

HomeZone

Housing product mix for target markets

Qualitative research tailored to the housing industry

Focus group technique incorporating a trade-off game



HomeZone is a two-step market research process that gives developers, planners and architects the edge in housing product design.

Step 1. Building the picture

HomeZone selects typical users and explores in detail the specific features of dwelling and estate that trigger market acceptance. To help discussion, we draw on our Picture Card Library of images. Respondents build a collage of their wish list which they then describe and explain. For the past decade, we have used this technique to produce outstanding market advice for our clients.

Step 2. Weighting the benefits

The second step of the HomeZone process uses 'Trade-off Analysis' – a technique developed by academic researchers working in environmental psychology. Respondents are asked to play a game where they allocate a limited budget across a list of desirable attributes for a dwelling or an estate.

They are forced to make the kinds of trade-off they make in real life when buying a home. The game material allows hard-edged measurement to be blended with the expressions of pleasure, enthusiasm and disappointment that are a normal part of focus group research.

Real-life decision making

Because the home 'purchasing unit' is often a couple, many HomeZone focus groups are conducted with couples. This allows us to watch the process of negotiation that goes on as couples spend their budget in the trade-off game. The process is a revealing simulation of what happens in the actual market place. In the same way, with singles we watch the balancing of priorities as individuals seek to make their best choices.



Environmetrics
social and market research

HomeZone

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Developers

Planners

Architects



Output

HomeZone provides detailed information about:

- The 'look and feel' of the dwellings or estate with the greatest appeal to target market segments, along with the underlying reasons for these preferences and priorities. Our clients use this information to shape product design and to devise efficient marketing and sales strategies.
- The relative appeal of various attributes and the sub-markets that choose them. Our clients use this information to develop options packages aimed at sub-markets.

The output provides a firm basis for further quantitative research aimed at assessing the return on investment and market share achievable by including specific attributes.

Benefits

- **Timely** – HomeZone can be conducted within a four-week timeframe.
- **Affordable** – HomeZone is a premium service that costs a little more than standard focus groups.
- **Quality** – High-quality social research drawing on robust techniques tailored for each project.
- **Relevant** – Market information specific to the project.

Call now for a quote or a personal presentation.

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