



# SEARCHING FOR SPATIAL PATTERNS IN SUMMER HOUSE AREAS IN ODSHERRED

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# PROBLEM STATEMENT

## – **What?**

- Sociodemographic information about people coming to the summer house areas in Odsherred exists, but spatial distribution of the people is unclear
- Existing data is not publicly available

## – **Why?**

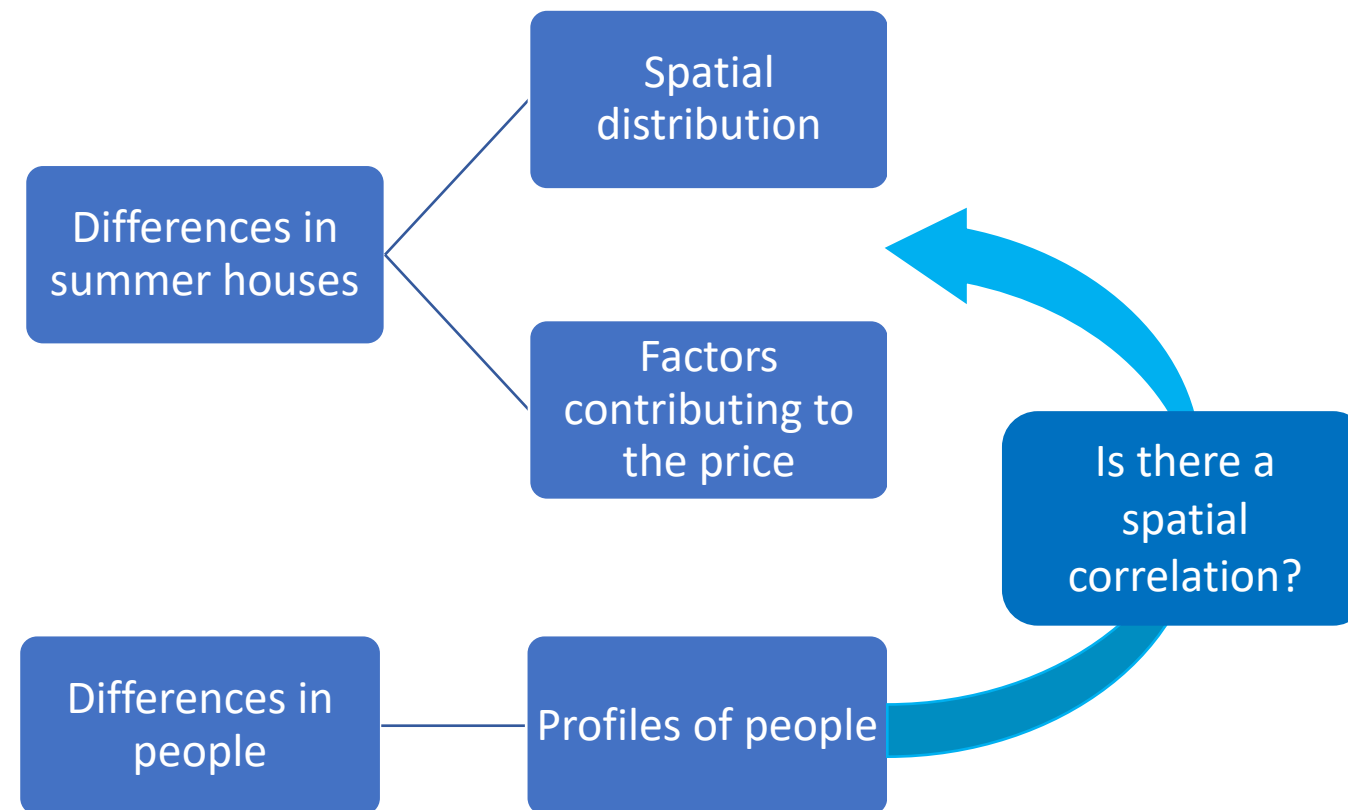
- Understanding the diversity of the people to provide services
- Urban planning

Future development of summer house areas in Odsherred

- Necessary for young start-ups

# RESEARCH QUESTION

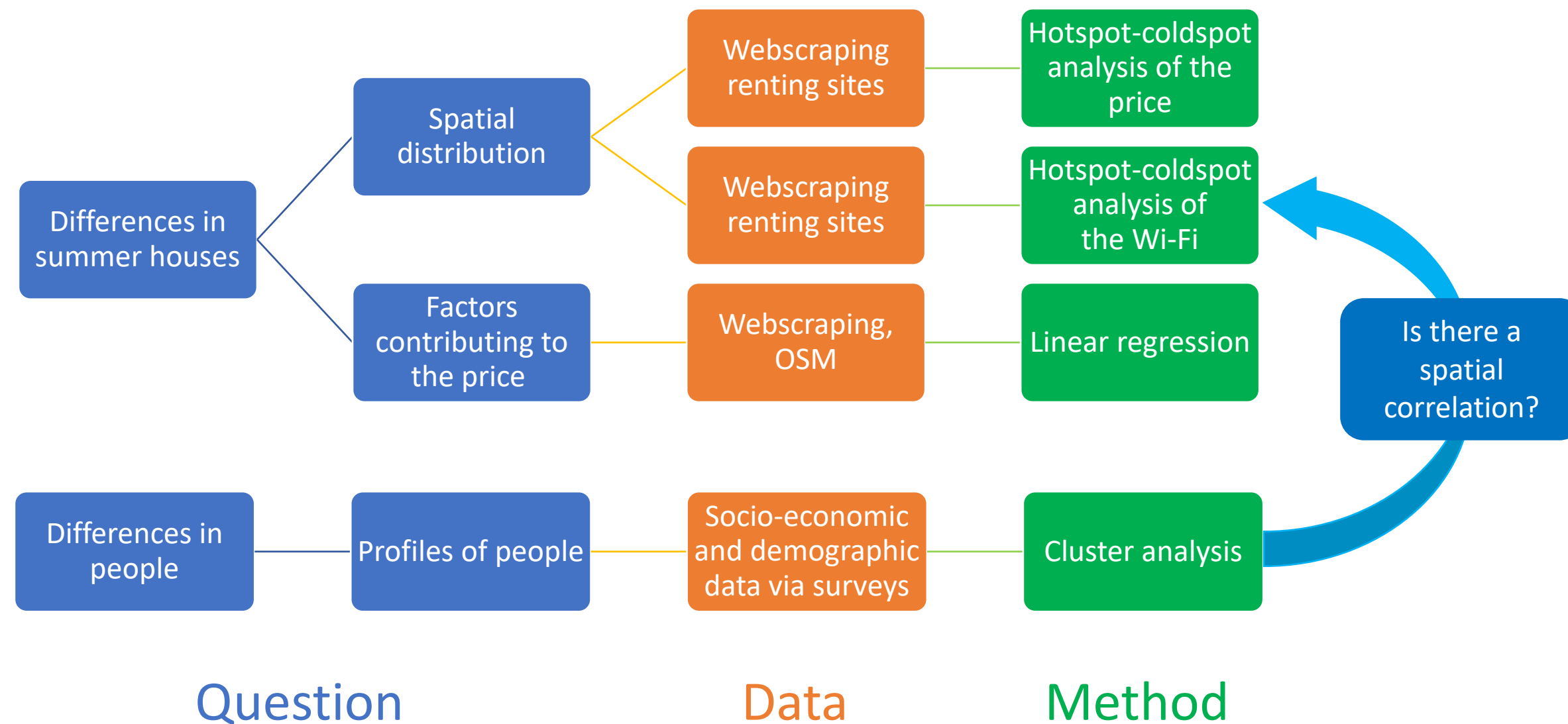
Is there a spatial pattern in the summer house areas in Odsherred?



