percent of the Haverleij respondents is planning to move to another dwelling, with health issues and/or need for care (19 percent) as the main reason for moving. When moving, 31 percent of all the Haverleij respondents (including those who are not planning to move within two years) would move within project Haverleij. During the selection of a new home, the presence of a theme plays a role for 44 percent of the respondents.

Within two years from now, 37 percent of the Stadshagen respondents is planning to move to another dwelling, with change in working condition or location (16 percent), change in the financial situation (15 percent) and dissatisfaction about the floor space of the current dwelling (15 percent) as the main reasons for moving. When moving, 47 percent of all the Stadshagen respondents (including those who are not planning to move within two years) would move within project Stadshagen. During the selection of a new home, the presence of a theme plays a role for 40 percent of the respondents.

Nationwide, only 17 percent of the owner-occupants is planning to move within two years. Their main reason to move is their current dwelling (38 percent), with the floor space of the current dwelling being too small as the most common (48 percent) and more specific cause. The current living environment is the second most given (23 percent) reason for moving, with no particular cause given. When moving, 32 percent of the people planning to move within two years would like to move within the same housing project or –district (VROM, 2006).

Compared to nationwide data, the desire to move seems to be remarkably high within both of the research projects.

Compared to the nationwide data about future moving plans, the percentage of both Haverleij and Stadshagen respondents who are planning to move within two years is remarkably high. Stadshagen respondents share the nationwide dissatisfaction about the floor space of their current dwelling as a common reason to move. However, the main reason differs, which is a change in working condition or location as the main reason. This is also the case for the respondents of Haverleij, where health issues and/or need for care are the main reason. The percentage of Haverleij respondents that would move within the same housing project is more or less equal to the nationwide percentage. However, in Stadshagen, this percentage seems to be larger.
5.2 **Comparison between the projects**

In this subchapter project Haverleij and project Stadshagen are statistically compared on the basis of the survey results mentioned in the previous subchapter. Only statistical significant ($p<0.05$) differences are considered to be actual differences. Statistical insignificant ($ns$) ‘differences’ are considered equal.

### Demographic data

There are some noticeable and significant differences in the demographic data of the Haverleij respondents compared to the Stadshagen respondents. First of all the average age ($F=21.2$, $df=1$, $p<0.05$) of the Haverleij respondents is eight years higher compared to the Stadshagen respondents. This difference in age is also noticeable in the daily occupation ($\chi^2=20.0$, $df=3$, $p<0.05$) of the respondents. Compared to Stadshagen, Haverleij has a larger number of respondents who are retired (15 percent more) and a smaller amount of respondents who work full- or part time (10 and respectively 15 percent less). On the other hand there are more Haverleij respondents (31 percent more compared to Stadshagen) who have a household income ($\chi^2=29.4$, $df=4$, $p<0.05$) above 50,000 euros.

The gender of the respondents ($\chi^2=3.3$, $df=1$, $ns$), their level of education ($\chi^2=2.4$, $df=2$, $ns$) and the composition of the households ($\chi^2=3.7$, $df=2$, $ns$) could be considered equal.

The differences in basic demographic data of the research projects like age, daily occupation and household income are an important point of attention during further (complex) analysis.

### Previous dwelling and living environment

Regarding the previous dwelling and living environment it is remarkable that the vast majority of Stadshagen respondents lived in a city before moving to Stadshagen, the number of people who lived in a village before moving to their current dwelling is remarkably higher in Haverleij ($\chi^2=17.2$, $df=1$, $p<0.05$). Secondly, differences could be noticed in the reasons for leaving the previous dwelling and/or living environment. A switch from rental to owner-occupation ($\chi^2=8.5$, $df=1$, $p<0.05$) was the main reason to move for the Stadshagen respondents (13 percent more compared to Haverleij). On the other hand, Haverleij respondents were more often dissatisfied about the type/kind of their previous dwelling ($\chi^2=4.1$, $df=1$, $p<0.05$), the geographic location of the previous dwelling ($\chi^2=4.4$, $df=1$, $p<0.05$) and the atmosphere of the previous living area ($\chi^2=6.3$, $df=1$, $p<0.05$), the differences are respectively plus 5, plus 4 and plus 7 percent compared to Stadshagen. The respondents share their dissatisfaction about the floor space of the previous dwelling ($\chi^2=0.6$, $df=1$, $ns$) as one of the main reasons to move. With common reasons as a change in working conditions/location ($\chi^2=0.3$, $df=1$, $ns$) and change in relational atmosphere ($\chi^2=0.5$, $df=1$, $ns$) being equal as well.
Another noticeable difference is the amount of Haverleij respondents (5 percent more compared to Stadshagen) that considered buying their current dwelling as a once-in-a-lifetime opportunity and therefore wanted to leave their previous dwelling and/or living environment (Chi²=6.5, df=1, p<0.05). The building typology of the previous dwelling (Chi²=25.4, df=3, p<0.05) was mostly a detached house in case of the Haverleij respondents (plus 21 percent compared to Stadshagen). For the Stadshagen respondents this was more often an apartment or terraced house (respectively 13 and 18 percent more compared to Haverleij).

<table>
<thead>
<tr>
<th>Rating of current dwelling and living environment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
</tr>
<tr>
<td>Haverleij respondents</td>
</tr>
<tr>
<td>Stadshagen respondents</td>
</tr>
</tbody>
</table>

*Table 4: Rating of current dwelling and living environment*

**Current dwelling**

To start, there is a slight but significant (F=3.7, df=1, p<0.05) difference in the respondents rating of their current dwelling. The respondents of Haverleij averagely rate their dwelling 0.2 points higher on a scale from 1 to 10 compared to the Stadshagen respondents. The year of buying could be considered equal (F=0.0, df=1, ns).

Secondly, there is a difference between the projects in the way of buying the current dwelling (Chi²=10.5, df=1, p<0.05). In Haverleij the majority of the respondents bought their current dwelling from a catalogue, drawing or scale model (20 percent more compared to Stadshagen), whilst only a minority of the Haverleij respondents bought an existing dwelling (20 percent less compared to Stadshagen). This difference is also reflected in the parties from which the respondents bought their current dwelling (Chi²=11.4, df=3, p<0.05). In Stadshagen less respondents bought their current dwelling from a real estate agent, investor or private landlord (19 percent less compared to Haverleij) but more respondents bought their dwelling from a housing association or an owner-occupant (respectively 9 and 10 percent more compared to Haverleij). The importance of the dwelling and the area as a reason to buy the current dwelling differs as well (Chi²=6.9, df=2, p<0.05), the majority of the Haverleij respondents bought their current dwelling because of a combination between the dwelling and the area (13 percent more compared to Stadshagen) whilst the Stadshagen respondents mainly bought their current dwelling because of the dwelling itself (16 percent more compared to Haverleij). This is also reflected in the following difference (Chi²=14.3, df=1, p<0.05), in contrary to the Haverleij respondents a majority of the Stadshagen respondents would still have chosen their current dwelling if it was situated in another environment (26 percent more compared to Haverleij).

For Haverleij inhabitants, the environment and the area were important factors during the selection of their current dwelling.
The typology of the current dwelling ($\chi^2=22.3$, df=4, $p<0.05$) varies between the projects as well, the Haverleij respondents more often own an apartment (24 percent more compared to Stadshagen) whilst the Stadshagen respondents more often own a terraced house (17 percent more compared to Haverleij). The reasons to choose a dwelling within the project differ as well. In Haverleij a majority of the respondents bought their current dwelling because of the appealing image of the project ($\chi^2=39.5$, df=1, $p<0.05$), the natural environment and location of the project ($\chi^2=18.7$, df=1, $p<0.05$) or because of the combination between living and recreation ($\chi^2=13.4$, df=1, $p<0.05$), which is respectively 16 percent, 9 percent and 8 percent more compared to Stadshagen. In Stadshagen a significant number of the respondents (21 percent more compared to Haverleij) bought their current dwelling because of the favourable purchase price ($\chi^2=27.0$, df=1, $p<0.05$).

For Stadshagen inhabitants, the favourable purchase price was an important factor during the selection of their current dwelling.

Current living environment

Regarding the current living environment, there is a slight but significant ($F=5.5$, df=1, $p<0.05$) difference in the rating given by the respondents. The respondents of Haverleij averagely rate their current living environment 0.3 points higher on a scale from 1 to 10 compared to the Stadshagen respondents. In Haverleij a larger number of the respondents (8 percent more compared to the Stadshagen respondents) claims to recognise a theme ($\chi^2=7.8$, df=1, $p<0.05$) in their current housing project. There are also some differences in the types of themes the respondents recognised, in Haverleij the most recognised theme (21 percent more compared to Stadshagen) is ‘Fortresses/Castles’ ($\chi^2=155.0$, df=1, $p<0.05$) and the second most recognised theme (18 percent more compared to Stadshagen) is ‘Golf’ ($\chi^2=113.9$, df=1, $p<0.05$). There is also a difference regarding the themes ‘Forest’ ($\chi^2=18.7$, df=1, $p<0.05$), ‘History’ ($\chi^2=12.3$, df=1, $p<0.05$) and ‘Status’ ($\chi^2=9.0$, df=1, $p<0.05$), which are subsequently recognised 5 percent, 4 percent and 3 percent more compared to Stadshagen. In Stadshagen the most recognised theme (18 percent more compared to Haverleij) is ‘Modern times / Progress’ ($\chi^2=25.9$, df=1, $p<0.05$) and the second most recognised theme (9 percent more compared to Haverleij) is ‘Urban motive’ ($\chi^2=11.2$, df=1, $p<0.05$). A majority of the Stadshagen respondents (27 more compared to Haverleij) would still have chosen their current dwelling if no themes were present ($\chi^2=12.5$, df=1, $p<0.05$).

Compared to Stadshagen, more of the Haverleij respondents (19 percent more) find the buildings in their housing project appealing ($\chi^2=21.5$, df=1, $p<0.05$) and feel itself more (13 percent more) attached to the project ($\chi^2=4.1$, df=1, $p<0.05$). They also seem to recognise a clear story behind the project ($\chi^2=37.7$, df=1, $p<0.05$) more often (42 percent more compared to Stadshagen) and seem to find their project more (plus 52 percent) authentic ($\chi^2=64.6$, df=1, $p<0.05$).
Secondly project Haverleij seems to make a more natural impression ($\chi^2=35.2$, $df=1$, $p<0.05$) on its inhabitants (35 percent more compared to Stadshagen). Also the Haverleij respondents seem to have welcome feeling about their housing project ($\chi^2=4.2$, $df=1$, $p<0.05$) more often (9 percent more compared to Stadshagen). And last but not least a majority of the Haverleij respondents (37 percent compared to Stadshagen) actually finds living in their project an experience ($\chi^2=28.5$, $df=1$, $p<0.05$).

