

Project Higher Educated Location Preferences (HELP UvA VU)

UvA part: meta analysis and stated preferences of (international) knowledge workers



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Aim of HELP project, UvA part

- To offer insight in effects on residential patterns by changing economic structure, due to the rise of highly-educated professional groups:
 - Which preferences do these groups have?
 - What are the implications for housing and residential milieus?
- Specific focus on highly educated workers:
 - In creative and high-tech industries
 - In 2 categories of origin: Dutch and international
- 2 city regions in Netherlands: Amsterdam Metropolitan Area & Brainport Eindhoven (Copenhagen and Helsinki as international comparison)

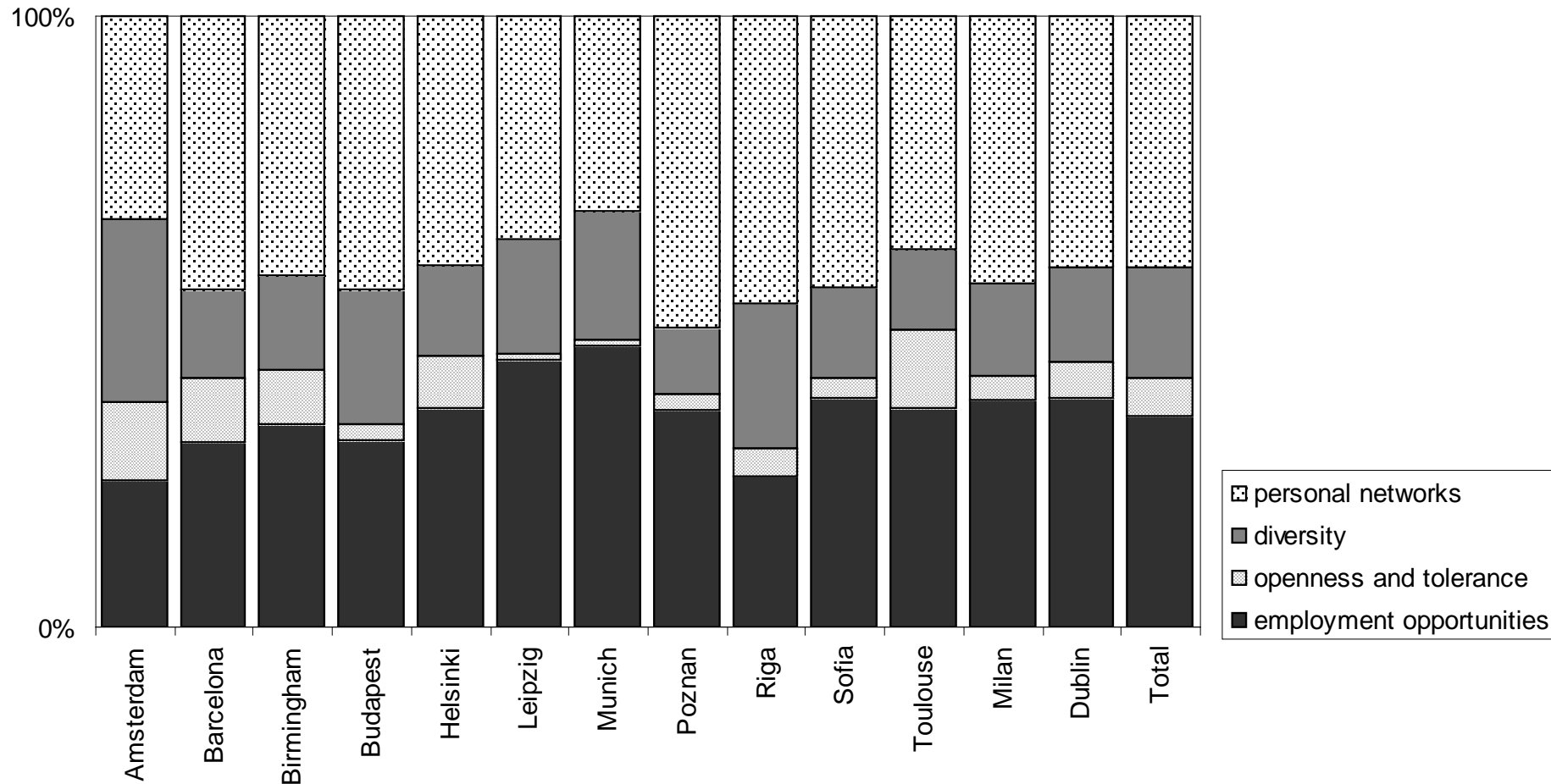
Contents

- Meta analysis (Bart Sleutjes):
 - literature survey
 - 22 interviews with 31 local experts in 4 city regions
- Stated preferences (Willem Boterman & Bart Sleutjes):
 - Which groups prefer urban or suburban areas?
 - Differences between technical and creative workers
 - Differences between Dutch and international workers

