ADELAIDE CITY LIVING MARKET RESEARCH

VOLUME 2 – INTERSTATE MARKET

Collaborative Thinking. Positive Outcomes.

A joint initiative of

CAPITAL CITY COMMITTEE ADELAIDE

Government of South Australia

CITY OF ADELAIDE

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Cover image: Ergo Apartments, Sturt Street, Adelaide. Image courtesy of City of Adelaide.

EXECUTIVE SUMMARY

Increasing the city population is a shared objective of the Government of South Australia and the City of Adelaide. While the city population has been growing steadily, a much larger city population is sought. More city residents makes for a more vibrant, economically and socially robust city centre and capital city gateway to South Australia.

As a means of better understanding the key markets, demand drivers, product preferences and decision making associated with Adelaide city living, the Capital City Committee together with Renewal SA and the City of Adelaide commissioned market research into the subject.

The research was undertaken by Hudson Howells, strategic management consultants in South Australia, and comprised four surveys and seven focus groups. Surveys were conducted with the Adelaide metropolitan market, the interstate market (Brisbane, Sydney and Melbourne), current residents of Adelaide city centre (excluding North Adelaide) and international students living in Greater Adelaide respectively. Focus groups were undertaken with the Adelaide market.

A major component of the research was to identify specific market segments for Adelaide city living. Segmentation was attitudinal (also known as psychographic) as opposed to demographic or behavioural. This enables strategy to be developed that specifically responds to identified needs, important in 'high involvement' decision making such as housing choice.

Six segments were identified with one, deemed the Cosmopolitan segment, representing 23% of the interstate market and designated the primary market segment for Adelaide city living. This is a leadership group that is interested in city and apartment living, is adventurous, competitive and seeks out quality. This group is less likely to prefer a traditional style of home and has the highest incomes of all of the six groups, as well as the home equity to buy into the city.

A secondary market segment, the Urbanites, was also identified. This group is also interested in city and apartment living but comprises 17% of the interstate market and does not have the disposable income of the Cosmopolitans.

This report presents the results of the interstate market survey.

The interstate market comprises a group spread over three capital cities: Brisbane, Sydney and Melbourne.

Most of the interstate sample lives in a single-storey house, with the Cosmopolitan segment more likely to be living in an apartment, and spend less than 40 minutes travelling to and from work/study each day. The attributes that they most like about where they currently live are the convenience to shopping, closely followed by peace and quiet and the neighbourhood. For the apartment dwellers, the low maintenance is the feature they find most attractive about their home, with the small size the least attractive feature.

The majority of the interstate Cosmopolitans are owner-occupiers and value their home at over $700,000. They are typically in a professional white collar occupation and earn more than $80,000 a year.

Over a third of the interstate Cosmopolitans are familiar with Adelaide (metropolitan area) as a place to live, increasing to 60% for the Urbanites. Most had visited Adelaide for either work or leisure and consider Adelaide to be both a beautiful and liveable city.

More interstate Cosmopolitans could see themselves buying an investment property in Adelaide than buying a home to live in, due to the low entry price, good rental return and capital growth. A small proportion could see themselves moving to Adelaide in the next five years, with the main reasons being family, work and Adelaide's lifestyle. For those not considering a move to Adelaide, the main reason also related to family.

The large majority of the survey participants indicated that they would research potential areas to live through Realestate.com followed by a general internet search. The majority use Facebook at least one a week and half use You Tube at least once a week.

1 INTRODUCTION

The City of Adelaide's population was at its peak in 1915 with around 43,000 people living in the city. After the introduction of the motor car, enabling suburbia to develop and grow, the city population dropped to around 12,000 residents in the early 1980's. Since then, with the support of a range of State and Council residential growth initiatives, the population has continued to grow steadily and has now reached 23,615 (Australian Bureau of Statistics, Estimated Residential Population, 2016).

Increasing the city population is a shared objective of the Government of South Australia and the City of Adelaide. While the growth seen to date has been steady, a much larger city population is sought. More city residents makes for a more vibrant, economically and socially robust city centre and capital city gateway to South Australia. Absorbing growth in existing areas including the city centre also assists in reducing housing sprawl.

As a means of better understanding the key markets, demand drivers and barriers associated with city living, the Capital City Committee has partnered with the City of Adelaide and Renewal SA to undertake market research into the subject. The research will underpin future city residential growth strategy of Council and Government, and is offered to industry to inform city housing and service development strategy.

The market research was undertaken by Hudson Howells strategic management consultants in South Australia and comprised four surveys and seven focus groups. Surveys were conducted with the Adelaide metropolitan market, the interstate market (Brisbane, Sydney and Melbourne), current residents of Adelaide city centre (excluding North Adelaide) and international students living in Greater Adelaide respectively. Overall, 2,200 surveys were completed. The seven focus groups were undertaken with residents of Greater Adelaide in key life stage brackets.

The results of each survey and the focus groups as a whole are contained in the following reports:

Volume 1: Adelaide Metropolitan Market
Volume 2: Interstate Market
Volume 3: Adelaide City Residents
Volume 4: International Students
Volume 5: Focus Groups

Digital copies of the reports are available on the City of Adelaide's Invest Adelaide and main websites (www.investadelaide.com.au/ and www.cityofadelaide.com.au/). The raw survey data (SPSS and Excel format) along with the reports can also be found at Data SA (www.data.sa.gov.au/).

This report provides an overview of the results of the interstate market survey (Volume 2).

2 METHODOLOGY

The market research comprised four key surveys and seven focus groups as outlined in the following table.

Research Categories	Research Technique	Sample Size
Adelaide Metropolitan Market	Telephone interview (48 questions)	1,000 interviews (987 useable)
Interstate Market	Online survey (33 questions)	1,000 questionnaires: Sydney (420) Melbourne (380) Brisbane (200)
Adelaide City Residents	Telephone interview (50 questions)	115 interviews
International Students	Online survey (57 questions)	120 questionnaires
Focus Groups	7 Separate Focus Groups - 1. Urbanites (8) 2. City Workers (6) 3. Retirees (8) 4. Pre-Retirees (7) 5. Young Singles (5) 6. City Residents – Recently Moved to City (7) 7. International Students (8) (Groups 2 to 7 were drawn from the Cosmopolitans market segment)	51 participants (total)

A questionnaire was developed for the interstate market survey (Appendix 1) based on the format of the survey for the Adelaide metropolitan market survey (Volume 1). The sample size was 1,000 adults completing an online questionnaire. The sample quota was as follows:

Age (Overall)
18-34 n=344 (34.4%)
35-59 n=346 (34.6%)
60+ n=310 (31.0%)

Gender (Overall)
Male n=490 (49%)
Female n=510 (51%)

State & City
New South Wales - Sydney n=420 (42%)
Victoria - Melbourne n=380 (38%)
Queensland - Brisbane n=200 (20%)

A sample size of 1,000 provides a confidence interval (also called margin of error) of plus-or-minus 3.1% and a 95% confidence level. This means that if 50% of the sample selected a given answer you can be confident that if this question had been asked of the relevant population between 46.9% (50-3.1) and 53.1% (50+3.1) would have picked that answer.

The confidence level indicates how certain you can be. It is expressed as a percentage, in this case 95%, and represents how often the true percentage of the population who would pick an answer lies within the confidence interval. The 95% confidence level means you can be 95% certain; the 99% confidence level means you can be 99% certain. Most researchers use the 95% confidence level.

The interstate market survey incorporated a psychographic segmentation of the market based on the segmentation solution used for the Adelaide metropolitan market survey (Volume 1).

Through this process six segments were identified and given a descriptive label: Cosmopolitans, Homebodies, Traditionalists, Urbanites, Suburbanites and Diffidents.

3 SEGMENTATION

3.1 Overview

A key objective of the research was to identify one or more attitudinal segments predisposed to city living and in particular Adelaide city living. Attitudinal (or psychographic) as opposed to demographic or behavioural segmentation enables strategy to be developed that specifically responds to identified needs, values and attitudes, important in 'high involvement' decision making such as housing choice.

From a segmentation perspective, the objective is to identify segments that are large enough to warrant the development of a marketing strategy which will potentially result in the establishment of a viable market share. At the same time it is important that the segments have minimal overlap; that is they are identifiable as discrete segments.

Through this process, six segments were identified and given a descriptive label (see table below).

The interstate market component of the study incorporated a psychographic segmentation of the market based on the segmentation solution used for the Adelaide metropolitan market component. This pre-determined segmentation allowed for a discriminant analysis to be run which predicted cluster membership in the subsequent three surveys (international students, Adelaide city residents and interstate market). This meant that each respondent from each of the surveys could be allocated to one of the six segments identified in the Adelaide metropolitan market study.

The following table highlights the change in size of each of the segments as compared to the Adelaide metropolitan market survey with the most significant differences being smaller percentages of Traditionalists and Suburbanites and a higher percentage of Urbanites in the interstate sample.