A majority of the owner-occupants within Haverleij actually finds living (or dwelling) within their housing project an experience.

The Stadshagen respondents seem to find the presence of stores ($\chi^2=30.2$, $df=1$, $p<0.05$) more important (plus 32 percent) compared to the Haverleij respondents. This also seems to be the case for a presence of schools ($\chi^2=4.5$, $df=1$, $p<0.05$) and the presence of care facilities ($\chi^2=7.9$, $df=1$, $p<0.05$), subsequently 14 percent and 17 percent more compared to Haverleij.

Future moving plans

The number of people planning to move within two years, could be considered equal for both projects ($\chi^2=1.1$, $df=1$, $ns$). However, when planning to move within two years, a majority of the Haverleij respondents (19 percent more compared to Stadshagen) would not like to move within the same housing project ($\chi^2=11.0$, $df=1$, $p<0.05$) in contrary to the Stadshagen respondents, of which a majority (21 percent more compared to Haverleij) would like to move within the same housing project.

The respondents of both projects share a change in working conditions/location ($\chi^2=0.9$, $df=1$, $ns$), a change in relational atmosphere ($\chi^2=1.9$, $df=1$, $ns$), a change in financial situation ($\chi^2=0.02$, $df=1$, $ns$) and a dissatisfaction about the current floor space ($\chi^2=0.4$, $df=1$, $ns$) as common reasons to move. The differences lie in health issues and/or need for care ($\chi^2=5.4$, $df=1$, $p<0.05$), which actually is the main reason to move for Haverleij respondents (9 percent more compared to Stadshagen) and in a dissatisfaction about the atmosphere of the current living area ($\chi^2=9.4$, $df=1$, $p<0.05$), which is more often a reason for Stadshagen respondents to move (6 percent more compared to Haverleij).

The presence of a theme during the selection of a new dwelling could be considered equally (un)important for the respondents of both projects ($\chi^2=0.002$, $df=1$, $ns$). For a majority of the respondents the presence of a theme does not play a role during the selection of a new dwelling.

For a majority of the inhabitants of both projects, the presence of a theme does not seem to play a role during the selection of a new dwelling.
Further analysis

This paragraph describes the selected variables and important points of attention for further complex analysis of the data provided in the preceding subchapter.

Selected factors for further analysis

Concerning the time available for this particular research, it would be impossible to run a complex analysis for all the variables with a significant difference between the research projects. Additionally, the usefulness of running an analysis for each differing variable could be questioned as well. Therefore, three main factors are selected which are considered to be the most important differences between the projects considering the scope of the research. The three factors which are selected for further analysis are:

- Attachment
- Experience
- Authenticity

The factor ‘Attachment’ measured if a respondent felt itself attached to his or her housing project. The factor ‘Experience’ measured if a respondent actually found living in his or her housing project an experience and the factor ‘Authenticity’ measured if a respondent considered his or her housing project as authentic.

Research project as forced entry

Since the main goal of the complex analysis is to determine if the differences between the projects are caused by the presence or absence of an experience concept, and since one of the research projects is considered to have applied such a concept and the other research project is considered to have no such concept applied, the variable ‘Project_ID’ is always included as independent variable during model building. As the name already implies, this particular variable is used to identify the two research projects within the research data.

Correction for difference in basic demographic data

There are some significant differences in the demographic data of the Haverleij respondents compared to the Stadshagen respondents. Namely a difference in the average age, daily occupation and household income. In general statistical research, one expects these basic properties to be as good as equal. Since this is not the case, it is important that further analyses are corrected for this deviance in basic data.

To make sure the differences in basic data do not interfere with the results of the succeeding complex analysis, the variables age, daily occupation and household income are always included as independent input variables during model building, regardless of their significance level compared to the dependent variable(s). The result is that, if the demographic differences are of any influence, they will become visible in the final model, and if they are not, they will not appear in the final model. Meaning, that as long none of the aforementioned variables appears in the final model, the difference in basic demographic data could be considered non-interfering.
5.3 Complex analysis

To be able to tell if the presence or absence of an experience concept has anything to do with the differences between the project for the factors attachment, authenticity and experience a complex analysis needs to be applied. The best suitable model for this kind of analysis is the logistic regression model. This particular method is explained in subchapter 3.3.

Variables influencing the factor ‘Attachment’

To be able to predict which variables influence the level of attachment of an inhabitant and if the difference in the levels of attachment is caused by the presence or absence of an experience concept, a logistic regression model was build using the dichotomous variable ‘Attachment’ (Stellingen_Omgeving_05) as dependent variable and all variables that are significantly \( p < 0.25 \) related to the variable ‘Attachment’ as (independent) covariates. For these data, a forward stepwise (Wald) inclusion of the independent variables resulted in a final model that includes six variables which could influence the level of attachment of an inhabitant. Table 5 gives an overview of these variables. The odds ratio might be interpreted as the weight that a certain variable has. Variables which have an odds ratio with a value higher than 1 (O.R. > 1) are positively associated with the factor ‘Attachment’ and variables which have an odds ratio with a value lower than 1 (O.R. < 1) are negatively associated with the factor ‘Attachment’.

<table>
<thead>
<tr>
<th>Variables influencing the factor ‘Attachment’</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>95% C.I. for Odds Ratio</th>
<th>Lower</th>
<th>Odds Ratio</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme ‘History’</td>
<td>3.26 *</td>
<td>1.28</td>
<td>6.48</td>
<td>2.12 ( \text{to} ) 26.02</td>
<td>3.19</td>
<td>39.98</td>
<td></td>
</tr>
<tr>
<td>Like-minded people</td>
<td>1.28 *</td>
<td>0.62</td>
<td>4.21</td>
<td>1.06 ( \text{to} ) 3.59</td>
<td>1.23</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcome feeling</td>
<td>2.94 *</td>
<td>1.56</td>
<td>3.55</td>
<td>0.89 ( \text{to} ) 18.84</td>
<td>3.99</td>
<td>399.45</td>
<td></td>
</tr>
<tr>
<td>Experience</td>
<td>3.04 *</td>
<td>0.65</td>
<td>22.06</td>
<td>5.89 ( \text{to} ) 20.95</td>
<td>7.45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Moving within project</td>
<td>1.96 *</td>
<td>0.64</td>
<td>9.42</td>
<td>2.03 ( \text{to} ) 7.24</td>
<td>2.45</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relational atmosphere</td>
<td>-1.71 **</td>
<td>0.71</td>
<td>5.80</td>
<td>0.05 ( \text{to} ) 0.18</td>
<td>0.73</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>-6.01 *</td>
<td>1.76</td>
<td>11.66</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hosmer & Lemeshow \( X^2 = 16.0, p = .02 \), Nagelkerke \( R^2 = .67 \)

\( * p < 0.01 \) \( ** p < 0.05 \)

Table 5: Variables that influence the factor ‘Attachment’

(1) Relational atmosphere

Starting with the lowest odds ratio and continuing in ascending order, the model firstly includes the variable ‘Relational atmosphere’ (Verhuizen_Reden_02), which measures a change in the relational atmosphere as a reason to move and has a significant \( p = 0.02 \) but negative influence (B = -1.71 and \( \text{Exp}(B) = 0.18 \)) on the level of attachment. This indicates that an inhabitant who experienced a change in their relational atmosphere is not likely to feel itself attached to his/her housing project.
This negative influence could be explained by the fact that a change in the relational atmosphere, like for example a divorce, is likely to generate a certain urge and/or need for moving to another dwelling or living area based on emotional and/or practical grounds, which subsequently leads to a lower level of attachment to the current living area.

(2) Like-minded people

Secondly the model includes the variable ‘Like-minded people’ (Stellingen_Omgeving_03), which measures whether respondents are or are not of the opinion there are like-minded people living within the housing project and has a significant ($p = 0.04$) and positive influence ($B = 1.28$ and $\text{Exp}(B) = 3.59$) on the level of attachment. This indicates that an inhabitant who lives among like-minded people is more likely to feel itself attached to the project than an inhabitant who lives among dissimilar people. This could be explained by the growing interest for living in common-interest housing project, as described in subchapter 2.3.

(3) Moving within project

The model also includes the variable ‘Moving within project’ (Verhuizen_Locatie), which measures if an inhabitant would or would not move within the same housing project when he/she is planning to move to another dwelling and has a significant ($p = 0.00$) and positive influence ($B = 1.96$ and $\text{Exp}(B) = 7.11$) on the level of attachment. Indicating that an inhabitant who is planning to move within the same project is likely to feel itself attached to the project. This influence is not very surprising, because it seems quite logical that a person would not move within the same housing project if he/she does not feel itself attached to the project, making the opposite true as well. Although the influence of the variable seems quite logical and predictable, the inclusion of this variable in the model is quite useful, since it confirms that the model is functioning properly in a methodological sense.

(4) Welcome feeling

Additionally the model includes the variable ‘Welcome feeling’ (Stellingen_Omgeving_10), which measures whether an inhabitant does or does not have a welcome feeling about its housing project and has a positive influence ($B = 2.94$ and $\text{Exp}(B) = 18.84$) on the level of attachment. This indicates that an inhabitant who has a welcome feeling about the housing project is likely to feel itself attached to the project. However, the influence of this variable is not significant ($p = 0.06$) and will therefore not be used and/or discussed in this or other analyses.

(5) Experience

Furthermore the model includes the variable ‘Experience’ (Stellingen_Omgeving_11), which measures if respondents actually find living in their housing project an experience and has a significant ($p = 0.00$) and positive influence ($B = 3.04$ and $\text{Exp}(B) = 20.95$) on the level of attachment. Indicating that people who actually find living in their housing project an experience are likely to feel itself attached to the project. Which factors contribute to the actual experience will be described further on in this subchapter.
Experience concepts as an improbable future in housing

(6) Theme ‘History’

Finally the model includes the variable ‘Theme History’ (Thema_Herkenning_03), which measures whether an inhabitant does or does not recognize the theme ‘History’ in their housing project and has a significant ($p = 0.01$) positive influence ($B = 3.26$ and $\text{Exp}(B) = 26.02$) on the level of attachment. This indicates that an inhabitant who recognises the theme ‘History’ is likely to feel itself attached to their housing project.

Demographic variables

The model does not include the variables age, daily occupation or household income. Therefore the difference in basic demographic data could be considered non-interfering for this particular model.

Experience concept

The final model does not include the variable ‘Project_ID’. This variable identifies the research projects and thereby also the presence or absence of an experience concept. Since this particular variable is not included in the final model, the level of attachment does not seem to be influenced by an experience concept.

The level of attachment does not seem to be influenced by the presence of an experience concept.

