



## HOW DO PEOPLE CHOOSE THEIR HOMES IN THE REGION?

The Puget Sound Regional Council **household travel surveys** collect day-to-day information from households in the central Puget Sound region about how and where we travel. The goal of the surveys is to obtain a complete picture of travel patterns in the region.

The survey asked several questions related to how people chose where they currently live. Want to know more? The survey data is available on [psrc.org](http://psrc.org).

Survey respondents ranked affordability as important across income groups, with households making less than \$100,000 more likely to say affordability was very important. The importance of affordability in home selection did not change significantly from 2014 to 2017.

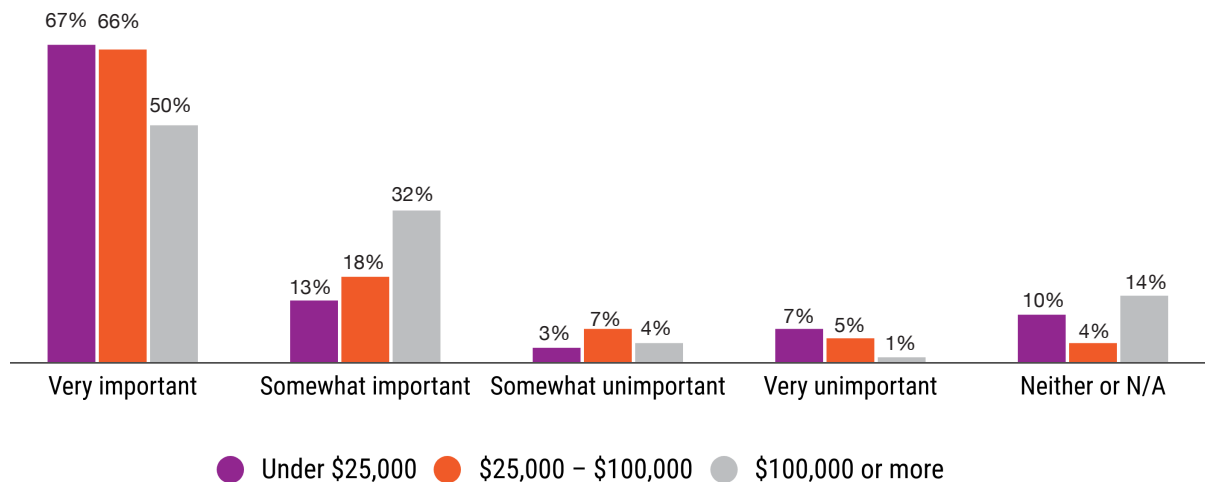
Higher income households were much more likely than lower income households to list school quality as very important in choosing a home. Lower income households were much more likely to list walkability, being near local activities, and access to public transit as much more important in choosing a home.

### **Affordability is Consistently The Top Factor in Home Choices**

Most households rank affordability as “very important” in their home selection. About two-thirds of households making less than \$100,000 annually ranked affordability as very important in their home choices. In comparison, half of households making more than \$100,000 annually ranked affordability as very important. These higher income households were more likely to say affordability is somewhat important rather than very important, as compared to the lower income households.