Meta analysis: literature review

- Dominant perspective: more attention for 'soft' location factors: quality of place (diversity, amenities, tolerance) would attract 'skills' ('talent'); 'talent' leads to economic growth (Florida 2002; Clark et al. 2002; and (more nuanced) Glaeser et al., 2001)
- Dominant critique: (Grabher 2004, Peck 2005, Storper & Scott 2009, Hansen & Nedomysl 2009, Musterd & Murie 2010, Martin-Brelot et al. 2010):
 - suggests a uniform 'creative class';
 - underestimates role of employment opportunities;
 - underestimates role of personal life course and networks;
 - overestimates role of soft conditions for attracting talent

ACRE project: main determinants of location choice by high educated workers in creative and knowledge intensive industries



Meta analysis: expert interviews

- Choice for a city or region determined by employment and education opportunities
- At most secondary role for amenities (more important for staying than attracting)
- City/suburb preference largely determined by age, life phase and lifestyle:
 - Young (< 35) and alternative lifestyle: more urban (inner city, 19th century, heritage sites)
 - Careerists and family-oriented: more suburban preferences
- Housing preferences per professional category:
 - Workers in creative industries: more urban (need 'buzz')
 - Technical workers: more suburban (do not need 'buzz')
- International workers (expats): no different preferences (depends on demographic aspects), but need short-stay facilities

Stated preferences of knowledge workers

Analysis of survey (temporary file: N=2352)

- Reason for choosing region
- Ranking residential milieus based on 10 pictures
- Regression analysis:
 - Which groups mention urban area in Top 3?
 - Which groups mention suburban area in Top 3?
 - Statement: “I would rather live in a big house in the suburbs than in a small apartment in the city”

Response so far

	Total response	Total valid response
Amsterdam	777	569
Eindhoven	1575	1067
Total	2352	1636

Average age	Men	Non-Dutch
45	50%	31%
44	67%	15%
44	61%	20%

	Total response	Total valid response
Technical (ASML & Shell)	863	440
Creative (advertising)	96	66
Reference	1573	1130
Total	2352	1636

Average age	Men
37	78%
39	56%
47	55%
44	61%

Household types

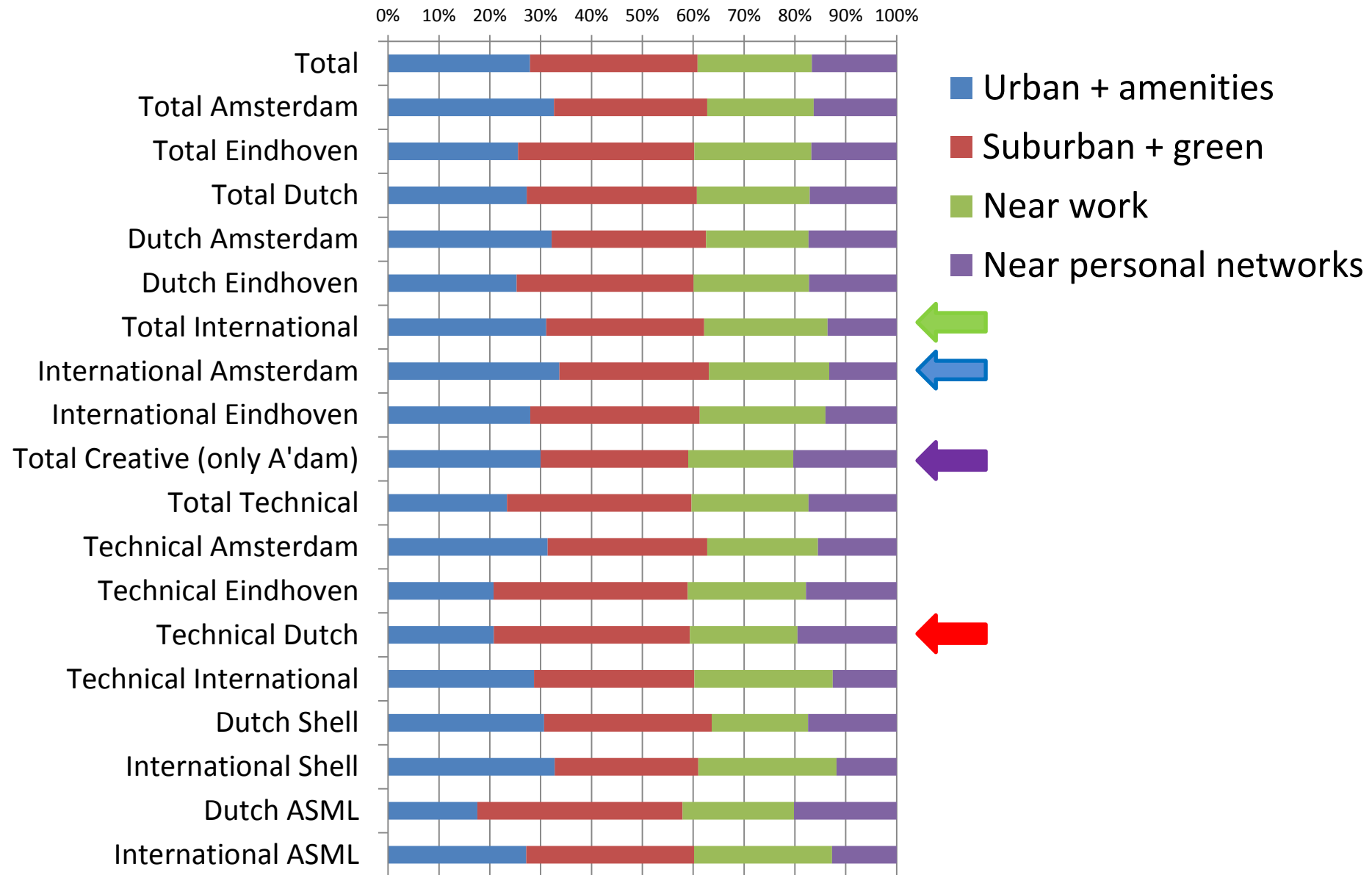
	Singles	2 person HH	HH with children	Other
Amsterdam	31%	34%	31%	4%
Eindhoven	20%	39%	37%	4%
Totaal	23%	39%	34%	4%