Fit of the model

For this particular model Nagelkerke R-square is .67 which is an indicator of a good association. Nagelkerke R-square basically summarizes how much of the variability in the data is successfully explained by the model. A larger value of the R-square (Nagelkerke can reach a maximum value of one) indicates that the model captures more of the data variability.

Hosmer and Lemeshow Chi-square test of goodness of fit evaluates the goodness of fit by creating ten ordered groups of subjects. Then it compares the number actually in each group (observed) to the number predicted by the logistic regression model. A good model fit is indicated by a non-significant Chi-square value. For this particular model the Hosmer-Lemeshow goodness-of-fit chi-square is 16.0 and significant ($p < 0.05$), which indicates that the fit of the final model is not good and that it poorly fits the data.

After considering the above goodness of fit tests, it should be concluded that the overall fit of the final model for ‘Attachment’ is poor and that the results derived from this model should be interpreted with care.
Variables influencing the factor ‘Experience’

To be able to predict which variables influence the level of experience of an inhabitant, a logistic regression model was build using the dichotomous variable ‘Stellingen_Omgeving_11’ (Experience) as dependent variable and all variables that are significantly \((p < 0.25)\) related to ‘Stellingen_Omgeving_11’ as (independent) covariates. For these data, a forward stepwise (Wald) inclusion of the independent variables resulted in a final model that includes five variables which could influence the level of experience of an inhabitant. Table 6 gives an overview of these variables.

### Table 6: Variables that influence the factor ‘Experience’

<table>
<thead>
<tr>
<th>Variables influencing the factor ‘Experience’</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>95% C.I. for Odds Ratio</th>
<th>Lower</th>
<th>Odds Ratio</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily occupation</td>
<td>1.39</td>
<td>0.53</td>
<td>6.75</td>
<td>1.41</td>
<td>4.00</td>
<td>11.36</td>
<td></td>
</tr>
<tr>
<td>Environment/location</td>
<td>2.16</td>
<td>0.83</td>
<td>6.88</td>
<td>1.73</td>
<td>8.71</td>
<td>43.85</td>
<td></td>
</tr>
<tr>
<td>Feeling attached</td>
<td>4.74</td>
<td>1.09</td>
<td>19.09</td>
<td>13.64</td>
<td>144.29</td>
<td>957.72</td>
<td></td>
</tr>
<tr>
<td>Story behind project</td>
<td>4.18</td>
<td>1.75</td>
<td>5.74</td>
<td>2.14</td>
<td>65.57</td>
<td>2007.51</td>
<td></td>
</tr>
<tr>
<td>Theme when moving</td>
<td>2.36</td>
<td>0.97</td>
<td>6.00</td>
<td>1.60</td>
<td>10.63</td>
<td>70.45</td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>-9.43</td>
<td>2.49</td>
<td>14.30</td>
<td>*p &lt; 0.01 **p &lt; 0.05</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hosmer & Lemeshow \(X^2 = 0.95, p = 1.00\), Nagelkerke \(R^2 = .79\)

(1) Daily occupation

Starting with the variable that has the lowest odds ratio and continuing in ascending order, the model firstly includes the variable ‘Daily occupation’ (Dagelijkse_Bezigheid), which maps the daily occupation of the respondents and has a significant \((p = 0.01)\) and positive influence \((B = 1.39\) and \(\text{Exp}(B) = 4.00\)) on the level of experience.

(2) Environment/location

Secondly the model includes the variable ‘Environment/location’ (Keuze_Woning_01), which measures whether an inhabitant did or did not chose its current dwelling because of its environment/location and has a significant \((p = 0.01)\) and positive influence \((B = 2.16\) and \(\text{Exp}(B) = 8.71\)) on the level of attachment. This indicates that an inhabitant who chose its dwelling because of its environment/location is likely to find living in the housing project an experience.

(3) Theme when moving

Additionally the model includes the variable ‘Theme when moving’ (Verhuizen_Thema), which measures whether an inhabitant does or does not find the presence of theme important when he/she is planning to move to another dwelling and has a significant \((p = 0.01)\) and
positive influence \( (B = 2.36 \text{ and } \text{Exp}(B) = 10.63) \) on the level of experience. Indicating that an inhabitant who finds the presence of a theme important when moving to another dwelling is likely to find living in his/her current housing project an experience. This influence sounds quite logical, because if an inhabitant considers a theme as a positive aspect, it is quite likely that he/she would like this positive aspect to be available in their next dwelling as well.

(4) **Story behind project**

Furthermore the model includes the variable 'Story behind project' (Stellingen_Omgeving_08), which measures if respondents do or do not recognise a clear story behind their housing project and has a significant \( (p = 0.02) \) and positive influence \( (B = 4.18 \text{ and } \text{Exp}(B) = 65.57) \) on the level of experience. Indicating that people who recognise a clear story behind their housing project are likely to find living in their housing project an experience.

(5) **Feeling attached**

Finally the model includes the variable 'Feeling attached' (Stellingen_Omgeving_05), which measures whether an inhabitant does or does not feel attached their housing project and has a significant \( (p = 0.00) \) positive influence \( (B = 4.74 \text{ and } \text{Exp}(B) = 114.29) \) on the level of experience. This indicates that an inhabitant who feels him- or herself attached to his/her housing project is likely to find living in his/her housing project an experience.

**Demographic variables**

The model does not include the variables age or household income, but does include the variable daily occupation. Therefore the difference in basic demographic data could be considered to be slightly interfering for this particular model.

**Experience concept**

The final model does not include the variable 'Project_ID'. This variable identifies the research projects and thereby also the presence or absence of an experience concept. Since this particular variable is not included in the final model, the level of experience does not seem to be influenced by an experience concept.

*The level of experience does not seem to be influenced by the presence of an experience concept.*
Fit of the model

For this particular model Nagelkerke R-square is .79 which is an indicator of a good association. Nagelkerke R-square basically summarizes how much of the variability in the data is successfully explained by the model. A larger value of the R-square (Nagelkerke can reach a maximum value of one) indicates that the model captures more of the data variability.

Hosmer and Lemeshow Chi-square test of goodness of fit evaluates the goodness of fit by creating ten ordered groups of subjects. Then it compares the number actually in each group (observed) to the number predicted by the logistic regression model. A good model fit is indicated by a non-significant Chi-square value. For this particular model the Hosmer-Lemeshow goodness-of-fit chi-square is 0.95 and insignificant (ns), which indicates that the fit of the final model is good and that it fits the data well.

After considering the above goodness of fit tests, it should be concluded that the overall fit of the final model for ‘Attachment’ is good and that the results derived from this model could be interpreted with some level of certainty.

Variables influencing the factor ‘Authenticity’

To be able to predict which variables influence the level of authenticity perceived by an inhabitant, a logistic regression model was build using the dichotomous variable ‘Stellingen_Omgeving_09’ (Authenticity) as dependent variable and all variables that are significantly (p < 0.25) related to ‘Stellingen_Omgeving_09’ as (independent) covariates. For these data, a forward stepwise (Wald) inclusion of the independent variables resulted in a final model that includes three variables which could influence the level of experience of an inhabitant. Table 7 gives an overview of these variables.

<table>
<thead>
<tr>
<th>Variables influencing the factor ‘Authenticity’</th>
<th>B</th>
<th>S.E.</th>
<th>Wald</th>
<th>95% C.I. for Odds Ratio</th>
<th>Lower</th>
<th>Odds Ratio</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distance to work</td>
<td>-2.27*</td>
<td>0.72</td>
<td>10.02</td>
<td>0.03 0.10 0.42</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Theme ‘Fortress/Castle’</td>
<td>3.20*</td>
<td>0.63</td>
<td>26.15</td>
<td>7.21 24.63 84.11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Experience</td>
<td>2.72*</td>
<td>0.63</td>
<td>18.55</td>
<td>4.40 15.18 52.34</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Constant</td>
<td>-1.99*</td>
<td>0.58</td>
<td>11.81</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Hosmer & Lemeshow X² = 1.99, p = .85, Nagelkerke R² = .62

* p < 0.01 ** p < 0.05

Table 7: Variables that influence the factor ‘Authenticity’
Experience concepts as an improbable future in housing

(1) Distance to work

Starting with the variable that has the lowest odds ratio and continuing in ascending order, the model firstly includes the variable ‘Distance to work’ (Keuze_Woning_05), which measures if respondents did or did not chose their current dwelling because of the favourable distance to work and has a significant ($p = 0.00$) but negative influence ($B = -2.27$ and $\text{Exp}(B) = 0.10$) on the level of authenticity perceived by the inhabitant. This indicates that an inhabitant who chose his/her current dwelling because of the favourable distance to work is not likely to find his/her housing project authentic.

(2) Experience

Secondly the model includes the variable ‘Experience’ (Stellingen_Omgeving_11), which measures if respondents actually find living in their housing project an experience and has a significant ($p = 0.00$) and positive influence ($B = 2.72$ and $\text{Exp}(B) = 15.18$) on the level of authenticity perceived by the inhabitant. Indicating that people who actually find living in their housing project an experience are likely to find their housing project authentic.

(3) Experience

Finally the model includes the variable ‘Theme Fortress/Castle’ (Thema_Herkenning_13), which measures whether an inhabitant does or does not recognize the theme ‘Fortresses / Castles’ in their housing project and has a significant ($p = 0.00$) and positive influence ($B = 3.20$ and $\text{Exp}(B) = 84.11$) on the level of experience. This indicates that an inhabitant who recognises the theme ‘Fortresses / Castles’ is likely to find his/her housing project authentic.

Demographic variables

The model does not include the variables age, daily occupation or household income. Therefore the difference in basic demographic data could be considered non-interfering for this particular model.

Experience concept

The final model does not include the variable ‘Project_ID’. This variable identifies the research projects and thereby also the presence or absence of an experience concept. Since this particular variable is not included in the final model, the level of attachment does not seem to be influenced by an experience concept.

The level of authenticity does not seem to be influenced by the presence of an experience concept.
Fit of the model

Nagelkerke R-square basically summarizes how much of the variability in the data is successfully explained by the model. A larger value of the R-square (Nagelkerke can reach a maximum value of one) indicates that the model captures more of the data variability. For this particular model Nagelkerke R-square is .62 which is an indicator of a good association.

Hosmer and Lemeshow Chi-square test of goodness of fit evaluates the goodness of fit by creating ten ordered groups of subjects. Then it compares the number actually in each group (observed) to the number predicted by the logistic regression model. A good model fit is indicated by a non-significant Chi-square value. For this particular model the Hosmer-Lemeshow goodness-of-fit chi-square is 1.99 and insignificant (ns), which indicates that the fit of the final model is good and that it fits the data well.