Segment	Adelaide Metropolitan Market Survey	Interstate Market Survey	% Change
Segment 1 — Cosmopolitans	24%	23%	-1%
Segment 2 — Homebodies	23%	23%	0%
Segment 3 — Traditionalists	14%	10%	-4%
Segment 4 — Urbanites	9%	17%	+8%
Segment 5 — Suburbanites	21%	18%	-3%
Segment 6 — Diffidents	9%	9%	0%

The segmentation analysis for this research was undertaken by 'Strategy By Design', a Sydney based company specialising in advanced statistical analysis for market research, marketing, management consulting and human resource planning. See *Segmentation Overview* in the Adelaide Metropolitan Market Report (Volume 1) for a more detailed explanation of the segmentation process.

3.2 Segment Description and Market Depth

The following contains the six segment descriptions as they specifically relate to the interstate market.

Cosmopolitans – 23%

The Cosmopolitans is one of the two largest of the six segments representing 23% of the sample.

Along with the Urbanites, the Cosmopolitans find the idea of living in or close to the city appealing (73% compared to 52% of the total sample). They also share the Urbanites appetite for medium and higher density residential living claiming that living in an apartment is appealing (53% compared to 37% of the total sample).

The Cosmopolitans are so named because of their cosmopolitan outlook on life. This is evidenced by their adventurous and outgoing nature (77% compared to 54% of the total sample), their appetite for travel around Australia and overseas (79% compared to 64% of the total sample) and their interest in living in an area where there is a mix of people from different backgrounds (73% compared to 55% of the total sample). They are also more likely to prefer to live in a contemporary style, architecturally designed home (57% compared to 53% of the total sample).

Importantly they are confident (81% compared to 70% of the total sample) and have a clear idea of their goals in life (87% compared to 77% of the total sample).

The Cosmopolitans also show an interest in sustainability preferring to live in a development with the latest in environmental initiatives (81% compared to 70% of the total sample) and are prepared to pay a premium for an energy efficient house (52% compared to 42% of the total sample).

The Cosmopolitans are pretty active when it comes to keeping fit or playing sport (62% compared to 49% of the total sample) and are more likely to walk or ride their bike in preference to using their car (60% compared to 52% of the total sample).

The Cosmopolitans are more likely to take risks (48% compared to 37% of the total sample), be competitive (50% compared to 43%) and consider themselves to be cultured (82% compared to 67% of the total sample). They think that it's important to set and enforce housing standards to protect their investment (79% compared to 73% of the total sample) and a sense of community is important to them when they are choosing somewhere to live (82% compared to 71% of the total sample).

The Cosmopolitans are less likely to:

- Describe themselves as a homebody (46% compared to 67% of the total sample)
- Prefer to live on a traditional block of land (29% compared to 57% of the total sample)
- Feel uncomfortable when they are out of their normal environment (20% compared to 40% of the total sample)
- Prefer to live in an area where most of the people come from backgrounds similar to their own (25% compared to 46% of the total sample)

In summary, at 23% of the overall sample, the Cosmopolitans rate very highly as a primary market segment. The Cosmopolitans segment considers Adelaide to be both a beautiful and liveable city and they have both the equity and incomes to attain this. They are engaged, active, confident, leaders who should respond very favourably to a carefully developed and implemented Adelaide city centre residential brand proposition.

Homebodies – 23%

The Homebodies is one of the two largest of the six segments representing 23% of the sample.

The Homebodies are so named because they describe themselves as just that. The Homebodies tend to feel uncomfortable outside of their normal environment and prefer to live in a traditional home.

The vast majority of Homebodies:

- Believe that safety and security is an important consideration when choosing somewhere to live
- Value peace and quiet as an important consideration when choosing somewhere to live
- Consider that privacy is an important consideration when choosing somewhere to live

The Homebodies are less inclined to:

- Describe themselves as adventurous and outgoing
- Take the lead in a group situation
- Have travelled a lot around Australia or overseas
- Consider themselves to be competitive
- Consider themselves to be confident
- Take risks
- Be active when it comes to keeping fit or playing sport
- Have a clear idea of their goals in life
- Consider themselves to be cultured
- Consider themselves to be a trendsetter
- Consider themselves to be well-educated
- Walk or ride a bike in preference to using their car
- Be more concerned with what they think than what other people think of them
- Prefer to live in a contemporary style, architecturally designed home

In terms of housing, the Homebodies are less inclined to find the idea of living in or very close to the city appealing or find living in a terrace or townhouse appealing with only a small percentage claiming they would find apartment living appealing.

The Homebodies are less likely than the overall sample to own their homes with a mortgage, with an average propensity to own their homes outright and a slightly higher propensity to rent.

The value of their current homes is the lowest of all segments and they are average in considering Adelaide to be either a 'Beautiful City' or a 'Liveable City'.

This segment has a much higher percentage of females at 64% and an older age profile with 30% aged 18 to 39 years of age and 57% aged 50 years of age or more. This age profile is also reflected in the household pattern with 19% being couples or single parents with mainly adult children still living at home, 26% older couples with no children at home and 21% lone person households.

In terms of employment, just 29% of this segment claims to be in either the professional or white collar employment categories (lowest of all segments) with a much higher percentage of retirees (27%). The Homebodies have much lower household incomes with just 32% having annual incomes of $80,000 or more.

In summary the Homebodies don't appear to be overly interested in Adelaide as a place to live. They also have less equity in their homes and lower annual incomes. On balance, the Homebodies are ranked as a tertiary market segment as potential Adelaide residents.

Traditionalists – 10%

The Traditionalists represent 10% of the eastern seaboard survey population and this is the second smallest of the six segments. The Traditionalists are so named because of the six segments, this group has a high percentage of people who would prefer to live on a large traditional block of land and a similarly high percentage of people who would prefer to live in a traditional style of home.

In other areas of housing, the Traditionalists are less likely to prefer a terrace or townhouse and don't find the idea of apartment living very attractive. Unsurprisingly the Traditionalists tend to find the idea of living in or very close to the city much less appealing.

Along with the Cosmopolitans, the Traditionalists share an interest in sustainability with a preference to live in a development with the latest in environmental initiatives, are prepared to pay a premium for an energy efficient house and are prepared to pay more for electricity generated from renewable resources. In addition the Traditionalists tend to think Australians are not doing enough to combat climate change.

The Traditionalists are more concerned with what they think than what other people think of them, would prefer to live in an area where all the homes are of a similar style and quality, would describe themselves as a bit of a homebody and would prefer to live in an area where there is a mix of people from different backgrounds.

The Traditionalists claim to be cultured, have a clear idea of their goals in life and are prepared to pay a premium for an upmarket brand they can trust.

The vast majority of Traditionalists:

- Consider that a sense of space and openness is important
- Consider that peace and quiet is an important consideration when choosing somewhere to live
- Consider themselves to be confident
- Consider that a sense of community is an important consideration when choosing somewhere to live

The Traditionalists are a little more likely than the overall sample to own their homes (including with a mortgage), with a lower than average propensity to rent.

The value of their current homes is around average and they are much higher than average in considering Adelaide to be either a 'Beautiful City' or a 'Liveable City'.

This segment has the highest percentage of females at 71% and a much older age profile with 24% aged 18 to 39 years of age and 58% aged 50 years of age or more. This age profile is also reflected in the household pattern with 22% being couples or single parents with mainly adult children still living at home, 29% older couples with no children at home and just 8% lone person households.

In terms of employment, 35% of this segment claims to be in either the professional or white collar employment categories (second lowest of all segments) with a higher percentage of retirees (26%). The Traditionalists have slightly higher household incomes with 48% having annual incomes of $80,000 or more.

In summary the Traditionalists, as their segment name suggests, are traditional in their attitudes to housing - a preference for a traditional home on a large traditional block of land. The Traditionalists are confident, cultured and know where they are headed in life but this is not a leadership segment. The Traditionalists segment has an older age profile and a slightly higher than average income profile.

The Traditionalists have an interest in Adelaide as a place to live but are not attracted to city living and overall are ranked as a tertiary market segment for Adelaide.

Urbanites – 17%

The Urbanites represent 17% of the population and is similar in size to the Suburbanites (18%). The Urbanites are so named because the vast majority of the members of this segment are attracted to the idea of city or near-city living or in higher density developments such as apartments and terrace/townhouse.

Interestingly, the Urbanites would like to live in a development that is protected by locked gates or a guard, would prefer to live in a contemporary style, architecturally designed home and to live in a development that has a diverse range of architectural styles.

The Urbanites segment has a decidedly green tinge with a preference for homes that are energy efficient and developments that include the latest in environmental initiatives. The Urbanites are also prepared to pay a premium for an upmarket brand they can trust and see themselves as trendsetters. This is by far the trendiest of the six segments.

The vast majority of Urbanites:

- Think it's important that standards are set and enforced for new housing developments
- Have a clear idea of their goals in life
- Consider themselves to be confident
- Claim that keeping in close contact with their families is important to them
- Consider that peace and quiet is an important consideration when choosing somewhere to live
- Consider themselves to be well-educated
- Consider that safety and security is an important consideration when choosing somewhere to live

The Urbanites segment is one of three leadership segments (the others being the Cosmopolitans and the Suburbanites) claiming they often take the lead in a group situation.