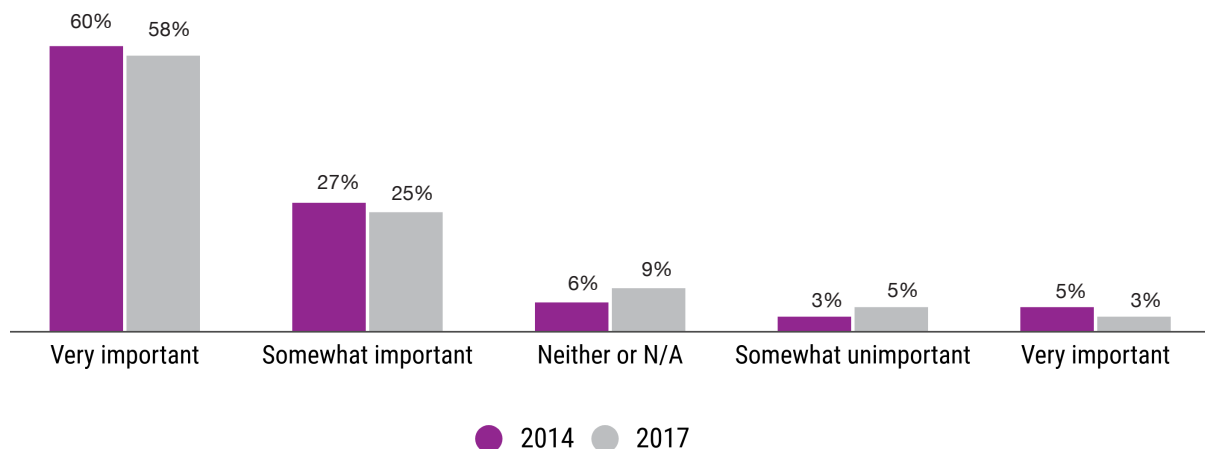


**Home choice: how important is affordability?**



Housing prices rose rapidly between the two survey waves in 2014 and 2017. Comparing 2014 and 2017, similar shares of households said affordability was very important and somewhat important. These shares may have not changed much because not every household moved during that period and affordability was already a very important attribute in home choice.