	Singles	2 person HH	HH with children	Other
Technisch	18%	36%	40%	7%
Creatief	23%	44%	26%	8%
Referentie	25%	39%	33%	3%
Totaal	23%	39%	34%	4%

Reasons for choosing region

	Work	Family/ partner	Study	Raised/ already lived here	Soc. cultural atmosphere	Lives outside region	Other
Amsterdam	20%	9%	22%	20%	15%	9%	5%
Eindhoven	26%	13%	17%	26%	4%	10%	4%
Totaal	24%	12%	18%	23%	8%	10%	5%
	Work	Family/ Partner	Study	Raised/ already lived here	Soc. cultural atmosphere	Lives outside region	Other
Technisch	29%	5%	11%	16%	2%	34%	3%
Creatief	12%	5%	20%	12%	30%	17%	4%
Referentie	23%	15%	20%	26%	9%	0%	4%
Totaal	24%	12%	18%	23%	8%	10%	5%

Main determinants of location choice



Could you rank these residential environments?



- Technical vs. creative workers
- Technical workers in Amsterdam vs. technical workers in Eindhoven
- Dutch vs. international workers
- International workers in Amsterdam vs. international workers in Eindhoven

Technical

1.



2.



3.



4.



5.



Creative

1.



2.



3.



4.



5.

Technical 1. Amsterdam



3.



5.



2.



4.



2.



4.



1. Technical Eindhoven



3.



5.

Dutch

1.



3.



5.



2.



4.



2.



4.



Internat.

1.



3.



5.

Internat. A'dam 1.



Internat. 1. Ehv



5.

Could you rank these residential environments?

- Both suburban and urban milieus are popular
- But technical workers more suburban oriented than creative workers...
- ...and workers in Amsterdam more urban oriented than workers in Eindhoven
- International workers have higher preference for urban milieus than Dutch workers...
- ...and certainly internationals working in Amsterdam

Regression analysis

- Which groups mention urban areas in Top 3?
- Which groups mention suburban / VINEX areas in Top 3?
- Which groups agree with statement “Rather big house in the suburbs”?
- Focus on:
 - Total population
 - Technical workers
 - International workers

Urban areas in Top 3

	Total pop. B (sig)	Only technical B (sig)	Only internationals B (sig)
Age	-,012(*)	-,019	-,030(*)
Households with children	-,412(**)	-,153	-,393
High incomes (100K+)	,159	,151	,104
Low incomes (35K-)	,214	,916	,139
University + educated	,425(**)	,425(&)	,584(&)
Technical worker	-1,000(***)	X	-,664(&)
Working in Eindhoven	-1,172(***)	-,759(*)	-1,098(**)
International worker	,285	,732(**)	X

Suburban / VINEX areas in Top 3

	Total pop. B (sig)	Only technical B (sig)	Only internationals B (sig)
Age	,018(*)	-,007	,028
Households with children	1,070(***)	2,539(*)	1,429(*)
High incomes (100K+)	,605(*)	1,204(&)	,978(&)
Low incomes (35K-)	-,228	-1,025	-,187
University + educated	-,394(*)	-,547	-,464
Technical worker	,634(**)	X	,255
Working in Eindhoven	1,734(***)	1,267(*)	1,220(**)
International worker	-,020	-,889(*)	X