After considering the above goodness of fit tests, it could be concluded that the overall fit of the final model for 'Attachment' is good and that the results derived from this model could be interpreted with some level of certainty.
5.4 Interviews

Interviews and conversations with the developing parties of both research projects were useful to gain an insight in the initial goals and vision(s) behind the two research projects as described in subchapters 4.2 and 4.2. Additionally, interviews and conversations with the sales representatives (real estate agents and project developers) of project Haverleij, gained a quick insight in the practical and procedural advantages and/or disadvantages of an experience concept for the supply side.

This particular subchapter describes the results of the latter interviews and conversations and is divided into two sections, describing the practical and procedural advantages and/or disadvantages of an experience concept in subsequently the initial and the current phase of the Haverleij project.

Advantages and/or disadvantages in the initial phase

All of the interviewed sales representatives (real estate agents and project developers) seem to agree on the fact that the experience concept of project Haverleij led to some procedural and practical advantages during the initial phase of the project.

A large amount of the dwellings within the project were sold fairly quick compared to regular or 'average' housing projects, which subsequently resulted in shorter (pre)sale periods and lower vacancy rates at the initial phase of the project. The sales representatives expect the fairly quick sales rate at the beginning to be caused by the uniqueness of the Haverleij project, with the theme of fortresses and castles being one of its unique features, together with its spacious natural environment and its unusual urban setting.

"In the beginning, project Haverleij could best be described as some sort of hype: people wanted to live in the project because it was different and new. And more importantly, because the papers were full of it." - statement of a real estate agent at RSP wonen / vb&b

The sales representatives are of the opinion that this uniqueness separated the Haverleij project from the crowd, as being 'something new' within the Dutch housing market. Thereby making it an interesting project for potential buyers, journalists and architectural- or urban critics. Due to the fairly large media coverage compared to regular housing projects, the sales representatives refer to the uniqueness and the theme of project Haverleij as some sort of marketing tool during the initial phase.

"The novelty of project Haverleij caused a noticeable boost in sales during the initial phase of the project, as compared to the more main-stream newly-built housing projects that were for sale in the same period." - statement of a consultant at Boumij real estate agency

Within the scope of the initial phase, none of the interviewed sales representatives mentioned any practical and procedural disadvantages or other negative side effects noticeably being caused by the experience concept and/or the uniqueness of the Haverleij project.
Advantages and/or disadvantages in the current phase

According to the interviewed sales representatives, the experience concept and uniqueness of project Haverleij seems to have resulted in positive practical and procedural effects and in no disadvantages whatsoever. Knowing this, it would be interesting to see if - more than ten years after completion of the first fortress within the Haverleij project - these positive practical and procedural effects still apply?

The sales representatives do not seem to completely agree on all of the current procedural and practical (dis)advantages of the experience concept within Haverleij. However, there is one aspect on which they all seem to agree: the novelty of the project is minimised to a large extent. The so called hype seems to be over. People do no longer buy a dwelling within Haverleij because of it being 'something new' or 'totally different'. Journalists and critics no longer describe it as such, and thus no longer promote it as such. In fact, the overall media coverage of the project seems to be declined over the years.

"Nowadays, about ten years later, the newness has worn off. This means: less attention from the media and other reasons to buy." - statement of a managing director at BOSS wonen

Haverleij seems to have become less popular amongst potential owner-occupants as compared to the initial phase of the project. Apart from the minimised novelty, some of the sales representatives claim this decrease in popularity solely being caused by the current character of the Dutch housing market, in which a nationwide decrease in housing sales could be noticed as a result of the credit crisis and its aftermath. These sales representatives also claim to notice no significant difference in sales between project Haverleij and any other more regular projects within their portfolio. However, there are also some sales representatives which claim that apart from the minimised novelty and the nationwide decrease in sales, the decrease in sales within Haverleij is also being caused by the uniqueness of the project. With the novelty and the hype of the project being gone, people rather seem to buy a land-based dwelling with a garden within a regular housing project, than what seemed to be unique dwelling within a fortress.

"The dwellings within the building blocks with a more historical architecture and appearance seem to be more popular. Not only amongst potential buyers from outside Haverleij, but also amongst current inhabitants of Haverleij who are moving within the project area itself." – statement of a former managing director at Blommers & Greve real estate agency

In contrary to the possible cause of the current decrease in sales, the sales representatives do seem to agree on the kind of dwelling that currently seems to be most popular amongst potential owner-occupants of project Haverleij. They unanimously agree on the dwellings with a more historical appearance as being the most popular, specifically referring to the castles ‘Lelienhuyze’ and ‘Holterveste’ which have a more historical appearance compared to the other castles or building blocks within the project area.

Within the scope of the current phase, all of the interviewed sales representatives state that the advantages which were present during the initial phase no longer apply. Additionally some state that within the current phase the experience concept has a negative influence on sales rate.
DISCUSSION AND CONCLUSION
6.1 Discussion

The goal of this research was to gain insight in the added value possibly created by the implementation of an experience concept within a Dutch housing project. As well from the viewpoint of the demand side (the inhabitants of a housing project) as from the viewpoint of the supply side (the developer(s) of a housing project).

When considering the results of the descriptive statistics and the complex analysis, one of the most remarkable results is that none of the logistical regression models includes the variable 'Project_ID', which serves as an indicator for the research projects and thereby as an indicator for the experience concept. With this particular variable not being included in the models as discussed in subchapter 5.3, the differences between the research projects for the selected factors 'Attachment', 'Experience', and 'Authenticity' could be considered not being caused by the experience concept and rises the expectation of something else being of the matter.

Attachment

Starting with the factor 'Attachment', it is important to note that the Hosmer and Lemeshow Chi-square test indicates a poor fit for this particular model. Meaning that the final model poorly fits the data. This makes it hard to derive a good interpretation from the model and therefore any variables included in this model should be interpreted with care. The statistical comparison between the two research projects indicates the inhabitants of project Haverleij as being more attached compared to the inhabitants of Stadshagen. However, compared to the national data, the amount of people who feel itself attached (60 percent) seems to be lower than the national average (65 percent). This means, that on second thought, the level of attachment within Haverleij is not as high as it was initially expected to be, which makes the use of this variable for complex analysis questionable. The poor fit of the model supports this thought.

Although the results of the complex analysis for the factor 'Attachment' should be handled with care, the two variables which seem to be of most influence on whether or not someone feels itself attached to his or her housing project, could possibly help with further interpretation of the subject. The variable which seems to have the most influence on the level of attachment is the recognition of the theme 'History' within the project. However, the amount of people that actually recognises this particular theme is quite low for both projects, namely 18 percent in Haverleij and only 3 percent in Stadshagen, which could explain the considerably low level of attachment compared to the national level. The thought that the theme 'History' causes an increase in the level of attachment is supported by a research on the housing experience of the inhabitants of project Brandevoort in Helmond which is built with the theme 'History' in mind. Ennen (2004) concludes in her research that so called historicised building leads to a higher level of attachment. One could wonder if the theme 'Fortresses/Castles' which is recognised by 86 percent of the Haverleij inhabitants and only 4 percent of the Stadshagen inhabitants falls within the category of historicised building, or is being interpreted as such by its inhabitants?
Concerning the historical period in which original (medieval) castles and/or fortresses were built one might expect it to be, but the results of the complex analysis state otherwise. This could imply that the way in which the theme ‘Castles/Fortresses’ is applied within Haverleij does not make the inhabitants think of castles and or fortresses in a historical way, which creates a superficial level of attachment. Additionally, it is remarkable to see that according to the interviewed sales representatives, the fortresses with a more historical appearance seem to be more popular amongst potential buyers.

The variable which has the second most influence on the factor ‘Attachment’ is the variable experience. Of the Haverleij respondents, 75 percent claims to find living in their housing project an experience against 38 percent of the Stadshagen respondents. This expects the Haverleij respondents to feel itself more attached compared to the Stadshagen respondents. The results of the survey meets this expectation. However, as mentioned earlier, the level of attachment is still lower compared to the national average, and the variable ‘Project_ID’ is not included in the final model, making this influence of an experience concept disputable.

**Experience**

One of the variables that seems to have the most influence on whether or not someone considers living in his/her housing project an experience, is the variable attachment. Since the variable experience was also included in the final model for the factor attachment, these variables are most likely to have a strong link with each other. If whether someone feels itself attached to his/her housing project is caused by the fact that they find living in their housing project an experience, the question is: which variables cause whether or not someone considers living in his or her housing project an experience?

The first occurrence which seems to have an influence on whether someone finds living in his or her housing project an experience, is the recognition of a clear story behind the project. An inhabitant who recognises a clear story behind the housing projects, is likely to find living in their project an experience. Of the Haverleij inhabitants 98 percent recognises a clear story behind his or her housing project against 65 percent of the Stadshagen inhabitants. According to previous findings this should mean that the number of Haverleij inhabitants who consider living in their housing project to be an experience is larger compared to Stadshagen. From the statistical comparison between the projects we know this is indeed true.

The second occurrence which seems to have an influence on whether someone finds living in his or her housing project an experience, is the environment/location of the project as a reason to buy a dwelling within the project. Of the Haverleij inhabitants 68 percent mentioned the environment/location as a reason to buy the project against 39 percent of the Haverleij inhabitants. Again this would imply that the number of people who considers living in their housing project to be an experience should be larger compared to Stadshagen, which is true as we know by now.
Authenticity

One of the variables that seems to have the most influence on whether or not someone considers his or her housing project authentic, is the recognition of the theme ‘Fortresses/Castles’. Of the Haverleij inhabitants 87 percent claims to recognise this particular theme against 4 percent of the Stadshagen inhabitants. This means the level of authenticity in Haverleij should be higher compared to Stadshagen. From the statistical comparison between the projects we know this is true.

A second variable that seems to have influence on whether or not someone considers his or her housing project as authentic is the variable experience. As we already know, 75 percent of the Haverleij claims to find living in their housing project an experience against 38 percent of the Stadshagen respondents. This expects the Haverleij respondents to consider their housing project as more authentic.

Model of influences

The connections between the factors and variables mentioned above could be summarised in the following scheme:

Figure 25: Model of influences, HV = Haverleij, SH = Stadshagen
Experience concepts as an improbable future in housing

Influence of an experience concept

Since none of the final models includes the variable ‘Project_ID’, which serves as an indicator for the research projects and thereby as an indicator for an experience concept, on statistical grounds the experience concept applied within project Haverleij could not be assigned as the cause of the difference in housing experience between the research projects. Is there anything else that could possibly explain the differences?

With a theme being the foundation of an experience concept, a remarkable occurrence could be noticed regarding this topic. Since the research projects were selected on the obvious lack or the obvious integration of an experience concept, one would expect that the inhabitants of Haverleij would recognise a theme and that the inhabitants of Stadshagen probably would not. The first expectation is indeed true, 99 percent of the Haverleij respondents claims to recognise a theme, however, 90 percent of the Stadshagen inhabitants claims to recognise a theme as well. This is interesting, because no theme was purposely applied within the latter project. How could this be explained? First, it might be interesting to look at the themes the inhabitants of both projects claim to recognise mostly.

