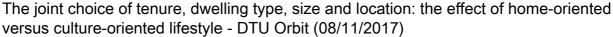
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The joint choice of tenure, dwelling type, size and location: the effect of home-oriented versus culture-oriented lifestyle. This study investigates knowledge-workers' housing preferences in terms of tenure, dwelling type, location and size. The analysis is conducted by applying a joint multinomial-logit ordered-response model to the housing choices of knowledgeworkers residing in the Tel-Aviv metropolitan region and working in the high-tech and finance sectors. The results confirm the following hypotheses: (i) controlling for socioeconomic characteristics and workplace, knowledgeworkers' housing choices relate to their lifestyle; (ii) knowledge-workers with a culture-oriented lifestyle prefer to rent small apartments in central locations; (iii) knowledge-workers with a home-oriented lifestyle prefer large dwelling units, mainly single-detached houses, in suburban locations.

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