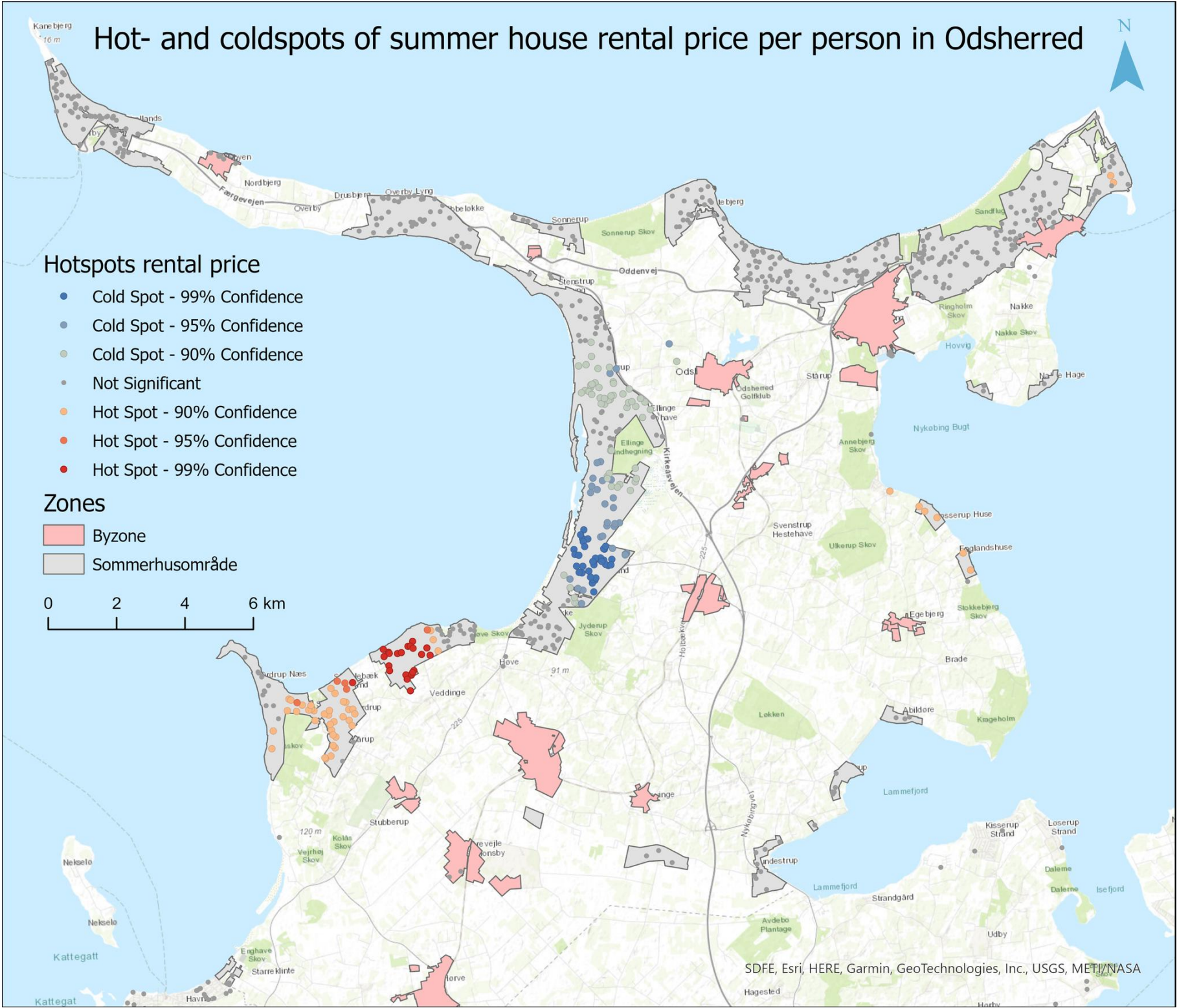
Question

# METHOD AND DATA COLLECTION

Is there a spatial pattern in the summer house areas in Odsherred?

