



# Exploring Changing Regional Housing Demands through an Analysis of Resident's Satisfaction and Preferences

In this research, determinants of housing type, housing tenure, housing dimension, residential satisfaction, and important factors for housing selection are analyzed through five binomial and multi-nomial logistic regression models.

Before modeling, a survey results of resident's satisfaction and preferences are analyzed. People prefer detached house to apartment house, and the preference increases as age, number of households, and income increase. As concerned to housing tenure, people still prefer housing ownership as compared to rent. However, the preferences vary according to age, number of households, income, and regional characteristics. For housing dimension, preference for bigger houses increases as age, number of households, and income. Residents are satisfied with 'public transportation' and 'house dimension', while dissatisfied with 'value of housing investment' and 'cultural facilities'. When it is assumed that people move to another region, 'better education facilities', 'job accessibility', and 'affordable housing price' are selected the most important factors in selecting a new housing location.

In the first model, as residents are dissatisfied with ‘housing facility’, ‘value for housing investment’, and ‘education environment’, their degree of dissatisfaction for housing environment increase. In the second model, if people regard ‘openness’, ‘accessibility for cultural facilities’, and ‘bigger house’ as important factor in selecting housing location, their degree of dissatisfaction increases. Meanwhile, they could lesser be dissatisfied in case that ‘kinship’, ‘local familiarity’, ‘homogeneous neighborhood’ are important factors in selecting their home location. In addition to this, income, age, and number of households significantly affect the degree of dissatisfaction. From the third model to the fifth model, various determinants of housing type, housing tenure, housing dimension various are analyzed and various interesting results are obtained.

**Key Word** Housing Type, Housing Tenure, Housing Dimension, Housing Demand