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Nota di contenuto	1: Introduction: Sylvia Jansen, Henny Coolen, Roland Goetgeluk -- 2: Traditional Housing Demand Research: Harry Boumeester -- 3: The Decision Plan Net method: Roland Goetgeluk -- 4: The Meaning Structure Method: Henny Coolen.- 5: The Multi-Attribute Utility Method: Sylvia Jansen -- 6: Conjoint Analysis: Eric Molin -- 7: The Residential Imges Method, Jeroen Singelenberg, Roland Goetgeluk, Sylvia Jansen -- 8: Lifestyle Method, Sylvia Jansen -- 9: Neo-classical Economic Analysis, Marnix Koopman -- 10 Longitudinal analysis: Carola de Groot -- 11: Discussion and directions for future research: Sylvia Jansen, Henny Coolen, Roland Goetgeluk -- About the authors.
Sommario/riassunto	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.