**Home choice: how important is affordability?**

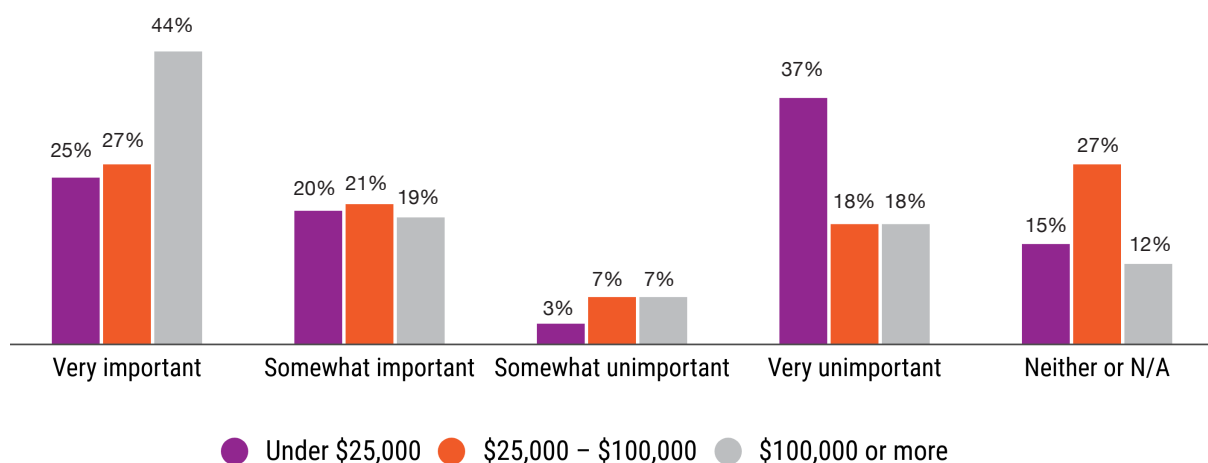




### Higher Income Households More Focused On Schools, Lower Income Households More Focused On Walkability

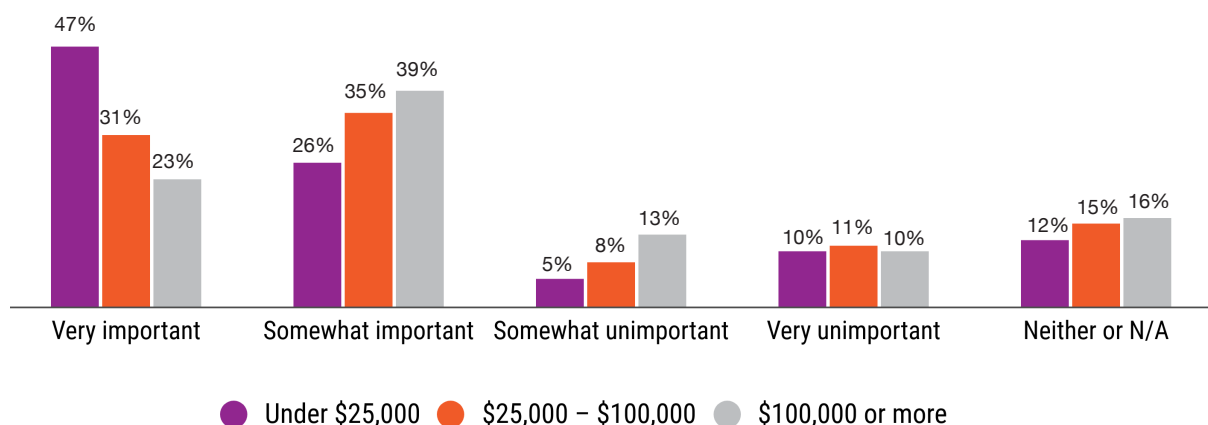
Households making \$100,000 annually were more likely to list the quality of schools as very important (44%) than lower income households (25%). Higher income households are more likely to include children than lower income households.

#### Home choice: how important is quality of schools (K-12)?



Households making less than \$25,000 are more likely to list having a walkable neighborhood and being near local activities as more important than higher income households. These lower income households tend to be smaller in size, younger, and less likely to own cars.

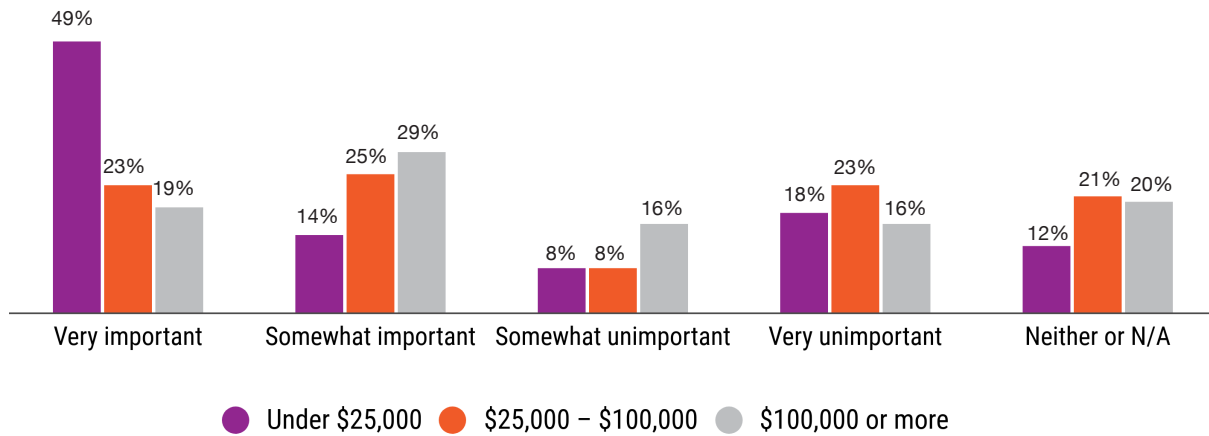
#### Home choice: how important is having a walkable neighborhood and being near local activities?





Similarly, households making less than \$25,000 ranked being close to public transit as very important as compared to higher income households. Since many of these households lack cars, having good public transit is important for these households to conduct their daily activities.

**Home choice: how important is being close to public transit?**



What are the most predictive household characteristics for choosing a home? Further analysis of the household survey data could elucidate whether car ownership, presence of children, age, marital status, or income is the driving factor in home choice. The survey data and more information about the surveys can be downloaded on [PSRC's website](#).