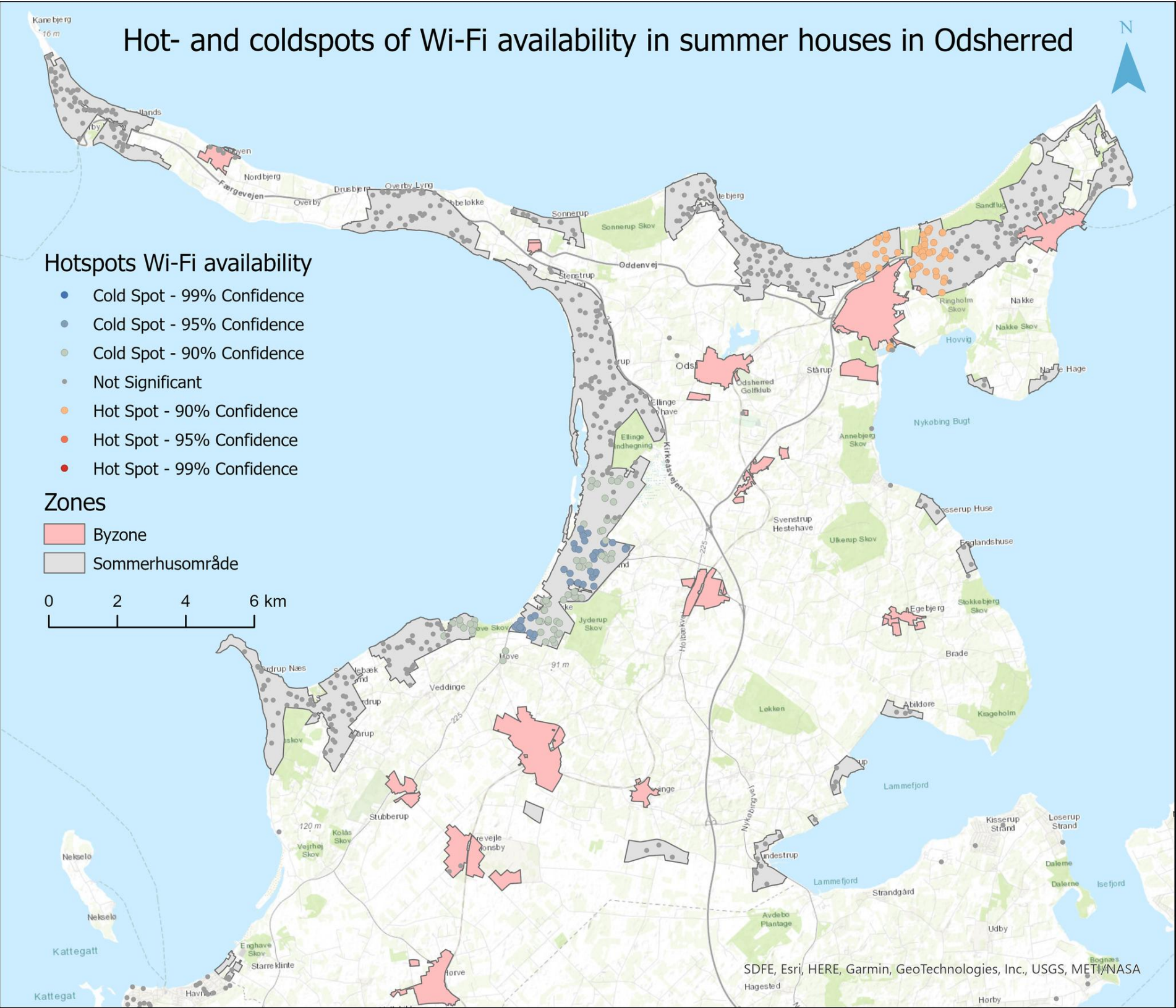


# HOTSPOTS AND COLDSPOTS OF THE PRICE





# HOTSPOTS AND COLDSPOTS OF THE WI-FI



# FACTORS CONTRIBUTING TO THE RENTING PRICE

- Capacity
  - Wi-Fi
  - Distance to the coast
  - Distance to a town
  - Distance to a supermarket
- Correlated: factor analysis  
Distance to services

Correlations						
		personen	wifi	afstand_zee	afstand_dorp	afstand_supermarkt
personen	Pearson Correlation	1	-0,01	-0,032	-0,024	-0,018
wifi	Pearson Correlation	-0,01	1	0,016	0,022	0,038
afstand_zee	Pearson Correlation	-0,032	0,016	1	0,024	0,058
afstand_dorp	Pearson Correlation	-0,024	0,022	0,024	1	0,855
afstand_supermarkt	Pearson Correlation	-0,018	0,038	0,058	0,855	1

# FACTORS CONTRIBUTING TO THE RENTING PRICE

- Capacity: Positive correlation
- Wi-Fi: Negative correlation
- Distance to the coast: Negative correlation
- Distance to services: No significant correlation

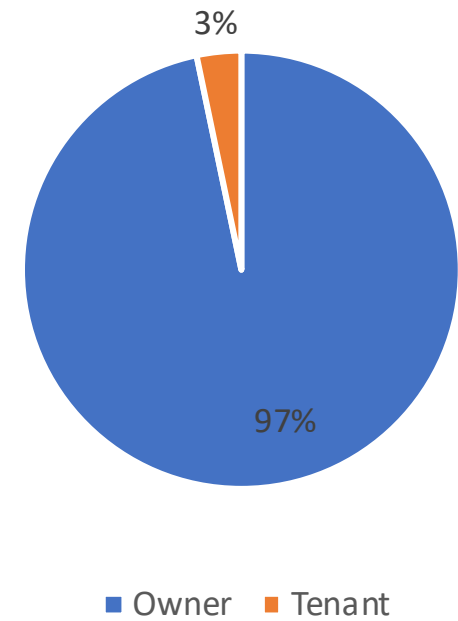
Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	262,171	43,561		6,018	,000
	wifi	-121,392	29,742	-,123	-4,082	,000
	personen	87,416	5,100	,517	17,141	,000
	afstand_zee	-,057	,014	-,126	-4,176	,000
	REGR factor score 1 for analysis 1	4,903	11,009	,013	,445	,656

