

ABSTRACT

The research identified drivers of Sustainable Housing Choices (SHC) factors, determined severity of SHC for rental affordability of household heads, ascertained differences in agreement in SHC between household heads of different gender, and assessed rental burden mitigating strategies amidst the challenges of low income and increasing cost of rental in Abuja, Nigeria. Using cross-sectional mixed approach, from a population of 450 houses, data was collected via semi-structured questionnaires conveniently from a sample of 285 households determined through simple random sampling in Trademore estate in Abuja. Among the 285 households, 226 were rental household heads (consisting 76% male and 24% female). Data were analysed using Pearson Chi-square test, principal component analysis (PCA), and mean rating. Qualitative data from 6 household heads interviewed was also obtained and analysed by content analysis. Tests shows no differences exist in Sustainable Housing Choices between male and female household heads, since $P < 0.05$ for the SHC factors. Through PCA, findings reveal the following drivers of sustainable economic, social, and environmental housing choices factors: employment and price (3.35 average mean), and household income and expenditure (2.91 average mean) for economic factors; housing characteristics and available day-care and mall for social factors; while environmental factors are waste and pollution, and energy efficiency. Income ranked top severe factor by both female and male Household Heads. Supplementing incomes with other businesses, and property investment (build-to-rent) ranked top mitigating strategies for Female and Male Household Heads respectively. Conclusion made is that sustainable economic, social, and environmental housing choices decision drivers for rental affordability are not different between household heads of different gender. It is recommended that public-private partnership in sustainable landscape development for rental residential sites be created. Also, there should be improvement in disposable incomes of households and reduction in cost of basic non-housing needs to mitigate rental housing burden.