The Urbanites are a little more likely than the overall sample to own their homes with a mortgage but less likely to own their own homes outright, with an average propensity to rent.

The value of their current homes is higher than average in the $400,000 to less than $700,000 band and lower than average in the $700,000 plus range. The Urbanites are lower than average in considering Adelaide to be either a 'Beautiful City' or a 'Liveable City'.

This segment has the lowest percentage of females at 36% and a much younger age profile with 75% aged 18 to 39 years of age and just 15% aged 50 years of age or more. This age profile is also reflected in the household pattern with 5% being couples or single parents with mainly adult children still living at home, 6% older couples with no children at home and 22% lone person households.

In terms of employment, 58% of this segment claims to be in either the professional or white collar employment categories (equal highest of all segments – shared with the Cosmopolitans) with a much lower percentage of retirees (3%). The Urbanites have higher household incomes with 53% having annual incomes of $80,000 or more (highest of all segments).

In summary, at 17% of the overall sample the Urbanites rate as a secondary market segment for Adelaide residential living. They are attractive because of their strong interest in urban and higher density living but they will take some convincing to leave their high paid jobs on the eastern seaboard and relocate to Adelaide. The City brand proposition will need to be compelling for this segment.

Suburbanites – 18%

The Suburbanites represent 18% of the population and is similar in size to the Urbanites (17%). The Suburbanites are so named because of the six segments, this group has a high percentage of people who might be described as having 'suburban' attitudes. They have an appetite for a traditional home on a large traditional block of land and they are adventurous, outgoing, confident and competitive.

This is evident in their level of agreement with the following statements:

- I would prefer to live in a traditional style of home
- I would prefer to live on a large traditional block of land
- I' describe myself as kind of adventurous and outgoing
- I have a clear idea of my goals in life
- I think most people who know me well would consider me a competitive person
- A sense of space and openness is important to me

The Suburbanites are one of three leader segments (the others being the Cosmopolitans and the Urbanites) claiming they often take the lead in a group.

The Suburbanites have limited interest in sustainability and are less inclined to:

- Prefer to live in a development that includes the latest in environmental initiatives
- Pay more for renewable energy
- Agree that Australians aren't doing enough to combat climate change
- Pay a premium for a house that's energy efficient

The Suburbanites are also less inclined to:

- Prefer to live in a development with a diverse range of architectural styles
- Prefer to live in an area where there is a mix of people from different backgrounds
- Feel uncomfortable out of their normal environment
- Pay a premium for an upmarket brand they can trust
- Prefer to walk or ride their bike in preference to using their car
- Describe themselves as a homebody

Not surprisingly the Suburbanites are less inclined to prefer to:

- Live in or close to the city
- Live in a terrace or townhouse
- Live in an apartment
- Live in a contemporary style, architecturally designed home

The vast majority of Suburbanites:

- Consider that peace and quiet is an important consideration when choosing somewhere to live
- Consider that privacy is an important consideration when choosing somewhere to live
- Consider that keeping in close contact with their family is important
- Consider themselves to be well-educated
- Consider that safety and security is an important consideration when choosing somewhere to live

The Suburbanites are much more likely than the overall sample to own their homes outright (highest of all segments) with a correspondingly much lower than average propensity to rent (lowest of all segments).

The value of their current homes tends to be in line with the overall sample. The Suburbanites are around average in considering Adelaide to be either a 'Beautiful City' or a 'Liveable City'.

This segment has a lower percentage of females at 45% and an older age profile with 22% aged 18 to 39 years of age and 65% aged 50 years of age or more (highest of all segments). This age profile is also reflected in the household pattern with 20% being couples or single parents with mainly adult children still living at home, 36% older couples with no children at home and 15% lone person households.

In terms of employment, 38% of this segment claims to be in either the professional or white collar employment categories with the highest percentage of retirees (34%). The Suburbanites have average household incomes with 47% having annual incomes of $80,000 or more.

In summary the Suburbanites, as their segment name suggests, are typified by their suburban attitudes. They are adventurous, outgoing, confident and competitive with minimal interest in sustainability.

The Suburbanites rank as a leadership segment but this is not a priority segment as they have little interest in city living and are therefore ranked as a tertiary market segment.

Diffidents – 9%

The Diffidents represent just 9% of the population and this is the smallest of the six segments. The Diffidents are so named because of the six segments, this group has by far the highest percentage of people who have minimal interest in community, a low level of interest in keeping in close contact with their family, a low level of confidence and are generally neither adventurous nor outgoing.

On a positive note, the Diffidents are attracted to terrace and townhouse living and somewhat attracted to apartment living and living in or near the city.

The Diffidents are less likely than the overall sample to own their homes outright with a slightly higher than average propensity to rent.

The value of their current homes tends to be much lower than the overall sample. The Diffidents are much lower than average in considering Adelaide to be either a 'Beautiful City' or a 'Liveable City'.

This segment has a much lower percentage of females at 38% and a younger age profile with 54% aged 18 to 39 years of age and 27% aged 50 years of age or more. This age profile is also reflected in the household pattern with 24% being couples or single parents with mainly adult children still living at home, 9% older couples with no children at home and 22% lone person households.

In terms of employment, 44% of this segment claims to be in either the professional or white collar employment categories with a much lower percentage of retirees (12%). The Diffidents have higher than average household incomes with 52% having annual incomes of $80,000 or more.

In summary the Diffidents are a much younger tertiary segment with limited potential for engagement and are therefore considered a tertiary segment only.

3.3 Segment Priorities

The Adelaide metropolitan market study report contained a recommendation for segment priorities. The report also highlights that in terms of strategy development it is important to prioritise the market segments.

Each segment has been prioritised and it is recommended that the Cosmopolitans be classified as the primary market segment with the Urbanites being the secondary market segment. The remaining four segments are classified as tertiary market segments.

The segment priorities as they relate to the interstate market are identified as follows:

- Segment 1 — Cosmopolitans 23% Primary Target Market
- Segment 2 — Homebodies 23% Tertiary Market
- Segment 3 — Traditionalists 10% Tertiary Market
- Segment 4 — Urbanites 17% Secondary Target Market
- Segment 5 — Suburbanites 18% Tertiary Market
- Segment 6 — Diffidents 9% Tertiary Market

It is encouraging that the segmentation of the interstate market shows that the size of the Cosmopolitans segment remains relatively constant at 23% with the Urbanites segment increasing to 17%, with the majority of this increase being at the expense of the Traditionalists and Suburbanites.

The following segment snapshot table highlights key variables for each of the six segments, with the Cosmopolitan segment highlighted. The sample size is relatively small so findings should be taken as a guide only.

Segment Snapshot – Interstate Market	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
(+/- 5% highlighted in blue/red text)	100%	23%	23%	10%	17%	18%	9%
Own home outright	34%	30%	32%	36%	26%	51%	28%
Own with mortgage	32%	29%	27%	36%	41%	30%	33%
Rent	31%	37%	35%	25%	31%	17%	35%
Value of current home - <$400,000	16%	10%	21%	12%	17%	14%	16%
Value of current home - $400,000 to <$700,000	31%	26%	36%	34%	38%	30%	25%
Value of current home - $700,000+	48%	63%	34%	47%	43%	50%	43%
Know a little to a lot about Adelaide as a place to live	34%	32%	19%	26%	60%	32%	41%
Adelaide – a Beautiful City *	51%	61%	51%	64%	46%	48%	42%
Adelaide – a Liveable City *	51%	61%	49%	60%	43%	53%	42%
Adelaide – a city I could see myself moving to in the next 5 years *	26%	28%	20%	28%	27%	26%	26%
Adelaide – attractive for investment property *	41%	42%	42%	48%	35%	48%	37%
Gender – female (quota applied)	51%	50%	64%	71%	36%	45%	38%
Age 18 to 39 (quota applied)	40%	41%	30%	24%	75%	22%	54%
Age 50 +	47%	47%	57%	58%	15%	65%	27%
Couple or single parent with mainly adult children still living at home	17%	15%	19%	22%	5%	20%	24%
Older couple, no children at home	22%	21%	26%	29%	6%	36%	9%
Lone person household	19%	21%	21%	8%	22%	15%	22%
Occupation - Professional + White Collar	44%	58%	29%	35%	58%	38%	44%
Occupation – Retired (self-funded + pensioner)	21%	19%	27%	26%	3%	34%	12%
Household income <$40,000	17%	15%	24%	16%	8%	17%	17%
Household income $40,000 to <$80,000	28%	26%	32%	22%	30%	27%	24%
Household income $80,000+	46%	51%	32%	48%	53%	47%	52%

