

Title: Socio-economic factors in measuring the demand for residential neighbourhood in Nigeria

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Abstract: Socio-economic factor plays an important role in housing decision making through which demand for housing types and residential neighbourhood are made. This study aims at examining the relationship between socio-economic factors and the demand for residential neighbourhood in Nigeria within the context of Ibadan urban centre. The study utilised the quantitative and qualitative methods. Quantitative approach was employed by the administration of questionnaire among 494 respondents while the qualitative aspect dealt with direct interviews through the use of unstructured questionnaire among 27 participants. Correlation, regression and content analyses were used to evaluate the results of the methods. The findings revealed that, these factors have a great influence on the social status of housing consumers and affect their demand for residential neighbourhood. In conclusion, the demand for residential neighbourhood in Ibadan urban centre has the potential to be explained by the socio-economic status such as; educational level, employment status, official status and monthly income of housing consumers.