

Market Analysis

Social Research

Feasibility

Evaluation

Consulting

Fact file

Back to nature?

A quarter of Sydneysiders who moved house in the last five years said the natural environment was the main reason for their choice of location.

You go where you know.

One-third of Sydneysiders who moved house in the past five years chose an area that they already knew – either they already lived there or they visited for holidays.

Utility

With shrinking outdoor areas, utility courts and balconies for clothes drying and odds and ends are gaining favour.

Houses built for the future

They hate them, but they still buy them – houses without eaves – ‘a head without ears’ is what we hear in focus groups. Home buyers opt for the head without ears so they can have the extra space of a double garage or additional bedroom.

But this won't last long. BASIX regulations encourage designs that give shade on the sunny side of the house. Houses without eaves will soon look dated, tired and old fashioned.

Developers are focused on finding out how purchasers will respond to new regulatory conditions. They wonder whether there will be a market for BASIX-compliant house designs on smaller land lots.

Our research indicates that new home buyers put low importance on energy efficiency and sustainable design.

However, once they have experienced the benefits of solar power and grey water, many home buyers seek these features.



Over time, the advantages of sustainable design will become better known, but in the meantime, developers have the task of marketing the benefits.

Researching close to home

What is the best way to find out what people think about their new home?

See how they live – visit them at home.



Our researchers visit people in the private domain of their new home to road-test the dwelling design.

This ethnographic approach gives insight into the lifestyles and values of

homebuyers. We talk with the owners and observe their habits and style.

Home owners can show the researchers how they use the different areas of the home. They point to features that work well and suggest what is lacking.

For example, we can literally see just how important storage is when we see household objects piled in cupboards, corners and balconies. Even fairly tidy households improvise to find places for the odds and ends of contemporary life.

Builders and developers can use the information from an inhome post-occupancy study to refine and improve their designs, check on their competitors or cull poor designs.



Shopping Centre Dynamics

Leisure

Arts + Culture

Travel + Toursim

Housing

Communication

The Environmetrics Shopping Centre Model gives a dynamic framework for understanding the factors that shape shopper behaviour in Shopping Centres. The Model gives a clear picture of the main motivational drivers and shows how they relate to each other.

Three aspects of the Model are Time, Energy and Money – all of which are in limited supply for shoppers. Successful shopping centres help shoppers maximise the benefits they receive from spending their time, energy and money there.

For example, some shoppers get maximum benefit from their money budget by shopping at low-cost centres like DFO at Homebush Bay. Other

shoppers feel that their money is well spent in upmarket centres like Chatswood Chase.

The Environmetrics Shopping Centre Model is a useful tool for understanding shopper behaviour and helps shopping centres adopt successful market positionings.



Garden Renaissance Falters

Garden culture has flourished in Australia over the last 30 years as part of the broad awakening to all things Australian.

Starting with the cultivation of Australian native plants and extending to recent interest in Asian-style gardens, the gardening renaissance has been fuelled by TV programs and served by specialty nurseries.

Research we conducted recently for Horticulture



Australia suggests that the tide has turned and interest in gardening is waning. These days, gardens are more about lifestyle and design and not so much about plants. Durable features like fountains and paving are replacing shrubberies and flower beds.

Smaller lot sizes constrict the scope for home gardens. And water restrictions discourage interest in creating and nurturing a private garden wonderland.

It's not quite the Dark Ages yet, but we observe a definite drift away from peak interest in home gardens.