



**Environmetrics**  
social and market research

# Housing Studies

project experience

**Market demand** Housing choices for moderate income earners. This project profiled target markets; identified market needs; developed appropriate product offers and tested the preferred product mix. Research methods included desk research, qualitative research and survey analysis. **Landcom**, 2001.

**Product mix** Target market specification for the Link Area (Campbelltown) masterplan. This project reviewed trends in the local residential market; assessed market demand for the draft masterplan; and conducted a trade-off analysis. Research methods included desk research, focus group discussions and trade-off analysis. **Urban Partnership**, 1999.

**Market profile** Target market specification for Bayview Woods. Here, we profiled the market; reviewed demand; and determined market needs with regard to critical issues. Desk research and qualitative research gave direction on alternative strategies for project development. A training workshop provided effectiveness training for sales staff. **Bayview Woods**, 1999.

**Population flow analysis** King Street Wharf. In this project we provided a detailed summary and analysis of population characteristics and residential trends in the catchment area for the King Street Wharf development. **Multiplex**, 2000.

**Community consultation** ADI site at St Marys. Using telephone surveys and focus groups, we measured community attitudes to proposed development of the ADI site at St Marys, **Lend Lease**, 1998-9.

**Post-occupancy study** Highland Ridge. In this study, we carried out a qualitative evaluation of residents of the development, with a view to improving future projects and refining marketing strategies. **Winten Property Group**, 2000.

**Concept evaluation** ADI site at St Marys. In a series of projects, we used creative qualitative methodologies to describe market expectations and preferences for large scale residential development on this site. **Lend Lease**, 1996.

**Allam Homes** used our HomeZone research method to test concepts for new house plans and estate planning in Hoxton and the Central Coast. The outcome was a clear and immediate picture of the preferences of current buyers in those markets. 2004.

Gillian Savage  
gillian@environmetrics.com.au  
T (02) 9954 0455  
www.environmetrics.com.au  
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