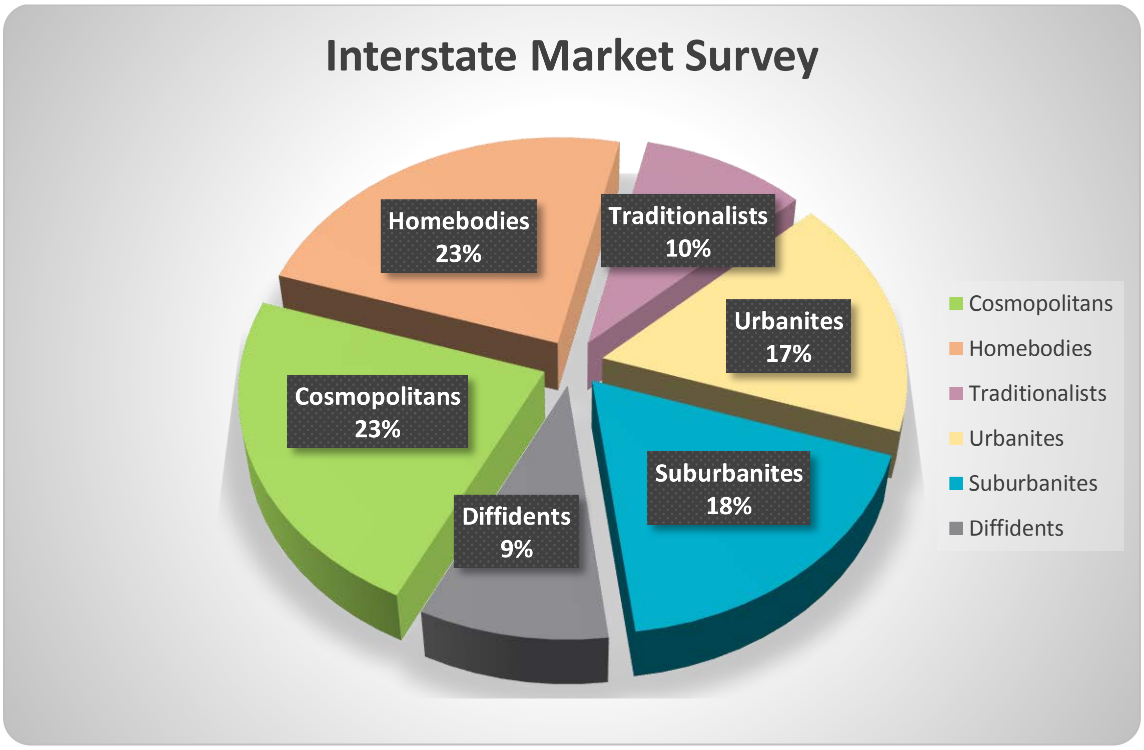
** Denotes a question posed to only 34% of sample who claim to know at least a little about Adelaide as a place to live.*

In summary, at 23% of the overall sample, the Cosmopolitans rate very highly as a primary market segment. The Cosmopolitans segment considers Adelaide to be both a beautiful and liveable city and they have both the equity and incomes to purchase into the city. They are engaged, active, confident, leaders who should respond very favourably to a carefully developed and implemented Adelaide city residential brand proposition. The Urbanites, at 17% of the overall sample rate as a secondary market segment for Adelaide residential living. They are attractive because of their strong interest in urban and higher density living but they will take some convincing to leave their high paid jobs on the eastern seaboard and relocate to Adelaide. The City brand proposition will need to be compelling for this segment.

4 RESEARCH FINDINGS

This section of the report details the overall study findings from the online survey and provides further insights on the market. The format of this section follows the sequence of the survey questionnaire.

As detailed in Section 2, a total of 1,000 respondents participated in the survey. The survey data are reported on by market segment and compared to the total sample. The following pie chart shows the relative sizes for the six respondent segments.



<u>It is important to note that not all respondents answered every question as some questions were only asked of those respondents who provided a particular response to a previous question.</u>

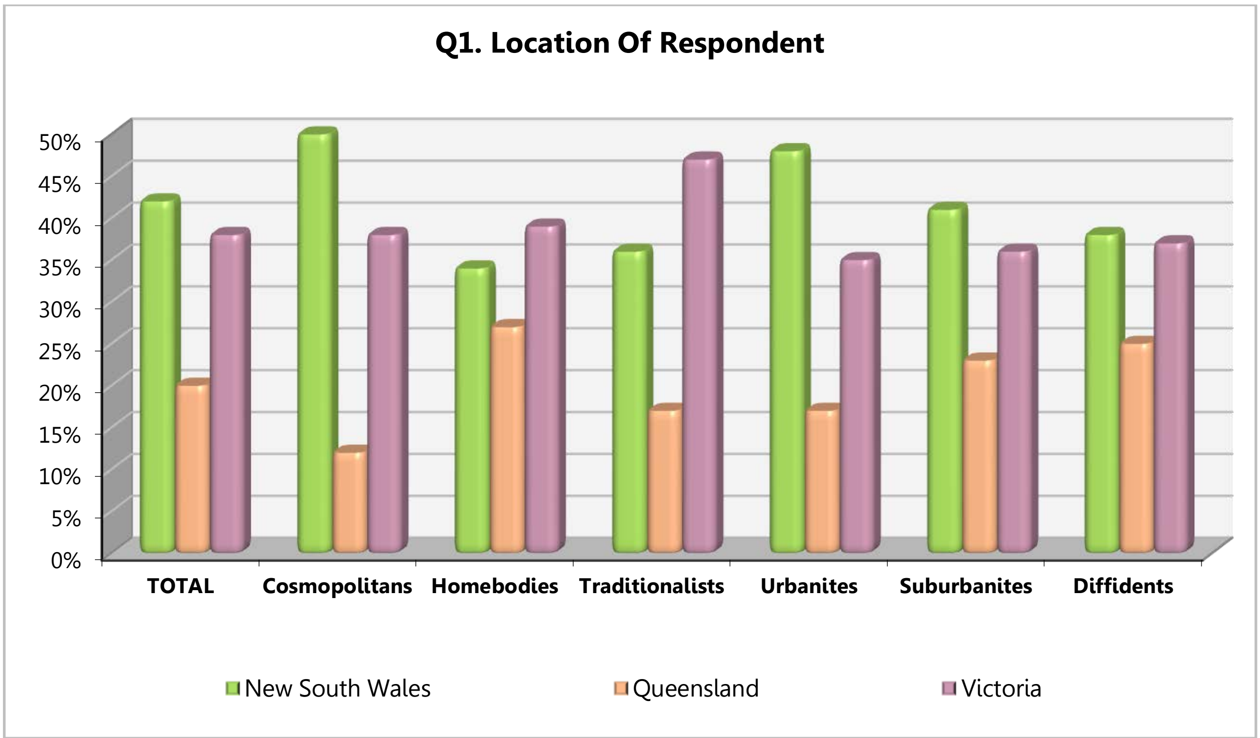
Also, there are some instances where the aggregate of two percentages sums to either + or - 1% of the aggregated figure. This is a result of the rounding of decimal places.

The first three questions were asked at the commencement of each interview in order to determine each potential interviewee's suitability for participation in the survey.

4.1 Place of Residence

Question 1 - Can I please confirm the suburb and postcode you currently live in?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
New South Wales	42%	50%	34%	36%	48%	41%	38%
Queensland	20%	12%	27%	17%	17%	23%	25%
Victoria	38%	38%	39%	47%	35%	36%	37%