a. Dependent Variable: prijs/nacht

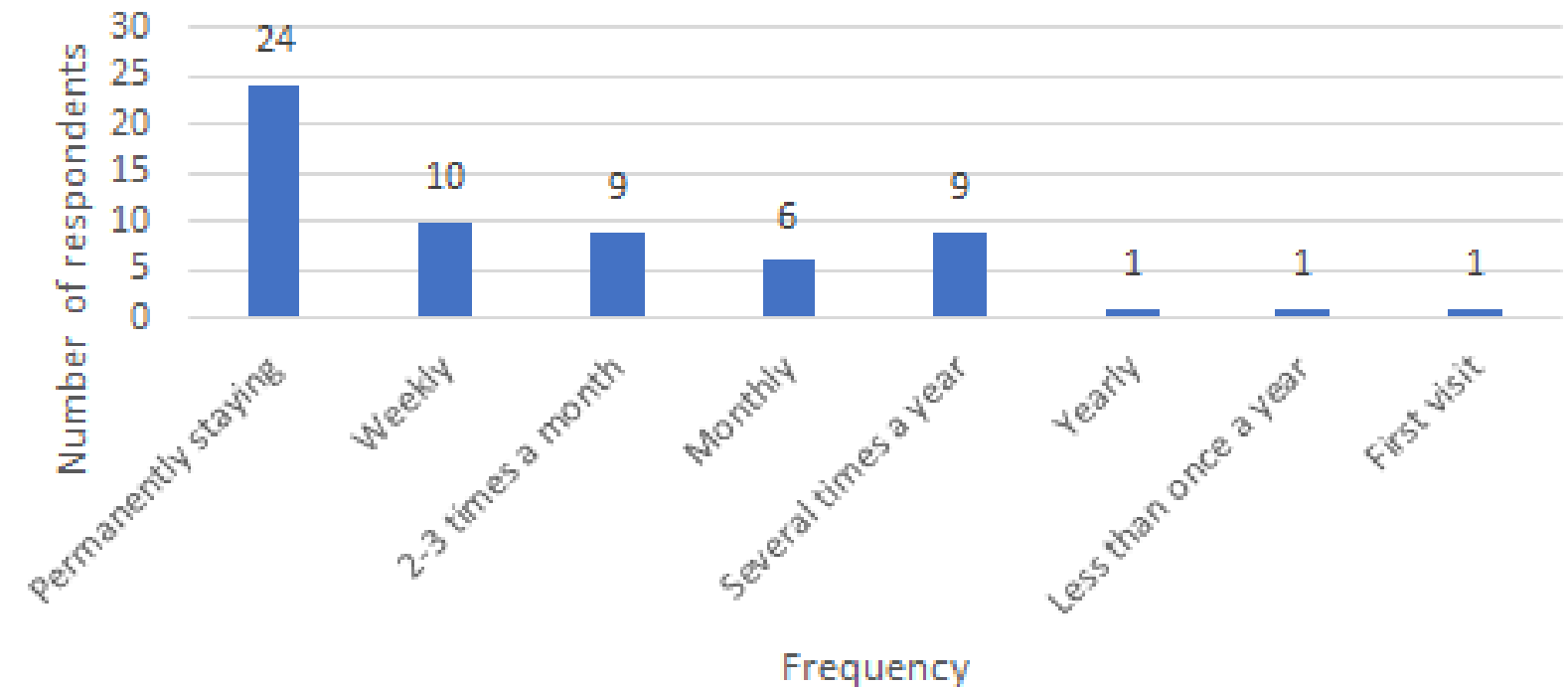


# STATISTICS ABOUT THE STAY

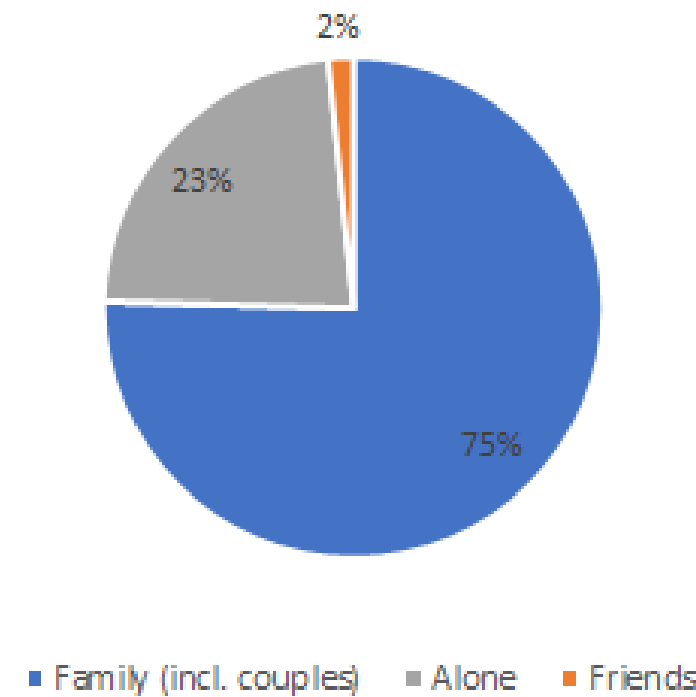
Are you an owner or a tenant of a summer house in Odsherred?



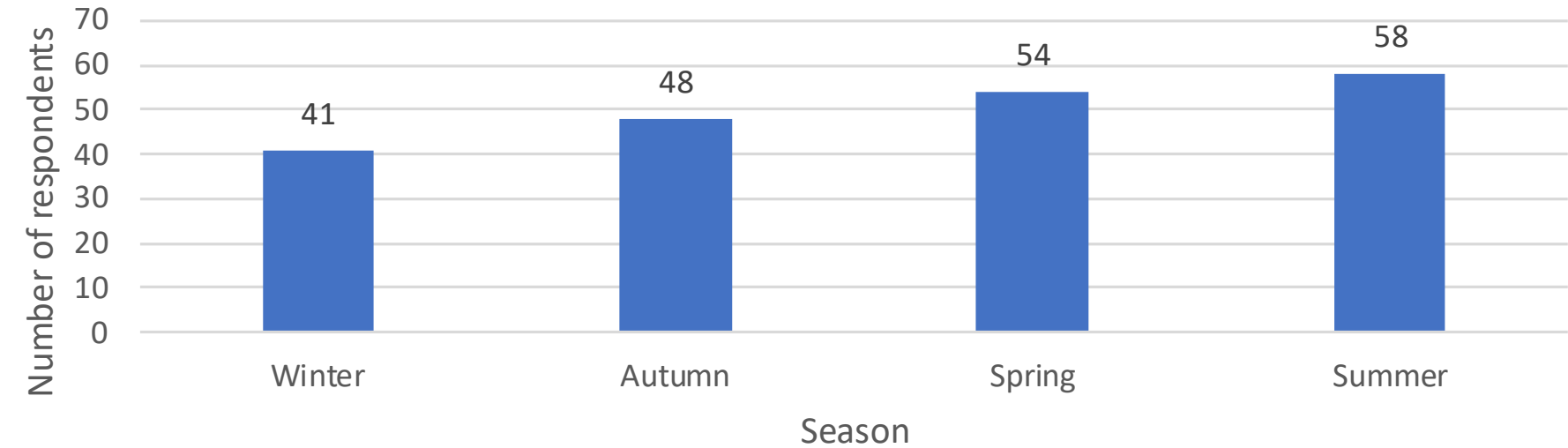
How often do you visit your summer house in Odsherred?



How are you related to each other?

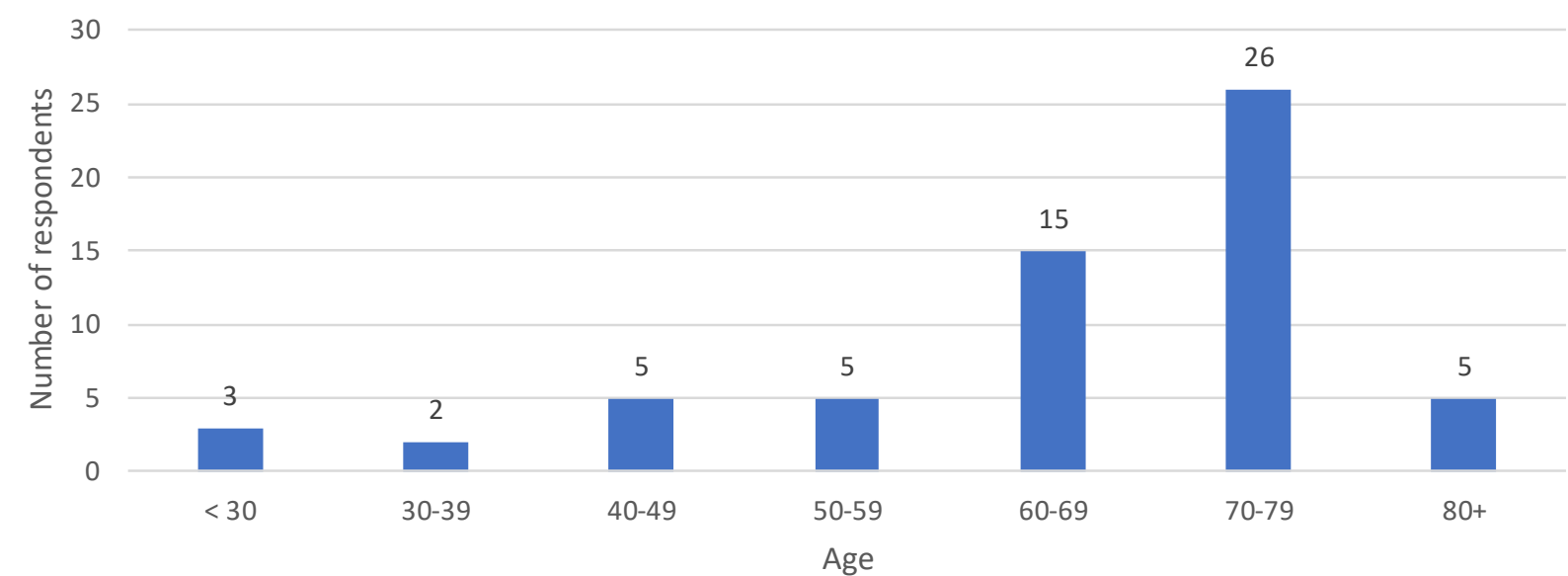


During which seasons do you visit your summer house in Odsherred?