The inhabitants of Haverleij recognise the following top 3 of themes:

1. Fortresses / Castles (23 percent)
2. Golf (18 percent)
3. Water (15 percent)

And, secondly the inhabitants of Stadshagen recognise the following top 3 of themes:

1. Water (29 percent)
2. Modern times / Progress (27 percent)
3. Sustainability (15 percent)

Since the respondents could chose these themes from a predefined list of themes, it hard to say if these themes were truly recognised by the respondents as such, or if the respondents have just chosen a theme because they were given a list of options and thought one might fit their housing project? To tackle this problem, the question about the recognition of a theme was preceded by an open question which they were expected to finish, namely: “If I think about Haverleij/Stadshagen, I think about...”. If a theme is considered important, one could expect it to show up as one of the most given answers on this question. Let us have a look at the most given answers per project:

The inhabitants of Haverleij think about the following aspects the most:

- Spaciousness
- Peacefulness
- Nature and greenery
And, secondly the inhabitants of Stadshagen think about the following aspects the most:

- Children
- Spaciousness
- Newly built housing

It is remarkable that the themes, mentioned before, did not come to forth in the top 3 of thoughts about the respondents housing project. This expects something else to be more important. The terms ‘Spaciousness’, ‘Peacefulness’ and ‘Nature and greenery’ are important aspects of the spatial and environmental characteristics of project Haverleij. As well as the terms ‘Spaciousness’ and ‘Newly built housing’ for Stadshagen. The term ‘Children’ probably comes to forth since there lives a majority of (younger) couples with children in Stadshagen, thereby making children a remarkable part of the area, not only in thoughts, but also as a part of the environment, think of children playing on the streets for example.

The above remarks, could imply the environment being more important or more obvious for the inhabitants, than the applied theme. Maybe a theme is difficult to recognise as such. Some remarks in the comments and critics section of the survey support the thought of the environment being the important factor and the theme being difficult to recognise as such:

“Some specific important aspects are not included as options: like living along a river”
- remark of a Haverleij respondent

“Some questions are about a ‘theme’: to me it is not completely clear what this is about”
- remark of a Haverleij respondent

Future moving plans

Remarkably the overall desire to move to another dwelling is much higher (plus 15 percent) compared to the nationwide data on owner-occupants for both projects.

It would be interesting to see how many of these people planning to move within two years find the presence of a theme in their next housing project important: of all the people planning to move within two years the majority of 57 percent does not consider a theme as important when moving.

The unimportance of a theme when moving, matches with the observations of the interviewed sales representatives who state that after the ‘hype’ of an experience concept is gone, it seems to be a less interesting factor for the inhabitants within the project. This might indicate a certain low level of sustainability for an experience concept within housing.
6.2 Conclusions

By means of this research an answer is tried to be found on the following question by means of a theoretical and empirical research:

Could the implementation of an experience concept within a Dutch housing project considered to be of added value for its inhabitants and/or its developer(s)?

This subchapter gives an overview of the research questions within the theoretical and practical framework and subsequently describes the answers to these particular questions.

What is the Experience Economy? And how did it come into being?

From an analysis on different works about the phenomena called the experience economy, three main properties of the experience economy are derived:

1. The increase in value of the immaterial aspect of the product.
2. The increase in the active role of the customer in the creation of the experience.
3. The increase in the individuality of the experience.

Despite the fact that Pine and Gilmore only just introduced the exact term ‘Experience Economy’ in the year 1995, the concept of the experience economy is not new. The American futurist Toffler already wrote about the concept in the year 1970, followed by Holbrook and Hirschman in 1982 and Schulze in the year 1992.

The experience economy could be described as one of the stages within the nature of economic value and its natural progression. The experience economy as a phenomena is caused by an increase of the overall wealth of a society and the progression of its economy. If a person is satisfied with his/her basic needs, at a certain point a shift in attention will occur from predominantly functional (material) needs to the more psycho social (emotional) needs, the so called experiences.

How could the factor ‘Experience’ be described?

In contrary to the English language the Dutch language knows the separate concepts of beleving and ervaring. Subsequently translated as experience and meaningful experience in English. In the framework of this graduation research it is important to get an insight in experiences as opposed to meaningful experiences, as experiences form the basis of a meaningful experience and could be influenced directly.
The engagement of a customer could be described by four so called experience realms, namely:

1. Entertainment realm (to sense)
2. Educational realm (to learn)
3. Escapist realm (to do)
4. Aesthetic realm (to be)

Companies can enhance the realness of an experience by blurring the boundaries between the realms mentioned above. Whilst many experiences engage primarily through one of the four realms outlined above, most in fact cross boundaries. The richest experiences encompass aspects of all four realms.

In addition, the so called Interactive Experience Model states that the (interactive) experience of a customer is defined by its personal, social-cultural and physical context.

**What are the main developments and characteristics of the Dutch Housing market?**

At the beginning of the 20th century (around the year 1925) a new architectural movement was introduced in the Dutch housing and urban development sector. After the Second World War the movement became internationally known as Functionalism. Over the years more and more resistance raised under the inhabitants of the standardised and homogeneous building projects from the Functionalism movement and as a response so called Easytowns (Bloemkoolwijken in Dutch) emerged all over The Netherlands. These housing projects were small scaled, varied, mainly low rise and were situated at twisted roads and cosy squares with traffic reducing measures. However, within a short period of time these labyrinthic Easytowns were being criticised as well which lead to an inevitable change back to the standardisation and homogeneity of the Functionalism movement which is still reflected in a majority of today’s (new) housing projects.

To accommodate the further increasing population in the Netherlands the Dutch government designated so called Vinex areas which should cope with the realisation of 455 000 dwellings. The Vinex areas should provide a next level in housing by striving for spatial quality with a focus on practical value, future value and experiential value. Most Vinex areas are already subjective to a lot of critics and are even being called the ghetto’s of the 21st century.

Currently, there is a large shift in housing needs from mainly functional needs to more and more psycho social needs. The decision to buy a particular house is becoming more and more inspired by emotions than by functionality. Secondly, a growing interest for living in communities and common-interest housing could be noticed within the Dutch housing market. Some examples of such concepts are:

- High-rise complexes provided with communal amenities
- Thematic housing, where housing in combined with recreation
- Historicised building, where cultural history serves as input for the branding and design of living environments.
How could the factor experience be implemented on project level?

The term ‘experience concepts’ is used for the preparation of experiences on product and project level. Good experience concepts should be meaningful, distinguishing, and endurable. The five steps below could be used as a guideline for creating an experience concept within real estate / housing projects:

1. Theme the experience
2. Harmonize impressions (add positive cues / eliminate negative ones)
3. Render authenticity
4. Mix functions
5. Focus on specific lifestyles

A well-defined theme is the foundation of a good experience concept. The remaining steps could be interpreted as additions to improve the overall quality of the experience concept.

Added value of an experience concept for the inhabitant

From the demand - or inhabitant(s) - side of view the term added value is interpreted as an emotional added value. The results of the empirical research show a higher desire to move within two years compared to the national average, for the inhabitants of both research projects. Secondly, the presence of a theme does not play a role during the selection of a new dwelling for a majority of the inhabitants from both research projects. Additionally the whole notion of a ‘theme’ seems to be rather vague for a number of inhabitants, which could indicate superficiality of an experience concept or theme. This thought is supported by the aspects that come into mind when inhabitants think about their housing project. Inhabitants referred mostly to spatial and environmental aspects and much less to thematic or experience concept related aspects.

Based on the results of the survey one could conclude that the implementation of an experience concept (or theme) within a Dutch housing project does not result in an emotional added value for its inhabitant(s).

Added value of an experience concept for the developer

From the supply - or developer(s) - side of view the term added value is interpreted as an procedural and/or practical added value. The results of the interviews with sales representatives (real estate agents and project developers) of project Haverleij show a difference between the initial phase and the current phase of the project.

According to the sales representatives, the experience concept caused a boost in sales during the initial phase of the project, which resulted in shorter (pre)sale periods and a lower vacancy rates. No negative side effects of the experience concept were noticed during this phase.
However, during the current phase—more than ten years after completion of the first fortress within the project—the positive influences of the experience concept no longer seem to apply. All sales representatives noticed a decrease in sales compared to the initial phase of the project. Apart from the national decrease in sales due to the credit crisis, some suppose that the decrease in sales within Haverleij is also being caused by the uniqueness of the project. According to them, people currently tend to prefer a dwelling within a more regular housing project, now that the ‘hype’ about Haverleij is over.

Based on the results of the interviews one could conclude that the implementation of an experience concept (or theme) within a Dutch housing project only results in a procedural and/or practical added value for its developer(s) in the initial phase of the project. For succeeding phases an experience concept (or theme) is not considered to be of added value for the developer(s) and could even have some negative influences regarding sales.

**Hypotheses**

The two hypotheses stated below were tested during this particular research:

1. The implementation of an experience concept within a Dutch housing project could be considered to be of added value for its inhabitant(s).
2. The implementation of an experience concept within a Dutch housing project could be considered to be of added value for its developer(s).

Based on the results of the applied research methods, including surveys amongst Dutch owner-occupied housing owners, interviews of sales representatives of a Dutch housing project with an experience concept being applied and a complex statistical analysis, both hypotheses should be rejected.

**Final conclusion**

With both of the aforementioned hypotheses being rejected, the final conclusion of this research is as follows:

The implementation of an experience concept within a Dutch housing project could not considered to be of added value for its inhabitants and/or its developers.
07

REFLECTION
AND RECOMMENDATIONS
7.1 Reflection

This subchapter reflects on the theory which was used as a basis for this particular research, the different phases which are completed within the practical framework and the personal experience of the graduation process.

Reflection on theoretical framework

Since the work of Pine and Gilmore was one of the personal grounds to conduct a research on the experience economy in the first place, their work has long been considered leading and most important within the theoretical framework. This ‘tunnel vision’ soon proved itself as not being an improvement for the quality and value of the research. As a solution, more works on concepts similar to the experience economy were included within the framework, which resulted in a broader and better view on the concept of experience-driven societies. During further or similar research, it is advisable to include multiple works with a different view on the subject within an early stage of the research and more importantly, to consider each view equally important. The quality of a research will benefit from the researchers personal preferences being excluded or limited to a large extent.