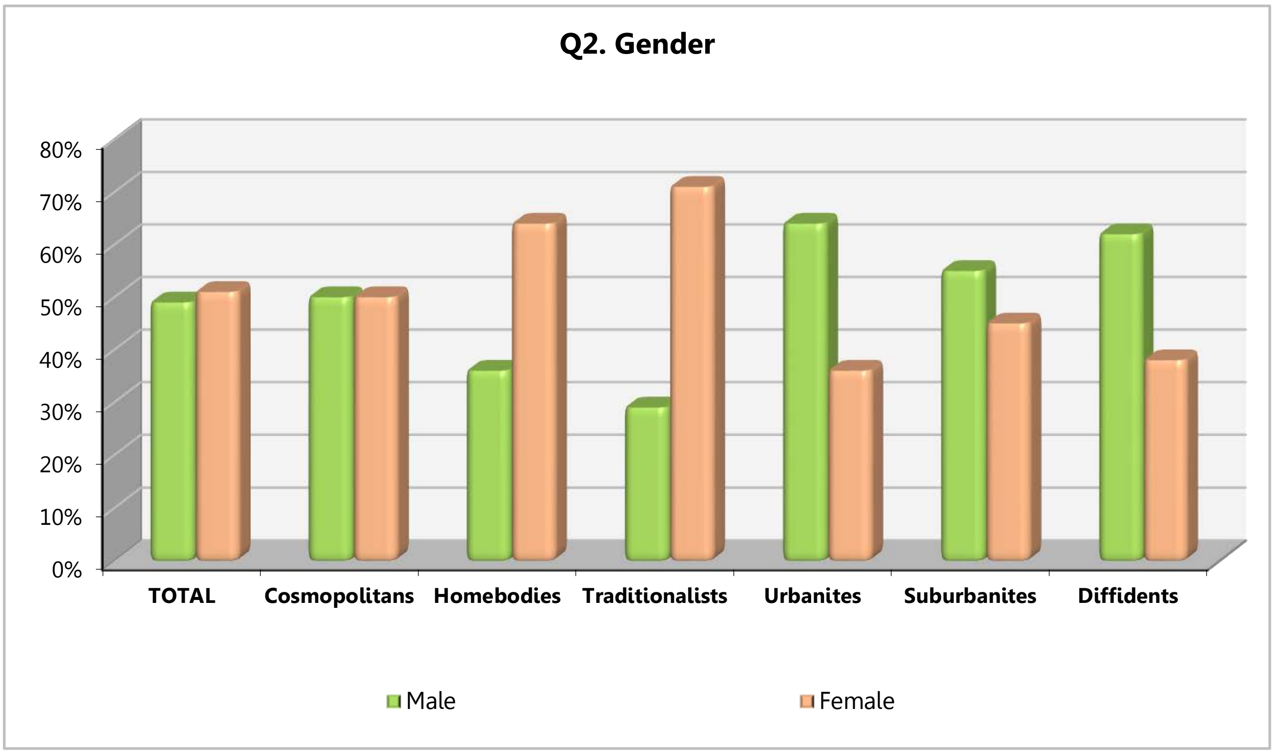


The catchment area for the survey was drawn from the city/metropolitan regions of three states with 42% drawn from New South Wales, 38% drawn from Victoria and the remaining 20% from Queensland.

4.2 Demographics

Question 2 – Gender

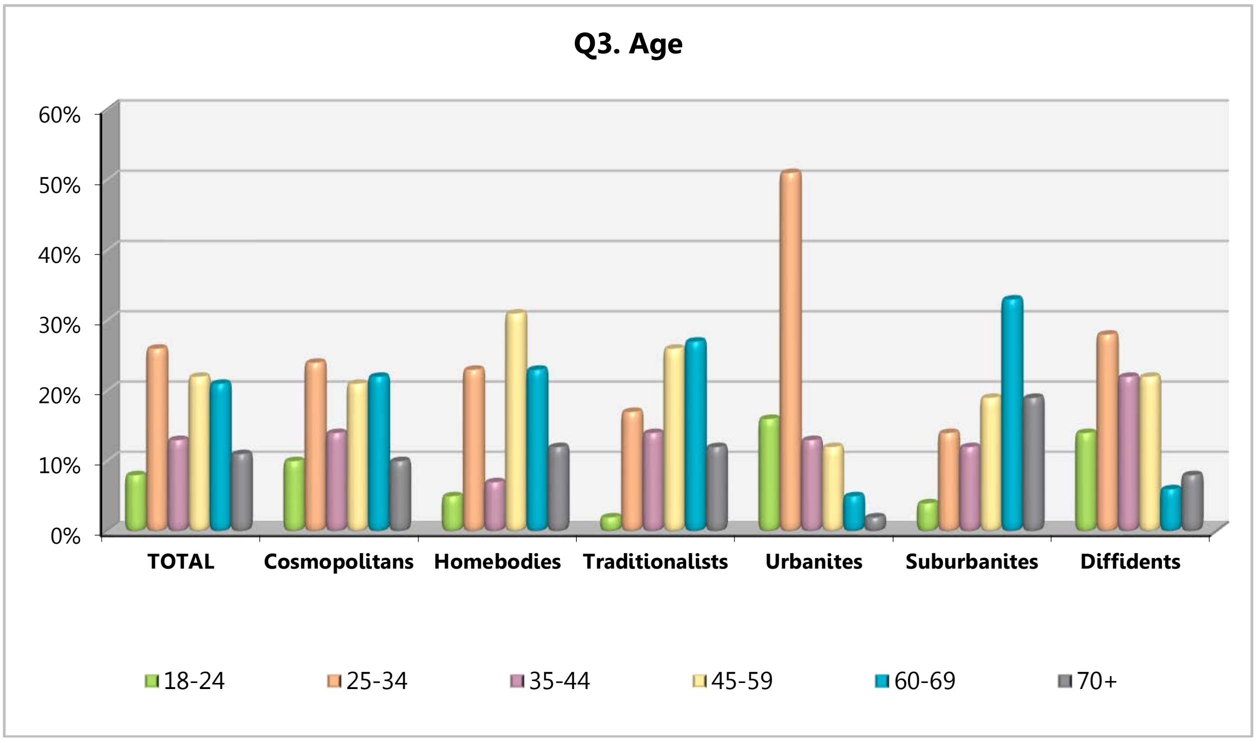
	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Male	49%	50%	36%	29%	64%	55%	62%
Female	51%	50%	64%	71%	36%	45%	38%



A sampling quota was imposed to ensure there was an even split of males (49%) and females (51%) represented in the survey.

Question 3 - Which of the following age categories are you in?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
18 to 20	3%	4%	2%	1%	6%	1%	7%
21 to 24	5%	6%	3%	1%	10%	3%	7%
25 to 29	13%	11%	11%	9%	26%	6%	15%
30 to 34	13%	13%	12%	8%	25%	8%	13%
35 to 39	6%	7%	2%	5%	8%	4%	12%
40 to 44	7%	7%	5%	9%	5%	8%	10%
45 to 49	7%	6%	9%	7%	4%	6%	9%
50 to 59	15%	15%	22%	19%	8%	13%	13%
60 to 64	11%	11%	14%	9%	3%	17%	5%
65 to 69	10%	11%	9%	18%	2%	16%	1%
70 to 74	7%	6%	9%	8%	2%	12%	5%
75 or over	4%	4%	3%	4%	0%	7%	3%



A sampling quota for age was imposed as follows:

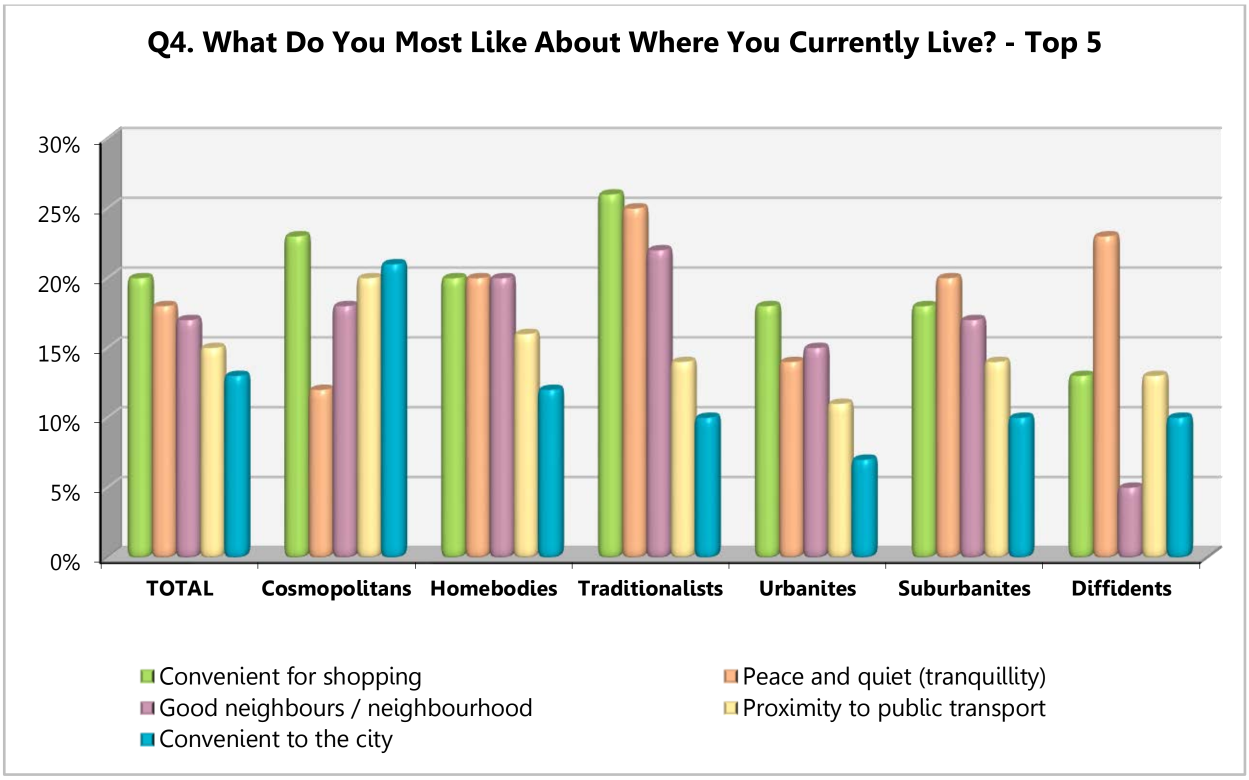
- 18 to 34 years – 34%
- 35 to 49 years – 20%
- 50 to 64 years – 26%
- 65 years or more – 21%