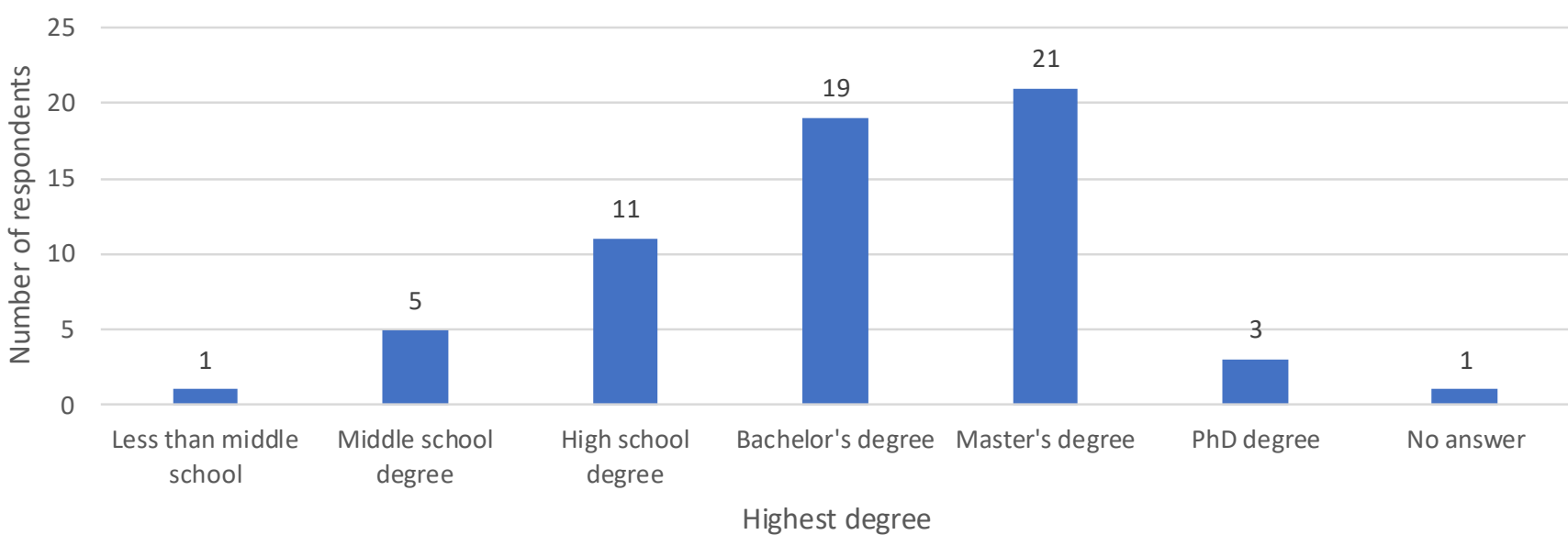


# SOCIODEMOGRAPHIC STATISTICS

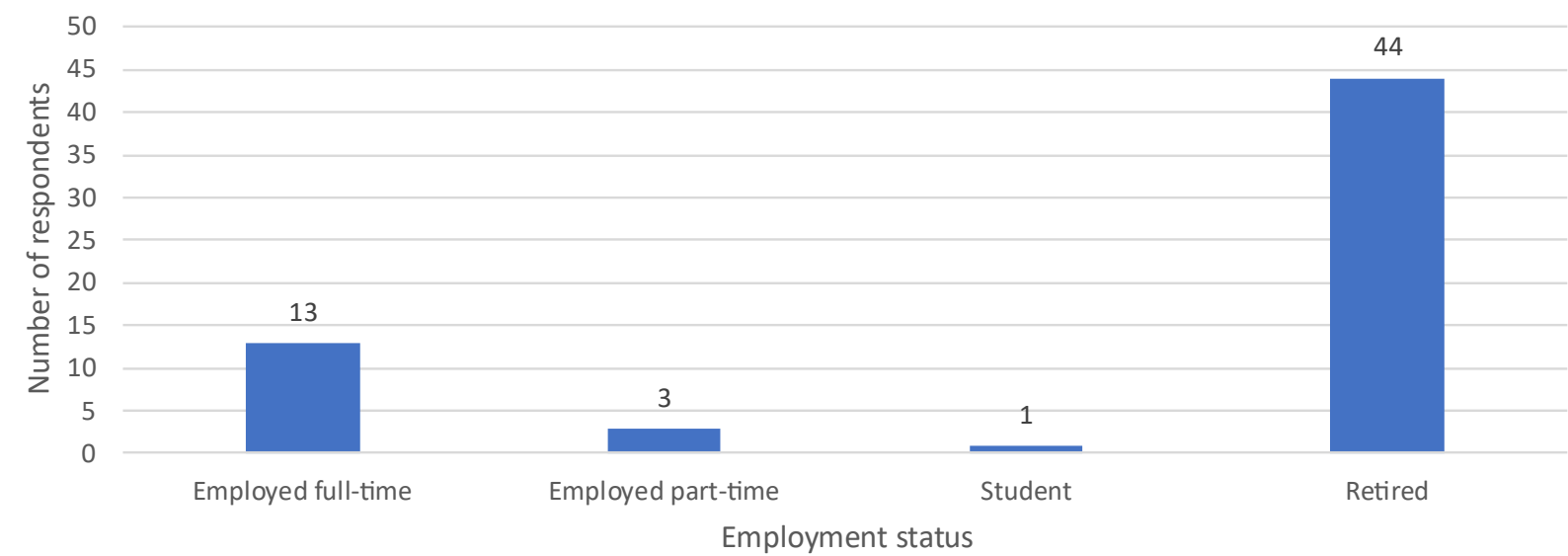
What is your age?



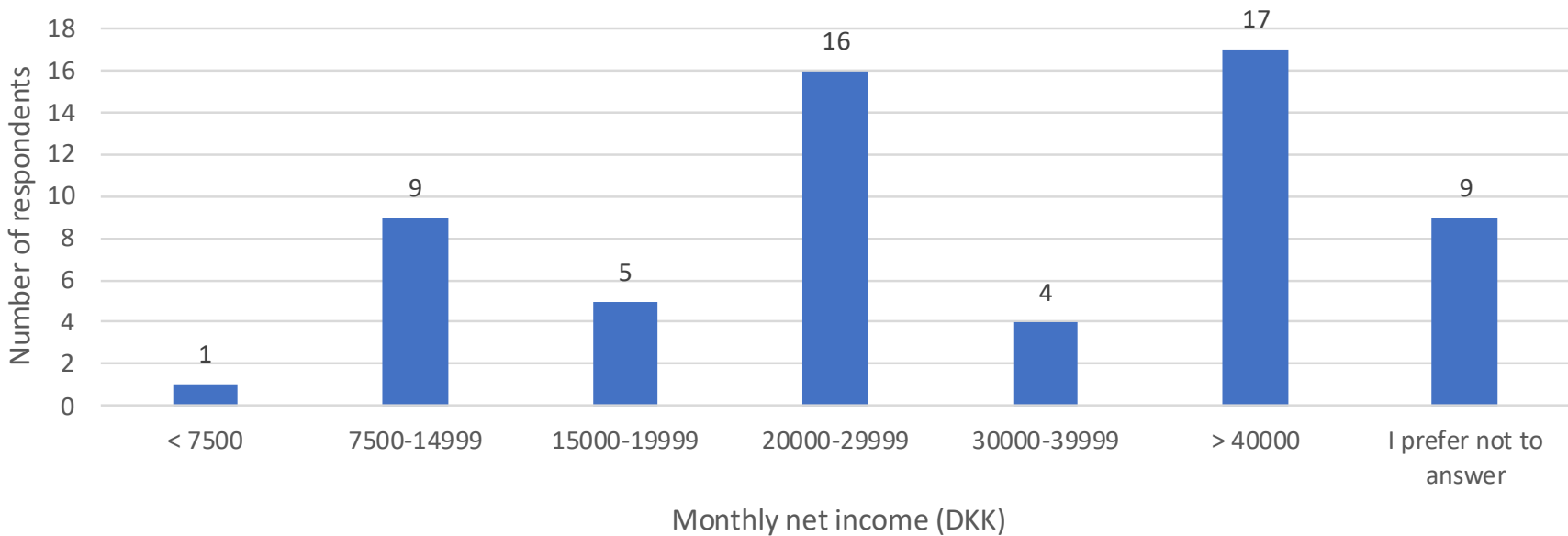
What is your education level?