Within the theoretical framework an experience concept within housing is operationalised by five factors which determine good experience concepts within housing, with a theme being the most important factor. This was a deliberate demarcation which was of large influence on the practical framework. Demarcation, or the process of setting boundaries, is a necessary and usual step within the research process. No particular difficulties or setbacks were caused by the selected boundaries, but it is important to note that another operationalisation of an experience concept within housing could have resulted in a different practical framework, possibly containing other research projects and/or survey questions.

Reflection on practical framework

The practical framework of this research could roughly be divided into four main phases, namely:

- Selection of research projects
- Online survey amongst owner-occupants
- Statistical analysis of the survey results
- Interviews of project developers and real estate agents

Considering the importance of each individual phase, all of the aforementioned phases will be reviewed separately.
Selection of research projects

The practical part of the research started off with a selection of two research projects based on multiple selection criteria. Although in this research, the later applied complex analysis could be corrected for basic differences in demographic data, it would have been better and easier if the age, daily occupation and income level of the inhabitants was less different between both research projects. Therefore, it is advisable to include an extra selection criteria regarding the basic demographic data of inhabitants during further or similar research. Additionally, upon selection it is important to refer to the current ‘real’ demographic data of a potential research project, instead of the demographic distribution a project developer of the potential research project is aiming for. Since as we know now, based on the expected and the current ‘real’ demographic data of the inhabitants of Stadshagen, these two could differ.

Apart from a selection on demographic data, a selection criteria concerning the WOZ-value of the dwellings within the research projects should have been included as well. During the selection process of this particular research the aforementioned criterion was not applied, which resulted in the selection of two research projects which differed in average WOZ-value. Regarding the interpretation and the value of the research results, it would have been better and easier if there was no difference between the projects regarding the value of property. Therefore, during further or similar research, it is advisable to include an extra selection criteria regarding the WOZ-value of the dwellings within a potential research project.

Online survey amongst owner-occupants

The process of creating a survey started with the formulation of questions for the questionnaire. The Netherlands Housing Research (WoON) of the Ministry of Housing, Spatial Planning and the Environment (VROM) proved itself as a good guide during the formulation of questions concerning the housing valuation of inhabitants. An additional advantage of using the Netherlands housing research as a guide for the questionnaire was that a large amount of the survey results could easily be compared with the national data. More specific questions about the experience concept were derived from the theoretical framework. Reviewing on the type of questions it is important to note that the addition of a few of open questions in addition to mostly multiple choice questions was of great help during interpretation of the results. Results which could not be derived from the answers on the multiple choice questions could often be derived from the respondents answers on the open questions.

Apart from the survey questions, a sufficient amount of effort was put into the usability and appearance of the online survey. From the comments and remarks provided by the respondents at the end of the questionnaire, this effort could be considered much appreciated. Respondents refer to the questionnaire as nice and easy to fill in. The benefit of the effort on usability is also reflected in telephone support which was available for all participants, but which was never used by any of them. Additionally, the number of respondents who started, but did not complete the questionnaire, was very low (2 percent, n=4).
Statistical analysis of the survey results

The online survey tool which was used during this particular research, NetQ, provided an option to export the questionnaire results directly to the statistics application suite PASW Statistics. This resulted in a major time saving compared to manual input of the data. Secondly a good ordering and proper naming of variables within the data files proved itself very useful during further analysis. Apart from the difficulty caused by the earlier mentioned difference in demographic data between the two research projects and the personal challenge to upgrade my initial low level of experience with (complex) statistical analysis, no particular difficulties or setbacks occurred during the phase of statistical analysis.

Interviews of project developers and real estate agents

The most important aspects during the arrangement of interviews were persistence and planning. The process of reaching the right person(s) within a large organisation could be difficult, however the saying “It’s dogged that does it” perfectly applies in this situation. Additionally, it sometimes took a while before the desired persons were available for a formal meeting in person, since the interviewees were often persons with a busy schedule. In this particular research both of the aforementioned aspects were taken into consideration beforehand, but they still remain important points of attention for further of similar research.

Secondly, regarding the results of the interviews, one has to do with personal opinions and visions of the interviewees. A good and scientific analysis of the interview results has proven to be quite difficult. Although the interviews helped to get a good insight in the supply side of view, it might have been better to conduct a small survey instead of interviews. This could have helped with a better scientific interpretation of the opinions and visions of the real estate professionals.

Personal reflection

Research subject

The graduation process started with the selection of a research subject. My personal interest for architecture, marketing related subjects and new (business) concepts on either product or project level, eventually brought me to this particular subject which had some affinity with housing as well as with leisure and retail. Regarding the choice of a subject, I would like to encourage future graduation students to chose a subject that falls within the scope of their personal interest. My personal interest for the subject has proven to be a good motivator during the more difficult periods of graduation.

Demarcation

One of the things that I consider as most important when reflecting on my personal graduation process is the setting of boundaries. Demarcation is an important aspect during the initial and succeeding phases of research. I more than once caught myself deviating from the central issue,
continuously stumbling upon new leads and interesting additions to seek out. If one is not vigilant this could easily result in a delay of one or more semesters. In the end, the graduation process is bound to a limited time within one should be able to conclude his research. Without a proper set of boundaries this is hardly possible: one should simply accept that it is impossible to seek out everything of slightest interest within the given nine months available.

**Perfectionism**

Additionally, one should not pay too much attention to the little details within the research. As being a perfectionist, I sometimes spent hours on little, less important, details within the research, forgetting the importance of the broader sense. From my personal experience, I can tell this will eventually result in an (unwanted) delay and/or unnecessarily long working days.

**Graduation company**

At start of the graduation process, I have deliberately chosen not to graduate within a company, thereby maintaining complete freedom on the subject and the interpretation of the subject. However, in retrospect, the input from a business side of view would have been a welcome addition to the research process and content. Additionally, the disadvantage of not working within a corporate environment, is the small boundary between work and leisure or private time, often resulting in highly extended working times. Especially during final stages of the graduation process.

**Multiple backups**

Although it might sound cliché, I cannot emphasise the importance of multiple backups enough. During my personal graduation process, a malfunctioning workstation caused an unfortunate loss of a sufficient amount of data, resulting in a multiple weeks of unnecessary repair and restore work. Although automatic backups were available on an external hard drive, these did not seem to be of any help, since the automatic backup copied the corrupt files and thereby overwritten the originals. Therefore I would recommend anyone to make manual and preferably online backups of their valuable graduation data.

**Concluding**

Although the process of graduation is not always easy, it is certainly worth the experience. The process of graduation is highly educational and an enrichment of personal knowledge. The process of graduation is a good closing of the Real Estate and Housing Master and forms an educational whole: every aspects of the course comes together within the year of graduating.
7.2 Recommendations

The reflection in the preceding subchapter already contained some recommendations regarding the practical and procedural issues of the conducted research. This particular subchapter focuses on recommendations for project developers and recommendations for interesting subjects during further research.

Recommendation for project developers

Based on the results of the survey and the interviews, the following could be recommended to the developing parties of Dutch housing:

- Instead of mainly looking at the initial value of a new housing concept, either marketing or sales wise, it is recommended to pay additional attention to the durability of such a concept. What seems to be of added value during the initial phase of the project could easily turn out to be of opposite value during succeeding phases.

Recommendations for further research

Apart from the practical and procedural recommendations for further research, described in the reflective subchapter 7.1. There are additional theoretical topics which are considered interesting for further research. Based on the results of the complex statistical analysis, the theme 'History' seems to have a positive influence on the inhabitants level of attachment and according to the sales representatives the housing projects with a distinct historical appearance seem to be more popular amongst potential buyers.

- No hard scientific evidence of the concept of history as an important buying preference is available. It would be interesting to gain insight in the importance of this factor by conducting additional quantitative research regarding this subject.
- Secondly, it would be interesting to see if this influence of historicised building only applies on project level, or if it could also be extended to the level historical inner cities and/or smaller cities.

Additionally, the results of the empirical research and interviews seem to show a gradual decrease in distinction of the experience concept which was applied within Haverleij.

- It would be interesting to gain insight in how the distinct character of an experience concept could be kept over a longer period of time. Has this something to do with the type or kind of theme being applied? Or are there other factors which influence the distinctiveness of an experience concept over the longer period of time?
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Experience concepts as an improbable future in housing


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Appendices

Appendix I: Personal aspects
Appendix II: Invitation / guiding letter
Appendix III: Written version of the questionnaire
Appendix IV: Questionnaire results
Appendix V: Significance of variables
Appendix I: Personal aspects

In this appendix I will shortly describe the personal aspect of my graduation research. Why did I choose this subject? What is my intended purpose of this research? And what are my personal targets?

Motivation on the subject

During a lecture of Dr. Ir. D.C. Kooijman about consumption and shop design, I was introduced into the Experience Economy for the first time: the example about the large increase in value of something as simple as a coffee bean by only adding an experience opened my eyes. The phenomena of the experience economy has interested me ever since. After reading the book of Pine & Gilmore (The Experience Economy) I was certain I wanted to do something with this subject during my graduation research.

I noticed that there were a lot of experience concepts being applied in the retail, merchandise and leisure branch and the results compared to regular projects were promising. Within the housing sector on the other hand, only a few projects had applied an experience concept and little to no information was available about the results. Did these houses sell better/faster compared to regular projects? Did the customers buy the house because of the experience concept? And would he/she actually be prepared to pay an additional fee for such a dwelling? These were question I would like to have answered, therefore I decided to focus my graduation research on this subject: The influence and the possibilities of the Experience Economy within the Dutch Housing Market.

Vision on the research

The final report could serve as a source of information for real estate students, project developers, municipalities and other professionals in politics, real estate-, architecture- and housing business. It should clearly describe the effects of adding an experience concept to a housing project and project developers should be able to conclude if the ‘experience business’ is an interesting addition to their regular activities according to the results of the research.

Graduation profile

The subject of this research absolutely falls within the scope of my field of interest. However, this doesn’t mean that I will certainly focus myself on Leisure and Retail, Housing or the Experience Economy in my (future) professional career. My previous and current education have provided me with a broad spectrum of knowledge on the Built Environment, which leaves me a lot of options on my future occupation.

Personal targets

- Improving my knowledge about the Experience Economy
- Improving my knowledge about the Dutch Housing Market
- Improving my knowledge about scientific research methods and techniques
- Improving my skills in writing scientific reports (in English)
- Improving my knowledge on conducting (large) surveys and processing data
- Improving my skills in drawing conclusions from gathered data
- Improving my skills in reading and analysing (scientific) books and publications
Appendix II: Invitation / Guiding letter

For a copy of the invitation / guiding letter, please see the next page.
Datum 25 mei 2010
Onze referentie REH/029/10/CvO
Van Dr. C.J. (Clarine) van Oel
E-mail C.J.vanOel@tudelft.nl
Onderwerp Uitnodiging steekproef

Aan de bewoner(s) van dit pand
Graaf van Solmsweg 1
5221 BM 'S-HERTOGENBOSCH

Beste mevrouw/meneer,

Als bewoner van project Haverleij bent u geselecteerd voor een steekproef, omdat uw woning is gesitueerd binnen één van de geselecteerde onderzoeksgebieden. Deze steekproef is onderdeel van een afstudeeronderzoek naar de beleveniseconomie op de Nederlandse woningmarkt.