4.3 Attitude to and Characteristics of Current Place of Residence

Question 4 - What do you most like about where you currently live?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Convenient for shopping	20%	23%	20%	26%	18%	18%	13%
Peace and quiet (tranquillity)	18%	12%	20%	25%	14%	20%	23%
Good neighbours / neighbourhood	17%	18%	20%	22%	15%	17%	5%
Proximity to public transport	15%	20%	16%	14%	11%	14%	13%
Convenient to the city	13%	21%	12%	10%	7%	10%	10%
Close to everything (general mention)	8%	5%	10%	7%	5%	11%	12%
Location/area (general mention)	8%	9%	5%	6%	9%	7%	11%
Close to parks	7%	8%	5%	17%	6%	5%	2%
Close to the beach	6%	12%	4%	4%	4%	6%	1%
It is a safe and secure place to live / a place where I feel safe	6%	6%	3%	4%	8%	8%	2%
Close to entertainment and recreation facilities	6%	6%	6%	5%	3%	9%	4%
Trees	6%	5%	5%	13%	2%	7%	3%
Convenient for schools / kindergarten / childcare for my children	5%	7%	4%	9%	3%	4%	2%
Open space	5%	4%	5%	13%	2%	8%	2%
Convenience (general mention)	5%	8%	2%	2%	5%	6%	8%
My house	4%	3%	2%	4%	8%	3%	2%
Close to restaurants or cafes	4%	8%	3%	2%	2%	3%	7%
Close to family	3%	4%	4%	3%	1%	4%	1%
Close to work	3%	4%	5%	3%	1%	2%	3%
Close to medical facilities	3%	1%	4%	5%	1%	3%	0%
We have a big block with room to move	2%	1%	2%	6%	2%	3%	1%
We have a small low maintenance block that suits our lifestyle	2%	0%	3%	2%	1%	2%	1%
Close to friends	2%	3%	4%	4%	1%	2%	0%
Weather/climate/flood free	2%	2%	1%	1%	2%	2%	1%
Leafy streets	1%	0%	1%	1%	1%	1%	0%
Close to the hills	1%	0%	1%	2%	0%	2%	0%
This is the suburb that I grew up in	1%	0%	0%	0%	1%	3%	1%
Surrounded by attractive homes	1%	1%	0%	3%	1%	1%	1%
Close to where I study	0%	1%	1%	0%	0%	0%	0%
Don't know	4%	1%	4%	1%	11%	1%	11%

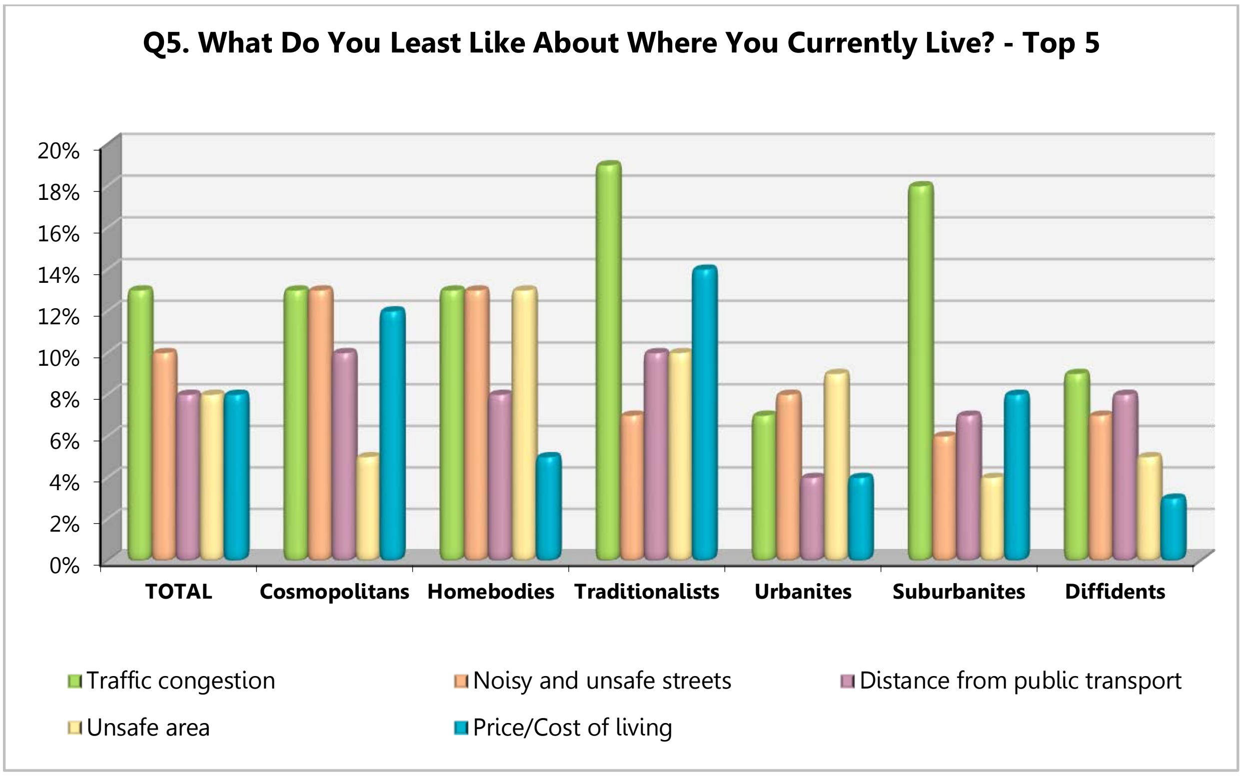
When asked what they most like about where they currently live ‘Convenient to shopping’ was the most frequently nominated reason for total respondents (20%). ‘Peace and quiet’ (18%), ‘Good neighbours/neighbourhood’ (17%), ‘Proximity to public transport’ (15%) and ‘Convenient to the city’ (13%) were also frequently nominated by total respondents.



Question 5 - What do you least like about where you currently live?

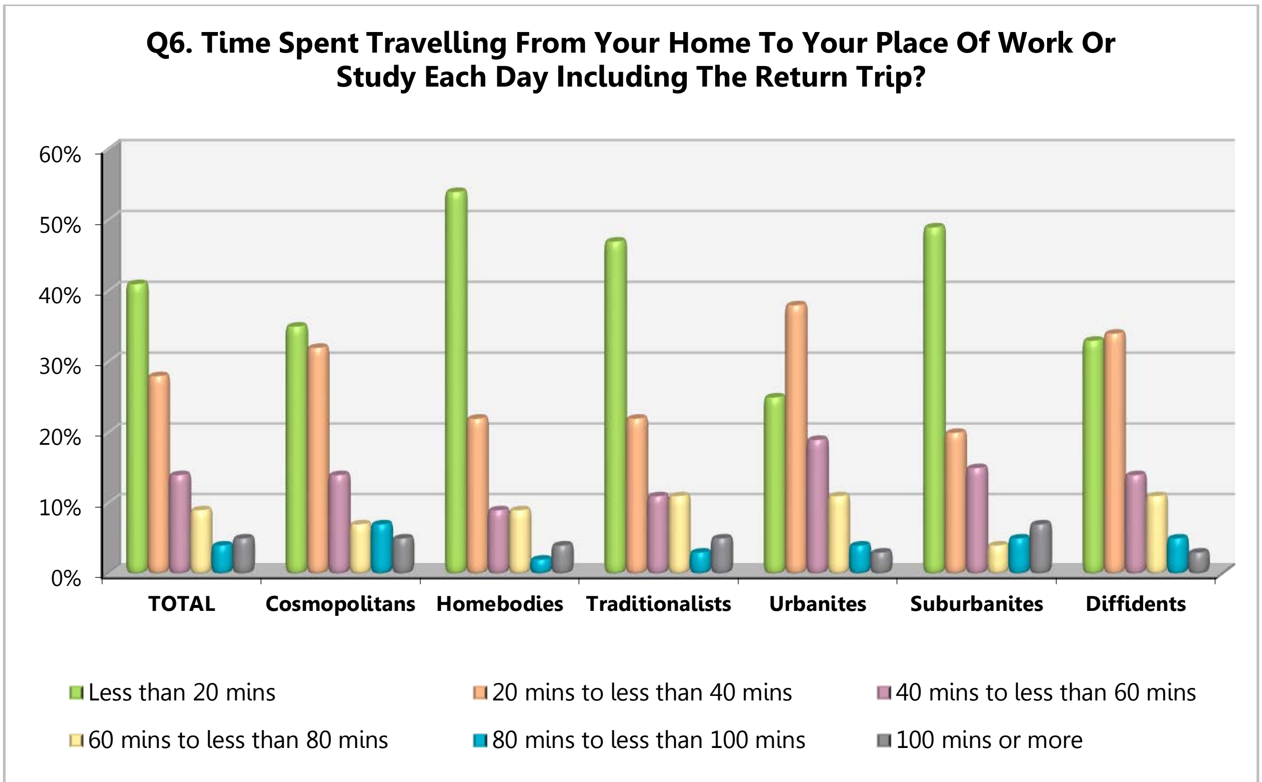
	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Traffic congestion	13%	13%	13%	19%	7%	18%	9%
Noisy and unsafe streets	10%	13%	13%	7%	8%	6%	7%
Distance from public transport	8%	10%	8%	10%	4%	7%	8%
Unsafe area	8%	5%	13%	10%	9%	4%	5%
Price / Cost of living	8%	12%	5%	14%	4%	8%	3%
Unpleasant neighbourhood - specify	7%	6%	8%	6%	9%	9%	4%
High rise / density, overdevelopment, development issues	7%	5%	5%	17%	3%	11%	5%
Overpopulated / overcrowded	5%	3%	5%	6%	8%	3%	5%
My house	3%	4%	3%	5%	2%	3%	2%
Too far from the CBD	3%	4%	5%	4%	2%	2%	1%
Poor infrastructure (poor maintenance & upkeep)	3%	6%	2%	4%	2%	3%	1%
Not convenient for shopping	2%	1%	3%	4%	2%	1%	3%
Location/area (general mention)	2%	1%	2%	0%	2%	1%	3%
Poor/bad weather conditions	2%	4%	1%	0%	1%	2%	1%
Lack of parking spaces available	2%	3%	1%	3%	2%	1%	1%
Unfriendly/annoying / undesirable neighbours	2%	3%	3%	1%	2%	1%	1%
Ethnic population / cultural issues/racism	2%	1%	2%	2%	2%	4%	0%
Not enough open space	1%	2%	0%	0%	1%	2%	1%
Too far from the beach	1%	0%	0%	0%	1%	2%	0%
Not enough trees	1%	0%	1%	2%	1%	1%	0%
Not close to family	1%	1%	0%	3%	0%	0%	0%
Too far away from work	1%	1%	1%	0%	1%	2%	2%
Not enough entertainment & recreation facilities nearby	1%	1%	2%	0%	1%	0%	3%
Not convenient for restaurants or cafes	1%	0%	1%	1%	1%	0%	0%
House and/or allotment too large	1%	0%	1%	0%	2%	0%	0%
House and/or allotment too small	1%	2%	2%	0%	1%	2%	0%
Not to anything (general mention)	1%	0%	2%	0%	1%	1%	0%
Unemployment concerns, i.e. lack of jobs	1%	0%	0%	2%	1%	0%	0%
Lower socio-economic area	1%	0%	1%	1%	1%	1%	1%
Too far from the linear park	0%	1%	0%	1%	0%	0%	0%
Too far from the hills	0%	0%	0%	0%	0%	1%	0%
Too far from friends	0%	0%	0%	2%	0%	1%	0%
Not convenient for schools	0%	0%	0%	0%	1%	0%	0%
Surrounding homes are unattractive	0%	0%	0%	1%	0%	1%	0%
Too far away from where I study	0%	0%	0%	0%	0%	0%	0%
Don't know	4%	1%	2%	1%	11%	1%	10%
Nothing - I don't dislike anything about where I currently live	20%	18%	17%	13%	21%	26%	28%

