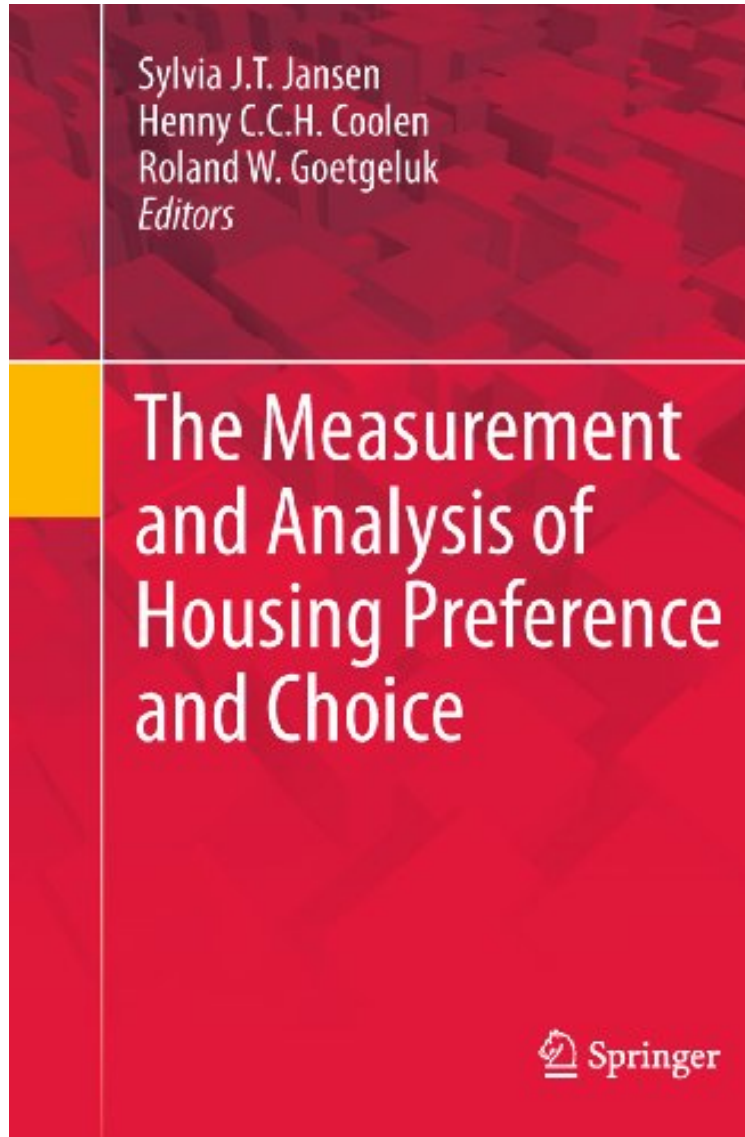


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# The Measurement and Analysis of Housing Preference and Choice

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0 of 0 people found the following review helpful. Helpful encyclopedia-style guidance, but too Dutch-centricBy John SmithThis is a good book for people looking for a quick survey of residential preference research methods. My major gripe is that it seems to be focused too much on literature written by the authors' Dutch compatriots, with insufficient attention to how the methods they discuss have been developed in different fields. For example, the discussion of

conjoint skips over substantial research on the topic conducted elsewhere, including by the American sociologist Peter Rossi.

What are the current trends in housing? Is my planned project commercially viable? What should be my marketing and advertisement strategies? These are just some of the questions real estate agents, landlords and developers ask researchers to answer. But to find the answers, researchers are faced with a wide variety of methods that measure housing preferences and choices. To select and value a valid research method, one needs a well-structured overview of the methods that are used in housing preference and housing choice research. This comprehensive introduction to this field offers just such an overview. It discusses and compares numerous methods, detailing the potential limitation of each one, and it reaches beyond methodology, illustrating how thoughtful consideration of methods and techniques in research can help researchers and other professionals to deliver products and services that are more in line with residents' needs.

From the reviews: "It brings together explanations and case studies of a wide variety of methods that have been used in both academic and applied research to measure and analyze housing preferences and choices. . . . valuable reading for classes offering an introduction to housing research methods in disciplines such as geography, planning and real estate for academics and other professionals. . . . the book may also serve as an eye-opener for those researchers and other professionals who have knowledge and experience drawn only from a particular approach." (H. J. P. Timmermans, *Journal of Housing and the Built Environment*, Vol. 27, 2012) From the Back Cover What are the current trends in housing? Is my planned project commercially viable? What should be my marketing and advertisement strategies? These are just some of the questions real estate agents, landlords and developers ask researchers to answer. But to find the answers, researchers are faced with a wide variety of methods that measure housing preferences and choices. To select and value a valid research method, one needs a well-structured overview of the methods that are used in housing preference and housing choice research. This comprehensive introduction to this field offers just such an overview. It discusses and compares numerous methods, detailing the potential limitation of each one, and it reaches beyond methodology, illustrating how thoughtful consideration of methods and techniques in research can help researchers and other professionals to deliver products and services that are more in line with residents' needs.