What is your employment status?



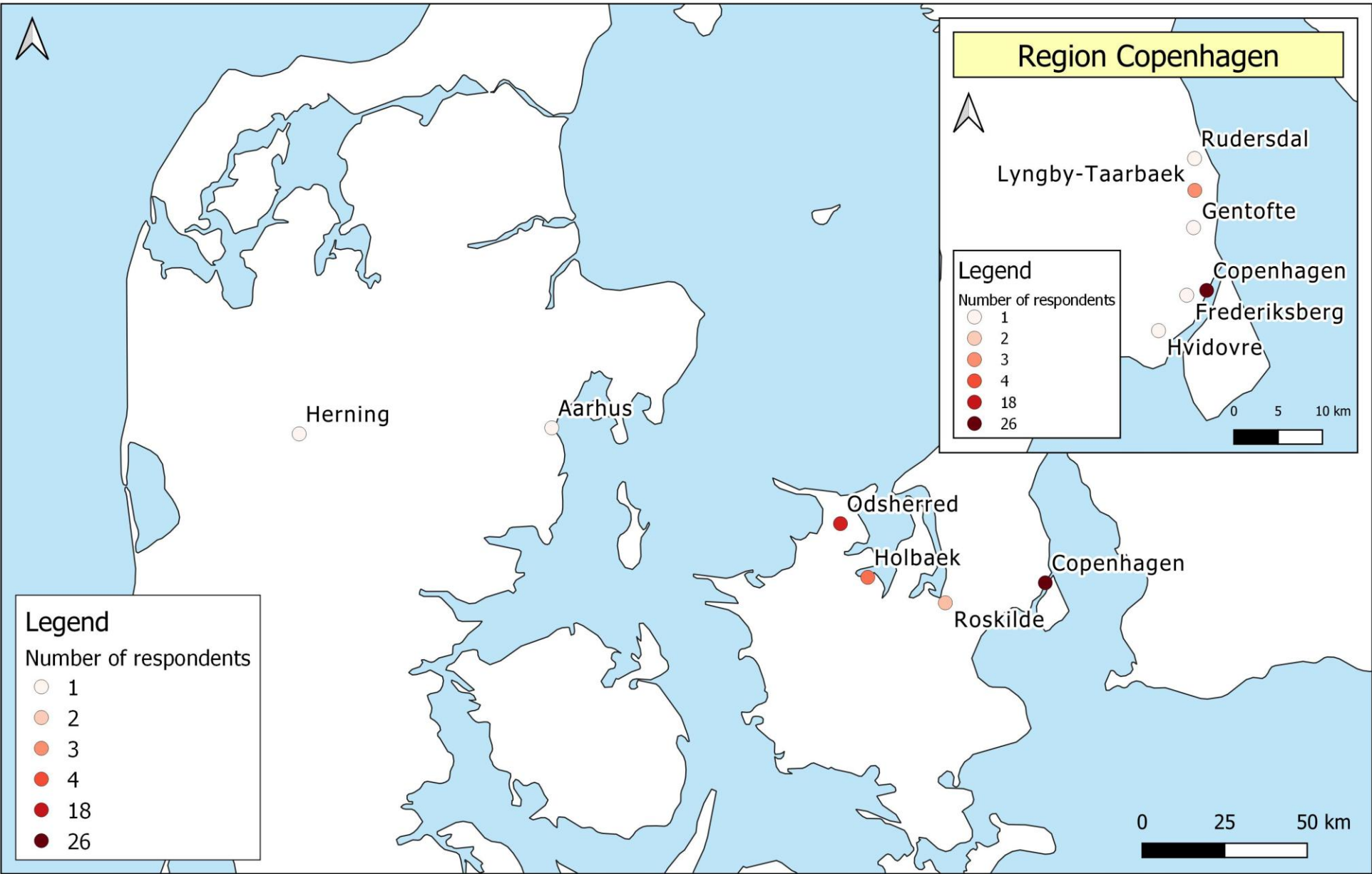
What is your monthly net income?