When asked what they least like about where they currently live 'Traffic congestion' was the most frequently nominated reason for total respondents (13%). 'Noisy and unsafe streets' (10%), 'Distance from public transport', 'Unsafe area' and 'Price/Cost of living (all 8%) were also nominated by total respondents.



Question 6 - Approximately how much time do you spend travelling from your home to your place of work or study each day including the return trip?

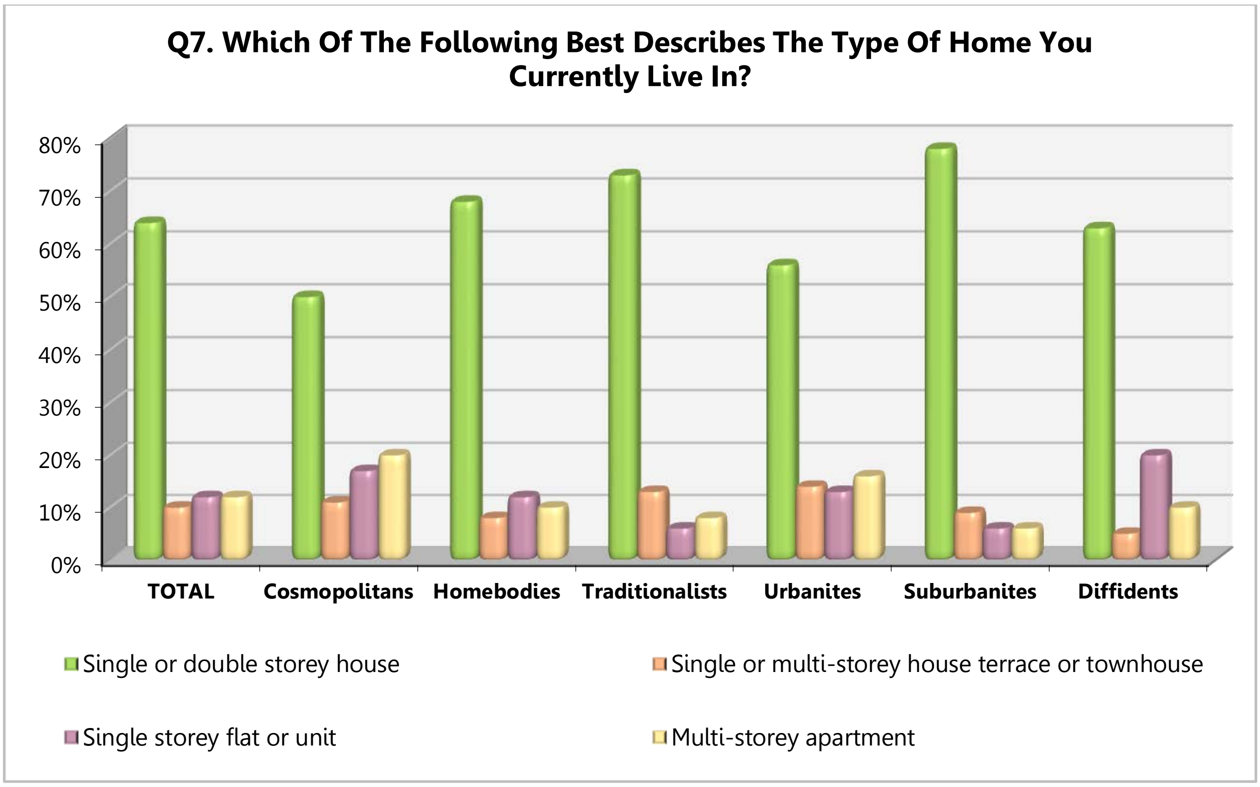
	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Less than 20 mins	41%	35%	54%	47%	25%	49%	33%
20 mins to less than 40 mins	28%	32%	22%	22%	38%	20%	34%
40 mins to less than 60 mins	14%	14%	9%	11%	19%	15%	14%
60 mins to less than 80 mins	9%	7%	9%	11%	11%	4%	11%
80 mins to less than 100 mins	4%	7%	2%	3%	4%	5%	5%
100 mins or more	5%	5%	4%	5%	3%	7%	3%



Over two-thirds of total respondents spend less than 40 minutes travelling to work or study and home again each day (69%) increasing to 76% of the Homebodies segment. The Suburbanites are more likely than other segments to spend 100 minutes or more travelling to work or study and home again each day (7% compared to 5% of total respondents).

Question 7 - Which of the following best describes the type of home you currently live in?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Single or double storey house	64%	50%	68%	73%	56%	78%	63%
Single or multi-storey house terrace or townhouse	10%	11%	8%	13%	14%	9%	5%
Single storey flat or unit	12%	17%	12%	6%	13%	6%	20%
Multi-storey apartment	12%	20%	10%	8%	16%	6%	10%
Other dwelling	2%	2%	2%	0%	1%	2%	1%
Not sure	0%	1%	0%	0%	0%	0%	1%



Nearly two-thirds of total respondents (64%) stated they are currently living in a single or double storey house, increasing to 78% of the Suburbanites segment. The Diffidents segment is more likely to live in single storey flat/unit (20% compared to 10% of total respondents). Multi-storey apartments are more popular for the Cosmopolitans (20% compared to 12% of total respondents).