Urban preferences: Amsterdam and Eindhoven

Eindhoven: urban area in Top 3	Total pop. B (sig)
Age	-,006
Households with children	-,516(**)
High incomes (100K+)	,436(*)
Low incomes (35K-)	,274
University + educated	,256(&)
Technical worker	-,745(***)
International worker	,412





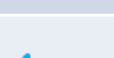

Amsterdam: urban area in Top 3	Total pop. B (sig)	Total pop. B (sig)
Age	-,012	-,021(*)
Households with children	-,104	-,127
High incomes (100K+)	-,677(*)	-,330
Low incomes (35K-)	,107	,068
University + educated	,828(***)	,757(**)
Technical worker	X	-1,399(***)
Creative worker	,629	X
International worker	,061	-,014

Highly urban preferences: Amsterdam and Eindhoven

Eindhoven: inner city in Top 3	Total pop. B (sig)
Age	-,028(***)
Households with children	-,624(***)
High incomes (100K+)	,506(*)
Low incomes (35K-)	-,057
University + educated	,045
Technical worker	-1,574(***)
International worker	2,058(&)

Amsterdam: Jordaan in Top 3	Total pop. B (sig)	Total pop. B (sig)
Age	-,028(**)	-,035(***)
Households with children	-,621(*)	-,639(**)
High incomes (100K+)	-,453(&)	-,235
Low incomes (35K-)	-,049	-,045
University + educated	,689(**)	,593(**)
Technical worker	X	-,915(**)
Creative worker	,799(&)	X
International worker	,037	-,042

“I would rather live in a big house in the suburbs than in a small apartment in the city”

	(Strongly) agree	Neutral	(Strongly) disagree
Technical	71% 	15%	14%
Creative	23% 	26%	51%
Reference	45%	19%	36%
Technical NL	77% 	13%	10%
Technical international	55%	22%	23%
Technical NL AMS	69% 	14%	18%
Technical NL EHV	79% 	12%	8%
Technical internat. AMS	41% 	25%	34%
Technical internat. EHV	59%	21%	19%
Amsterdam NL	31%	19%	50%
Amsterdam internat.	25%	19%	56%
Eindhoven NL	64%	18%	19%
Eindhoven internat.	58%	19%	23%
Total	53%	18%	29%
Total Amsterdam	30%	19%	51%
Total Eindhoven	63%	18%	19%
Total internationaal	41%	19%	40%

“I would rather live in a big house in the suburbs than in a small apartment in the city”

	Total pop. B (sig)	Only technical B (sig)	Only internationals B (sig)
Age	,016(**)	,027(&)	,013
Households with children	,870(***)	1,377(***)	,992(**)
High incomes (100K+)	,008	,617(&)	-,175
Low incomes (35K-)	,015	-,517	,317
University + educated	-,475(***)	-,475(&)	-,814(**)
Technical worker	1,332(***)	X	,997(**)
Working in Eindhoven	1,216(***)	1,204(***)	,934(**)
International worker	-,270	-,610(*)	X

“I would rather live in a big house in the suburbs than in a small apartment in the city”

	Amsterdam B (sig)	Eindhoven B (sig)
Age	,018(*)	,014(*)
Households with children	,397	1,107(***)
High incomes (100K+)	,049	-,038
Low incomes (35K-)	,089	-,036
University + educated	-,778(***)	-,293(&)
Technical worker	1,649(***)	1,187(***)
International worker	,050	-,486(*)

General conclusions

- Urban preference decreases with age
- Families with children prefer suburban locations
 - But not in A'dam: in line with trend family gentrification?
- Very high educated people prefer urban areas
- Technical workers more suburban oriented
- International workers no significant differences
- People working in Eindhoven more often have suburban preference than people working in Amsterdam

Conclusions for two sectors

- Technical sector in general less urban oriented
- But significant differences *within* technical group:
 - Workers at Shell more urban oriented than workers at ASML (but not Jordaan)
 - International workers in high tech sector more urban oriented, especially in Amsterdam
- People working in advertising sector do not generally have a more urban preference...
- ...but they do express a preference for specific urban milieus: Jordaan significantly more often mentioned in Top 3

Conclusions for internationals

- Residential preferences of internationals resemble general picture:
- Technical workers more suburban (but: more urban than their Dutch colleagues)
- But in Eindhoven: internationals prefer inner city in specific!
- Working in Eindhoven more suburban than working in Amsterdam
- Households with children more suburban

Thank you for your attention.

Any questions or suggestions?

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