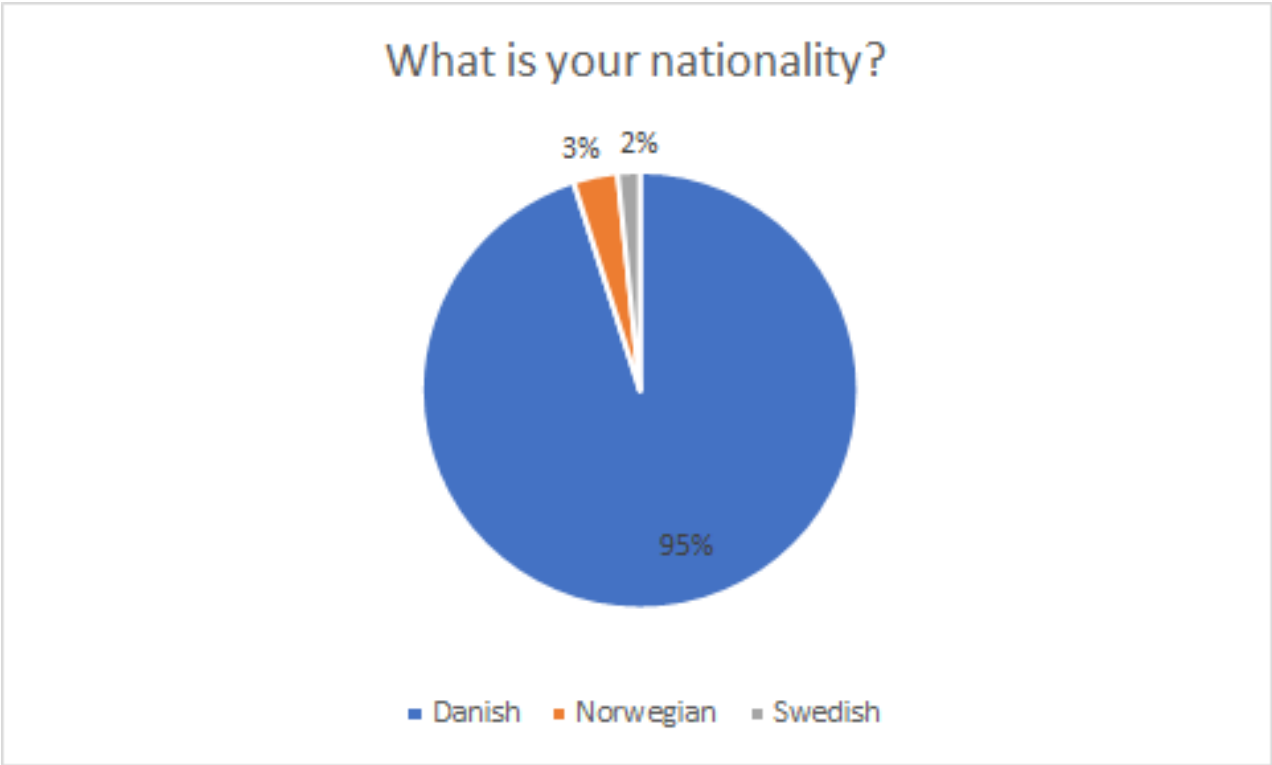


# GEOGRAPHICAL DISTRIBUTION

Municipalities of people with a summer house in Odsherred



What is your nationality?



# CONTRIBUTIONS TO THE PURCHASE

How did you get to know the area?



Why did you choose this area?



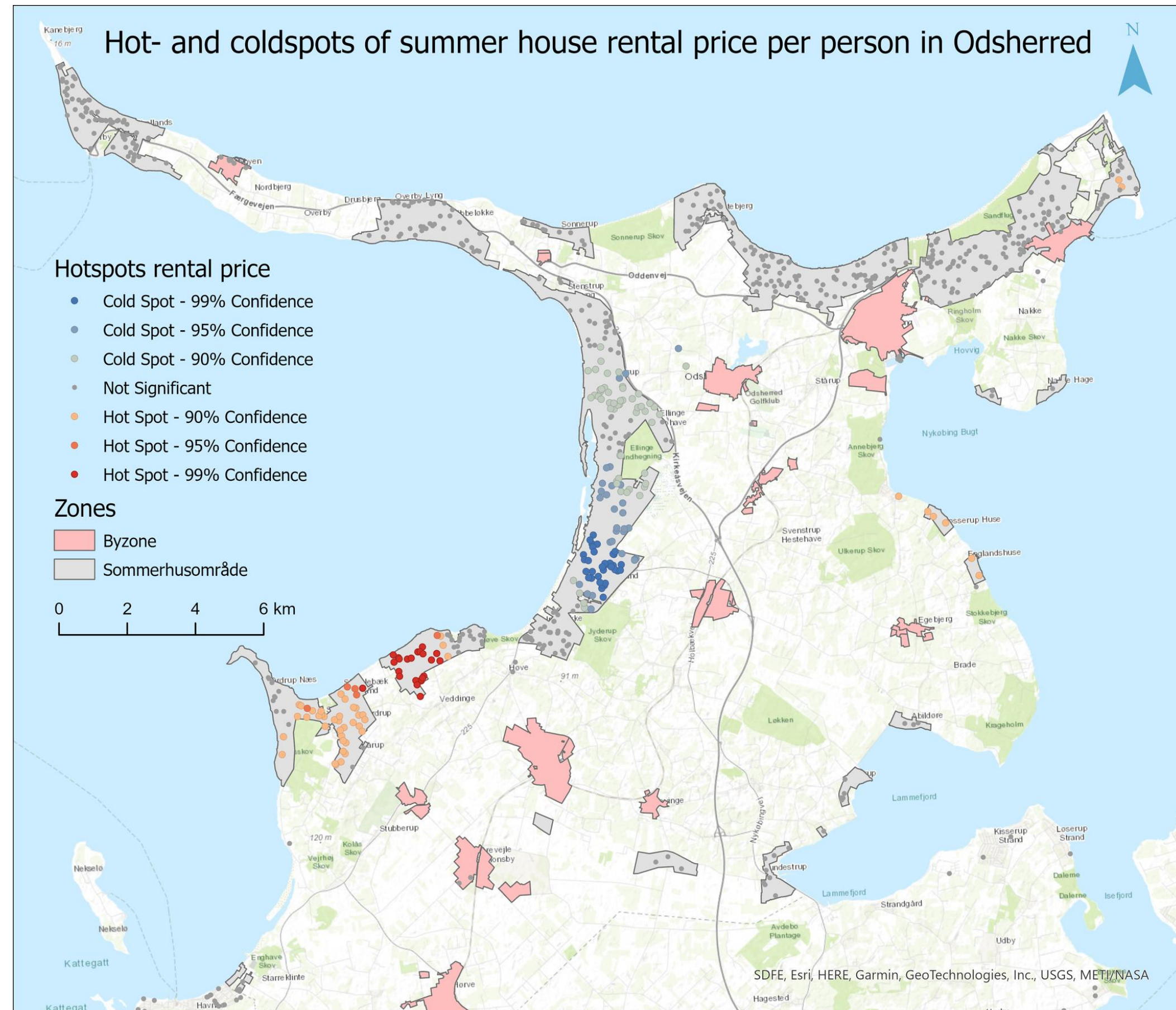


# PROFILES

Rich elderly	Middle class elderly	Middle-aged	Young
> 72	53 – 71	40 – 53	< 40
/	/	Highly educated	Highly educated
Rich	Middle class	Rich	/
Permanent residents	Permanent residents	/	/

