

## Criteria Analysis of Residential Location Preferences: An Urban Dwellers' Perspective

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**Abstract :** Preferences for residential location are of a diverse nature. Primarily they are based on the socio-economic, socio-cultural, socio-demographic characteristics of the household. It also depends on character, and the growth potential of different areas in a city. In the present study, various criteria affecting residential location preferences from the Urban Dwellers' perspective have been analyzed. The household survey has been conducted in two parts: Existing Buyers' survey and Future Buyers' survey. The analysis reveals that workplace location is the most governing criterion in deciding residential location from the majority of the urban dwellers perspective. For analyzing the importance of varied criteria, Analytical Hierarchy Process approach has been explored. The suggested approach will be helpful for urban planners, decision makers and developers, while designating a new residential area or redeveloping an existing one.

**Keywords :** analytical hierarchy process (AHP), household, preferences, residential location preferences, residential land use, urban dwellers

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