De beleveniseconomie is een benaming voor onze (huidige) economie, waarin niet zozeer een product of een dienst centraal staat, maar een met het product of de dienst geassocieerde beleving. In de detailhandel en vrijetijdssector is de aanwezigheid van deze economische trend reeds aangetoond. De vraag die rijst: Is deze economische trend ook aanwezig in de Nederlandse woningmarkt?

Eén van de middelen waarmee een antwoord wordt geprobeerd te vinden op de bovenstaande vraag is een enquête onder huiseigenaren. Uw mening over uw vorige-, huidige- en (eventuele) toekomstige woning en woonomgeving is enorm waardevol voor dit onderzoek. Het invullen van de vragenlijst duurt ongeveer 10 minuten en uw antwoorden blijven volledig anoniem. **Bovendien maakt iedere deelnemer kans op een belevenis naar keuze ter waarde van 50 euro!**

Om de vragenlijst in te vullen gaat u naar: http://www.re-h.tudelft.nl en klikt u aan de rechterzijde op de afbeelding met de titel 'Beleveniseconomie op de Nederlandse woningmarkt'. Als u niet beschikt over een internetverbinding kunt u op aanvraag een schriftelijke versie van de vragenlijst ontvangen.

Voor vragen, opmerkingen, problemen met het invullen van de vragenlijst of het aanvragen van een schriftelijke versie kunt u contact opnemen met Michael van der Gaag. Dit kan per e-mail: M.vanderGaag-1@student.tudelft.nl of telefonisch via: 06 - 363 906 50.

Wilt u de vragenlijst a.u.b. invullen binnen vier weken na ontvangst van deze uitnodiging? Alvast hartelijk dank voor uw medewerking!

Met vriendelijke groet,

Ing. M. (Michael) van der Gaag
Afstudeerstudent Real Estate & Housing
Technische Universiteit Delft

Dr. C.J. (Clarine) van Oel
Universitair docent sectie Housing
Technische Universiteit Delft

*De belevenis naar keuze ter waarde van circa 50 euro wordt verloot onder deelnemers die de vragenlijst volledig hebben ingevuld en tijdens de afronding van de vragenlijst hebben aangegeven kans te willen maken op deze prijs.*
Appendix III: Written version of questionnaire

For a copy of the written version of the questionnaire, please see the next page.

The online questionnaire is available at:
http://enquete.tudelft.nl/nq.cfm?q=20a3f887-1a4b-d1cb-50fe-265805a48664
Heeft u een uitnodiging per brief ontvangen? Klik dan direct op 'Verder' om de vragenlijst te openen.

Deze enquête is onderdeel van een afstudeeronderzoek naar de beleveniseconomie op de Nederlandse woningmarkt.

De beleveniseconomie is een term voor onze (huidige) economie, waarin niet zozeer een product of een dienst centraal staat, maar een met het product of de dienst geassocieerde beleving. In de detailhandel en vrijetijdssector is de aanwezigheid van deze economische trend reeds aangetoond. De vraag die rijst: Is deze economische trend ook aanwezig en van invloed op de Nederlandse woningmarkt?

Uw mening over uw vorige-, huidige- en (eventuele) toekomstige woning en woonomgeving is enorm waardevol voor dit onderzoek. Het invullen van de vragenlijst duurt ongeveer 10 minuten en uw antwoorden blijven volledig anoniem. Bovendien maakt iedere deelnemer kans op een belevenis naar keuze ter waarde van 50 euro!*

Alvast hartelijk dank voor uw medewerking!

*De belevenis naar keuze ter waarde van circa 50 euro wordt verloot onder deelnemers die de vragenlijst volledig hebben ingevuld en tijdens de afronding van de vragenlijst hebben aangegeven kans te willen maken op deze prijs.

Toelichting

De vragenlijst bestaat uit drie hoofddelen, namelijk:

1. Vragen over uw vorige woning en woonomgeving
2. Vragen over uw huidige woning en woonomgeving
3. Vragen over uw toekomstige woning en woonomgeving

Het merendeel van de vragen zijn meerkeuzevragen waarbij u enkel het antwoord van uw keuze hoeft aan te vinken. Indien er bij een vraag meerdere antwoorden mogelijk zijn dan wordt dit aangegeven. Naast de meerkeuzevragen bevat deze enquête tevens enkele open vragen. De grijze balk bovenaan de vragenlijst geeft globaal uw voortgang weer.

Als u tijdens het invullen van de vragenlijst een eerder antwoord wilt herzien dan kunt u te allen tijde teruggaan naar de vorige vraag door op de knop 'Terug' te klikken. U kunt nu op 'Verder' klikken om te beginnen met de vragenlijst.
**Algemene gegevens**

**Wat is uw geslacht?**
- Man
- Vrouw

**Wat is uw leeftijd?**

……………… jaar

**Wat is uw hoogste met diploma afgeronde opleiding?**
- Geen opleiding
- Basisonderwijs
- Lager of voorbereidend beroepsonderwijs
- Middelbaar beroeps- of beroepsbegeleidend onderwijs
- Hoger algemeen voortgezet onderwijs
- Voorbereidend wetenschappelijk onderwijs
- Wetenschappelijk onderwijs
- Hoger beroepsonderwijs
- Middelbaar voortgezet algemeen onderwijs
- Beslissen, namelijk: ……………

**Wat is uw belangrijkste dagelijkse bezigheid?**
- Fulltime baan (35 uur of meer per week)
- Parttime baan (12 tot 34 uur per week)
- Freelance werk
- Zelfstandig ondernemer
- Vrijwilligerswerk
- Gepensioneerd
- Huishoudelijke taken
- Anders, namelijk: ……………

**Wat is de huidige samenstelling van uw huishouden?**
- Echtpaar/vaste partners zonder thuiswonend(e) kind(eren)
- Echtpaar/vaste partners met thuiswonend(e) kind(eren)
- Eén ouder met thuiswonend(e) kind(eren)
- Eén ouder zonder thuiswonend(e) kind(eren)
- Alleenstaand zonder kind(eren)
- Andere samenstelling

**Wat is uw (gezamenlijke) bruto jaarinkomen?**
- Minder dan 20.000 euro
- 20.000 tot 30.000 euro
- 30.000 tot 40.000 euro
- 40.000 tot 50.000 euro
- Meer dan 50.000 euro
- Geen antwoord
**Wat is uw postcode?**
*Deze wordt gebruikt om uw wijk te kunnen bepalen*

............. Voorbeeld: 1111AA

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**Vorige woning en woonomgeving**

**Woonde u in een stad of dorp voordat u in Haverleij kwam wonen?**

- [ ] In een stad
- [ ] In een dorp

**Wat is de naam van de stad of het dorp waar u woonde voordat u in Haverleij kwam wonen?**

.............

**Wat was/waren uw belangrijkste reden(en) om te vertrekken uit uw vorige woning en/of woonomgeving?**
*Meerdere antwoorden mogelijk*

- [ ] Verandering(en) in werksituatie / -locatie
- [ ] Verandering(en) in de relationele sfeer woonomgeving
- [ ] Verandering(en) in financiële situatie
- [ ] Verandering van huur- naar koopwoning
- [ ] Ontevreden over de uitstraling van uw vorige woning

- [ ] Ontevreden over de oppervlakte van uw vorige woning
- [ ] Ontevreden over de sfeer van uw vorige woonomgeving
- [ ] Ontevreden over het contact met buurtgenoten
- [ ] Zelfstandig wonen
- [ ] Andere reden(en), namelijk:

.............

**In wat voor type woning woonde u voordat u in Haverleij kwam wonen?**

- [ ] In een vrijstaande woning
- [ ] In een 2-lander-1-kap woning
- [ ] In een hoekwoning

- [ ] In een tussenwoning
- [ ] In een flat, etagewoning, appartement of maisonnette
- [ ] In geen van bovenstaande mogelijkheden

---

**Huidige woning**

**Hoe tevreden bent u over uw huidige woning in Haverleij?**
*Geef een geheel cijfer tussen 1 en 10*

............. Voorbeeld: 6

**In welk jaar heeft u uw woning in Haverleij gekocht?**

............. Voorbeeld: 1998
Heeft u uw woning in Haverleij gekozen uit een catalogus met standaardtypen (eerste eigenaar) of heeft u een reeds bestaande woning gekocht?

□ Gekozen uit een catalogus
□ Reeds bestaande woning gekocht
□ Anders, namelijk: ..............

Van wie heeft u uw woning indertijd gekocht?

□ Van een makelaar, belegger of particuliere verhuurder
□ Van een corporatie, woningbouwvereniging of gemeentelijk huurbedrijf
□ Van een eigenaar-bewoner
□ Geen van bovenstaande opties

In wat voor type woning woont u nu?

□ In een vrijstaande woning
□ In een 2–onder–1–kap woning
□ In een hoekwoning
□ In een tussenwoning
□ In een flat, etagewoning, appartement of maisonnette
□ In geen van bovenstaande mogelijkheden

Waarom heeft u gekozen voor een woning in Haverleij?
Meerdere antwoorden mogelijk

□ Vanwege de (natuurlijke) omgeving en locatie
□ De aanschafprijs van de woning was gunstig
□ De uitstraling van Haverleij sprak mij aan
□ Vanwege de combinatie wonen en recreëren
□ De ligging ten opzichte van mijn werk is gunstig
□ Andere reden(en), namelijk: ..............

Heeft u in eerste instantie vanwege de buurt of vanwege de woning voor Haverleij gekozen?

□ Vanwege de woning
□ Vanwege de buurt
□ Vanwege de woning en de buurt

Zou u ook voor uw huidige woning hebben gekozen als deze in een andere bv. stedelijke) omgeving had gestaan?

□ Ja, zeker wel
□ Ja, misschien wel
□ Nee, waarschijnlijk niet
□ Nee, zeker niet
□ Weet ik niet
In hoeverre bent u het eens met de volgende stellingen?

<table>
<thead>
<tr>
<th></th>
<th>Helemaal mee eens</th>
<th>Mee eens</th>
<th>Mee oneens</th>
<th>Helemaal mee oneens</th>
<th>Weet niet</th>
</tr>
</thead>
<tbody>
<tr>
<td>De indeling van mijn woning is geschikt</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>De afmeting van mijn woning is geschikt</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Mijn woning ademt een goede sfeer</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Mijn woning is goed onderhouden</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

Huidige woonomgeving

Hoe tevreden bent u over uw huidige woonomgeving?
*Geef een geheel cijfer tussen 1 en 10*

............... Voorbeeld: 6

Als ik denk aan Haverleij, dan denk ik aan...
*Schrijf het eerste beeld op dat in u opkomt*

............... 