# DISCUSSION

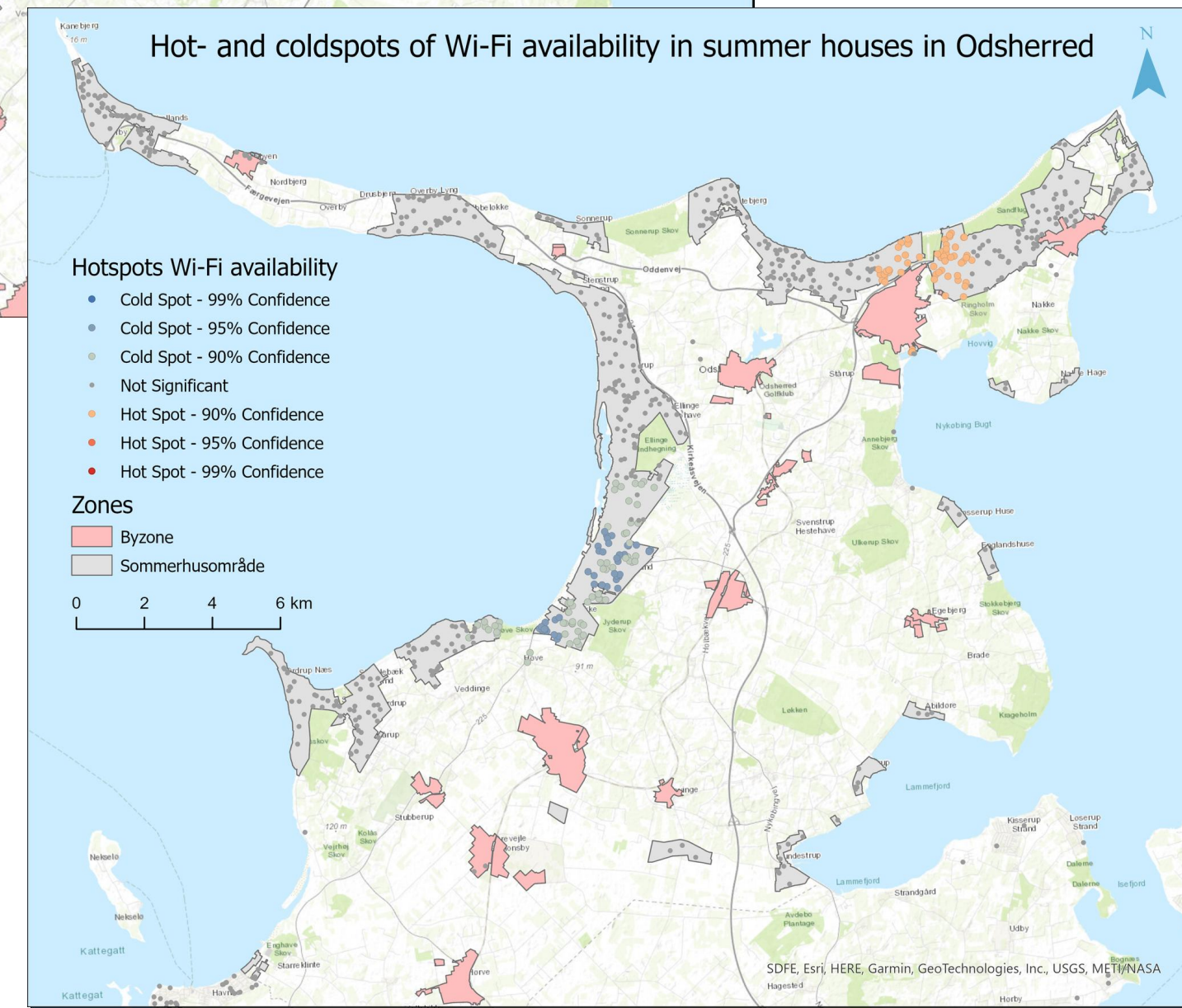
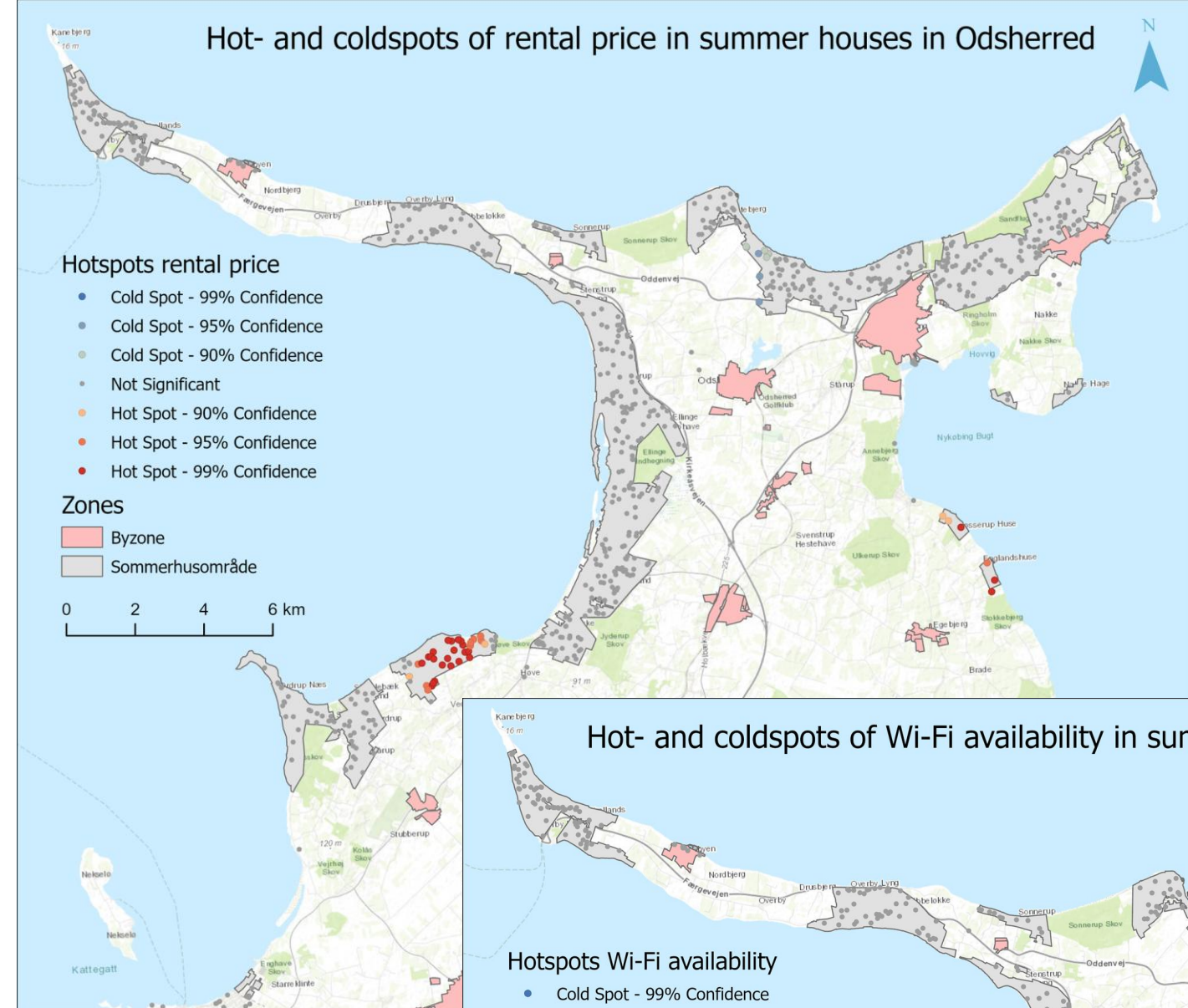
- Hotspots in price match with visual observations





# DISCUSSION

- Mismatch regression analysis and hotspot-coldspot analysis for Wi-Fi



# DISCUSSION

- Housing area and building or renovation year are not included in the analysis
- Survey data is limited: during a schoolweek, limited time, no surveys in the coldspot
- Some multiple choice questions needed more options



# CONCLUSION

- Characteristics of summer houses are not equally distributed in space
- Price is mainly influenced by capacity, distance to coast and Wi-Fi availability
- No significant spatial pattern found among the people

# TAKE HOME MESSAGE

- Web scraping
- Working with PGIS (Survey 123)
- Taking surveys and analyse the data
- Hotspot-coldspot analysis
- The summer house culture of Denmark
- Changing the house style of UGent in Powerpoint



# THANK YOU FOR YOUR ATTENTION

Rune Borremans, Jietse Corneillie, Martha Doffemont, Sarah Strickx and Axel Vandevannet

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