Herkent u één of meerdere van de volgende thema’s in uw wijk?
*Meerdere antwoorden mogelijk*

- □ Bos
- □ Wilde Westen
- □ Moderne tijd en vooruitgang
- □ Historie
- □ Méditerranée
- □ Status
- □ Duurzaamheid
- □ Stedelijk motief
- □ Nostalgie
- □ Water
- □ Golf
- □ Tropisch paradijs
- □ Arabische fantasie
- □ Klassieke beschaving
- □ Vestingen en kastelen
- □ Ik herken geen van deze thema’s
**OPTIE 1:** Respondent heeft aangegeven één of meerdere thema's in zijn of haar wijk te herkennen.

Had u ook voor uw woning in Haverleij gekozen als deze thema's niet aanwezig waren geweest?

☐ Ja, zeker wel  
☐ Ja, misschien wel 
☐ Nee, waarschijnlijk niet 
☐ Nee, zeker niet 
☐ Weet ik niet

Bent u van mening dat de aanwezigheid van een thema uw woonplezier verhoogt?

☐ Ja, zeker wel  
☐ Ja, misschien wel 
☐ Nee, waarschijnlijk niet 
☐ Nee, zeker niet 
☐ Weet ik niet

**OPTIE 2:** Respondent heeft aangegeven geen thema's in zijn of haar wijk te herkennen.

Had u graag een woning gehad in een wijk waarin wel een thema aanwezig is?

Bijvoorbeeld:

☐ Ja, zeker wel  
☐ Ja, misschien wel 
☐ Nee, waarschijnlijk niet 
☐ Nee, zeker niet 
☐ Weet ik niet

---

**Thema: Historie**  
**Thema: Méditerranée**
Denkt u dat de aanwezigheid van een dergelijk thema uw woonplezier zou kunnen verhogen?

□ Ja, zeker wel
□ Ja, misschien wel
□ Nee, waarschijnlijk niet
□ Nee, zeker niet
□ Weet ik niet

In hoeverre bent u het eens met de volgende stellingen? (1/2)

<table>
<thead>
<tr>
<th></th>
<th>Helemaal mee eens</th>
<th>Mee eens</th>
<th>Mee oneens</th>
<th>Helemaal mee oneens</th>
<th>Weet niet</th>
</tr>
</thead>
<tbody>
<tr>
<td>De bebouwing in Haverleij is aantrekkelijk</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Het is aangenaam om in Haverleij te wonen</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>In Haverleij wonen 'mijn soort' mensen</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Haverleij laat bij mij een positieve indruk achter</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Ik ben gehecht aan Haverleij</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Er zijn invloeden van buitenaf (bijv. een snelweg) die de sfeer van de buurt verpesten</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>

In hoeverre bent u het eens met de volgende stellingen? (2/2)

<table>
<thead>
<tr>
<th></th>
<th>Helemaal mee eens</th>
<th>Mee eens</th>
<th>Mee oneens</th>
<th>Helemaal mee oneens</th>
<th>Weet niet</th>
</tr>
</thead>
<tbody>
<tr>
<td>De straat- en buurtnamen passen bij het imago van Haverleij</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Er zit een duidelijk verhaal achter Haverleij</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
<tr>
<td>Haverleij is authentiek</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
</tr>
</tbody>
</table>
Haverleij geeft mij het gevoel dat ik er welkom ben

Wonen in Haverleij is een belevenis

Ik voel mij thuis in Haverleij

Haverleij maakt een natuurlijke indruk op mij

**Voorkeuren woning en woonomgeving**

**Hoe belangrijk vindt u de volgende aspecten van uw woning en woonomgeving? (1/3)**

<table>
<thead>
<tr>
<th></th>
<th>Zeer belangrijk</th>
<th>Belangrijk</th>
<th>Onbelangrijk</th>
<th>Zeer onbelangrijk</th>
<th>Weet niet</th>
</tr>
</thead>
<tbody>
<tr>
<td>De indeling van uw woning</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>De afmeting van uw woning</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>De sfeer die de woning uitstraalt</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>De afmeting van de tuin of buitenruimte bij uw woning</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>De vormgeving van de buurt</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>De afwisseling van wonen en recreatie</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

**Hoe belangrijk vindt u de volgende aspecten van uw woning en woonomgeving? (2/3)**

<table>
<thead>
<tr>
<th></th>
<th>Zeer belangrijk</th>
<th>Belangrijk</th>
<th>Onbelangrijk</th>
<th>Zeer onbelangrijk</th>
<th>Weet niet</th>
</tr>
</thead>
<tbody>
<tr>
<td>De aanwezigheid van speelvoorzieningen</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>De aanwezigheid van openbaar vervoer</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
De ligging ten opzichte van het stadscentrum
Dat u zich thuis voelt in de buurt
De vormgeving van uw woning
Het contact met buurtbewoners

Hoe belangrijk vindt u de volgende aspecten van uw woning en woonomgeving? (3/3)

<table>
<thead>
<tr>
<th>Aspekt</th>
<th>Zeer belangrijk</th>
<th>Belangrijk</th>
<th>Onbelangrijk</th>
<th>Zeer onbelangrijk</th>
<th>Weet niet</th>
</tr>
</thead>
<tbody>
<tr>
<td>De energiezuinigheid van uw woning</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Aanwezigheid van winkels</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Aanwezigheid van parkeervoorzieningen</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>De sfeer die uw woonomgeving uitstraalt</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Aanwezigheid van een school</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Aanwezigheid van zorgvoorzieningen</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>De bereikbaarheid per auto</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Toekomstige woning en woonomgeving

Zou u binnen 2 jaar willen verhuizen naar een andere woning?

☐ Ja, zeker wel
☐ Ja, misschien wel
☐ Nee, waarschijnlijk niet
☐ Nee, zeker niet
☐ Ik heb reeds andere huisvesting gevonden
☐ Weet ik niet
Stel dat u binnen 2 jaar zou verhuizen, zou u dan weer kiezen voor een woning binnen Haverleij?

□ Ja, zeker wel
□ Ja, misschien wel
□ Nee, waarschijnlijk niet
□ Nee, zeker niet
□ Weet ik niet

Wat zou(den) uw hoofdzakelijke reden(en) zijn om te verhuizen naar een andere woning en/of woonomgeving?
Meerdere antwoorden mogelijk

□ Ontevreden over de uitstraling van uw huidige woning
□ Ontevreden over de oppervlakte van uw huidige woning
□ Ontevreden over de sfeer van uw huidige woonomgeving
□ Verandering(en) in werksituatie / -locatie
□ Verandering(en) in de relationele sfeer
□ Verandering(en) in financiële situatie
□ Verandering van koop- naar huurwoning
□ Ontevreden over het contact met buurtgenoten
□ Gezondheidsreden(en) en/of behoefte aan zorg
□ Andere reden(en), namelijk: ..................

Speelt de aanwezigheid van een thema een rol bij uw keuze voor een nieuwe woning?

□ Ja, zeker wel
□ Ja, misschien wel
□ Nee, waarschijnlijk niet
□ Nee, zeker niet
□ Weet ik niet

Gegevens verzonden

Hartelijk dank voor uw medewerking!

Uw antwoorden zijn succesvol verzonden. Tot slot kunt u hieronder aangeven of u kans wilt maken op een belevenis naar keuze ter waarde van circa 50 euro en of u medio juli een korte samenvatting van de onderzoeksresultaten wenst te ontvangen?

Indien u in beide zaken geen interesse heeft kunt u op 'Verder' klikken

□ Ja, ik wil graag kans maken op een belevenis naar keuze ter waarde van 50 euro
□ Ja, ik wil medio juli graag een samenvatting van de onderzoeksresultaten ontvangen
U heeft aangegeven kans te willen maken op een belevenis naar keuze ter waarde van circa 50 euro en/of medio juli een korte samenvatting van de onderzoeksresultaten te willen ontvangen.

Vul hieronder a.u.b. uw e-mail adres in.

……………

Vragen en/of opmerkingen

Heeft u naar aanleiding van de vragenlijst nog (algemene) vragen en/of opmerkingen?

Indien u geen vragen en/of opmerkingen heeft kunt u op "Verder" klikken.

……………
Appendix IV: Questionnaire results

For a copy of the questionnaire results, please see the next page.
Would you still have chosen your current dwelling if no themes were added? (Haverhell)

Answer: 
- No: 43%
- Yes: 48%
- Don't know: 12%

Error: 5% CI

Would you still have chosen your current dwelling if no themes were added? (Stadshagen)

Answer: 
- No: 23%
- Yes: 75%
- Don't know: 4%

Error: 5% CI
Would you like to have a dwelling in an area that does have a theme? (Haverdell)

Answer

Error Bars: 95% CI

Would you like to have a dwelling in an area that does have a theme? (Stadshagen)

Answer

Error Bars: 95% CI
Does the presence of a theme play a role during the selection of a new dwelling? (Haverle)

Answer
Error bars: 95% CI

Does the presence of a theme play a role during the selection of a new home? (Stadshagen)

Answer
Error bars: 95% CI
Proposition: The buildings in Haverfell are appealing (Haverfell)

- Agree: 36%
- Disagree: 4%
- Don't know: 1%

Error bars: 95% CI

Proposition: The buildings in Stadshagen are appealing (Stadshagen)

- Agree: 76%
- Disagree: 24%
- Don't know: 0%

Error bars: 95% CI
Proposition: I feel attached to Haverlille (Haverlille)

Answers

Error bars: 95% CI

Percentage:
- Disagree: 30%
- Agree: 56%
- Don't know: 14%

Proposition: I feel attached to Stadshagen (Stadshagen)

Answers

Error bars: 95% CI

Percentage:
- Disagree: 49%
- Agree: 46%
- Don't know: 5%
Proposition: There are negative influences from outside Haverfell which destroy the atmosphere (Haverfell)

84% Disagree
13% Agree
3% Don't know

Error bars: 95% CI

Proposition: There are negative influences from outside Stadshagen which destroy the atmosphere (Stadshagen)

85% Disagree
16% Agree
1% Don't know

Error bars: 95% CI
Proposition: I feel at home in Haverfield (Haverfield)

Percent

Answers

Error bars: 95% CI

Proposition: I feel at home in Stadshagen (Stadshagen)

Percent

Answers

Error bars: 95% CI
Appendix V: Significance of variables

For an overview on the significance of the variables used, please see the next page.
“Sixteen million people, eighty million senses...”