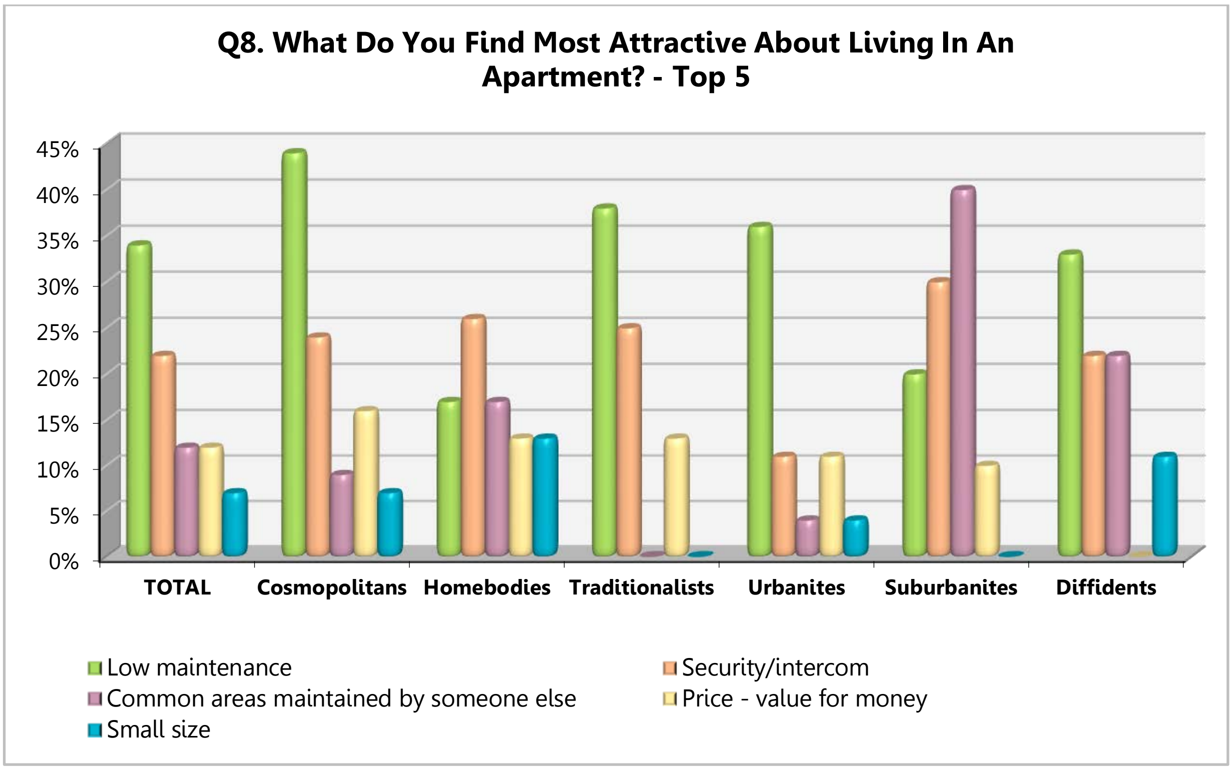
4.4 Apartment Living Perceptions

Question 8 - What do you find most attractive about living in an apartment?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	123	45	23	8	28	10	9
Low maintenance	34%	44%	17%	38%	36%	20%	33%
Security/intercom	22%	24%	26%	25%	11%	30%	22%
Common areas maintained by someone else	12%	9%	17%	0%	4%	40%	22%
Price - value for money	12%	16%	13%	13%	11%	10%	0%
Small size	7%	7%	13%	0%	4%	0%	11%
Shared facilities such as laundry and storage	7%	4%	9%	13%	7%	10%	0%
Views	3%	2%	0%	13%	7%	0%	0%
Convenient to the city	3%	7%	0%	13%	0%	0%	0%
Modern/new	3%	4%	0%	0%	7%	0%	0%
Having a balcony	2%	4%	0%	0%	0%	0%	0%
Good neighbours/neighbourhood	2%	2%	0%	0%	7%	0%	0%
Convenient for shopping	2%	0%	4%	0%	4%	0%	0%
Proximity to public transport	2%	0%	0%	0%	7%	0%	0%
Peace and quiet (tranquillity)	2%	2%	0%	0%	4%	0%	0%
Parking	2%	2%	4%	0%	0%	0%	0%
Location/area (General mention)	2%	0%	0%	0%	4%	0%	11%
Close to restaurants or cafes	1%	0%	0%	0%	4%	0%	0%
Close to everything/things (General mention)	1%	0%	4%	0%	0%	0%	0%
Nothing	5%	4%	9%	0%	4%	10%	0%
Don't know	2%	2%	0%	0%	4%	0%	11%

This question was asked of those respondents who indicated they live in a multi-storey apartment. Please note this is a very small sample size so caution should be exercised in interpreting the findings. Low maintenance was the most attractive feature for 34% of these respondents, while security/intercom was most liked by 22% of respondents.

Please refer to the chart on the following page.

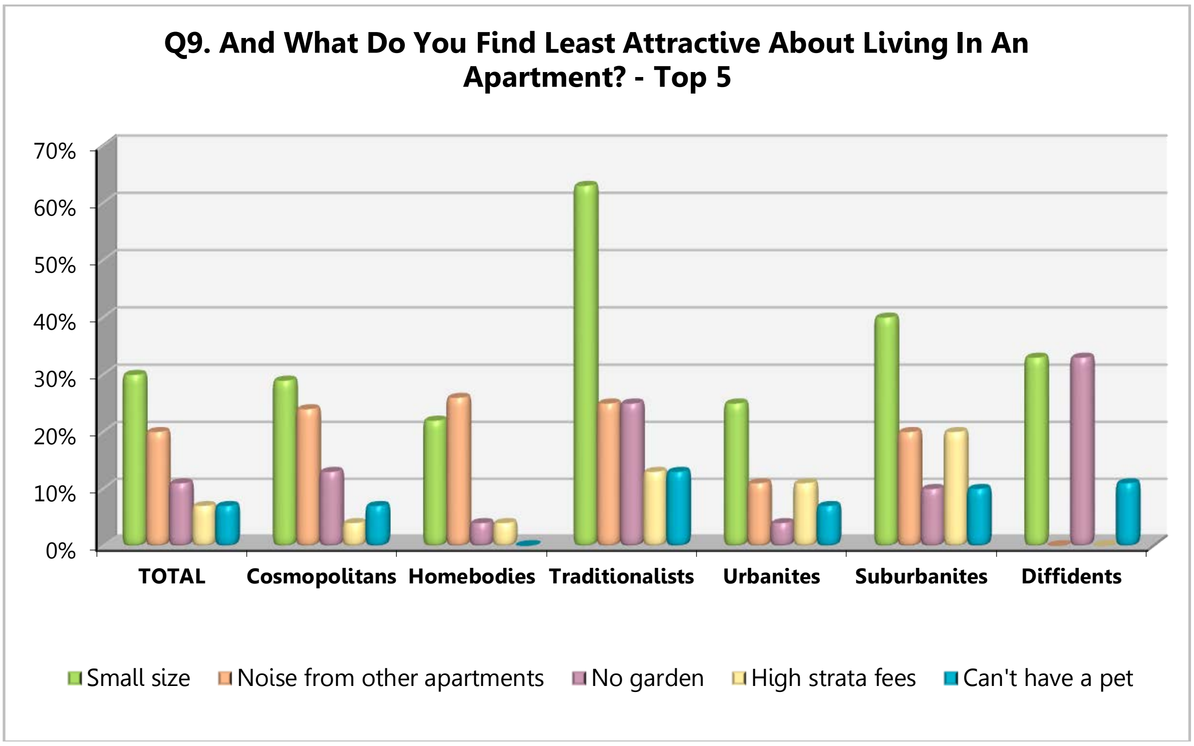

Q8. What Do You Find Most Attractive About Living In An Apartment? - Top 5
45%
40%
35%
30%
25%
20%
15%
10%
5%
0%
TOTAL
Cosmopolitans
Homebodies
Traditionalists
Urbanites
Suburbanites
Diffidents
Low maintenance
Security/intercom
Common areas maintained by someone else
Price - value for money
Small size

Question 9 - And what do you find least attractive about living in an apartment?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	123	45	23	8	28	10	9
Small size	30%	29%	22%	63%	25%	40%	33%
Noise from other apartments	20%	24%	26%	25%	11%	20%	0%
No garden	11%	13%	4%	25%	4%	10%	33%
High strata fees	7%	4%	4%	13%	11%	20%	0%
Can't have a pet	7%	7%	0%	13%	7%	10%	11%
Neighbours (general mention)	7%	11%	4%	0%	7%	0%	0%
No privacy	6%	4%	22%	0%	0%	0%	0%
Stairs/no lift	6%	4%	4%	13%	4%	20%	0%
Noise (general mention)	5%	0%	4%	0%	11%	0%	22%
Price - value for money	3%	0%	4%	13%	7%	0%	0%
Lack of car parking for visitors	2%	0%	4%	0%	4%	10%	0%
No/inadequate storage	1%	2%	0%	0%	0%	0%	0%
Shared facilities such as laundry and storage	1%	0%	0%	13%	0%	0%	0%
Noise from the street/traffic	1%	0%	0%	0%	0%	10%	0%
Lack of views	1%	0%	0%	13%	0%	0%	0%
Nothing	17%	20%	13%	0%	29%	10%	0%
Don't know	2%	0%	9%	0%	0%	0%	11%

This question was asked of those respondents who indicated they lived in a multi-storey apartment. Please note this is a very small sample size so caution should be exercised in interpreting the findings. The small size of the apartment was the least attractive feature for 30% of those respondents living in an apartment, while noise from other apartments was the least attractive feature for 20% of those respondents.

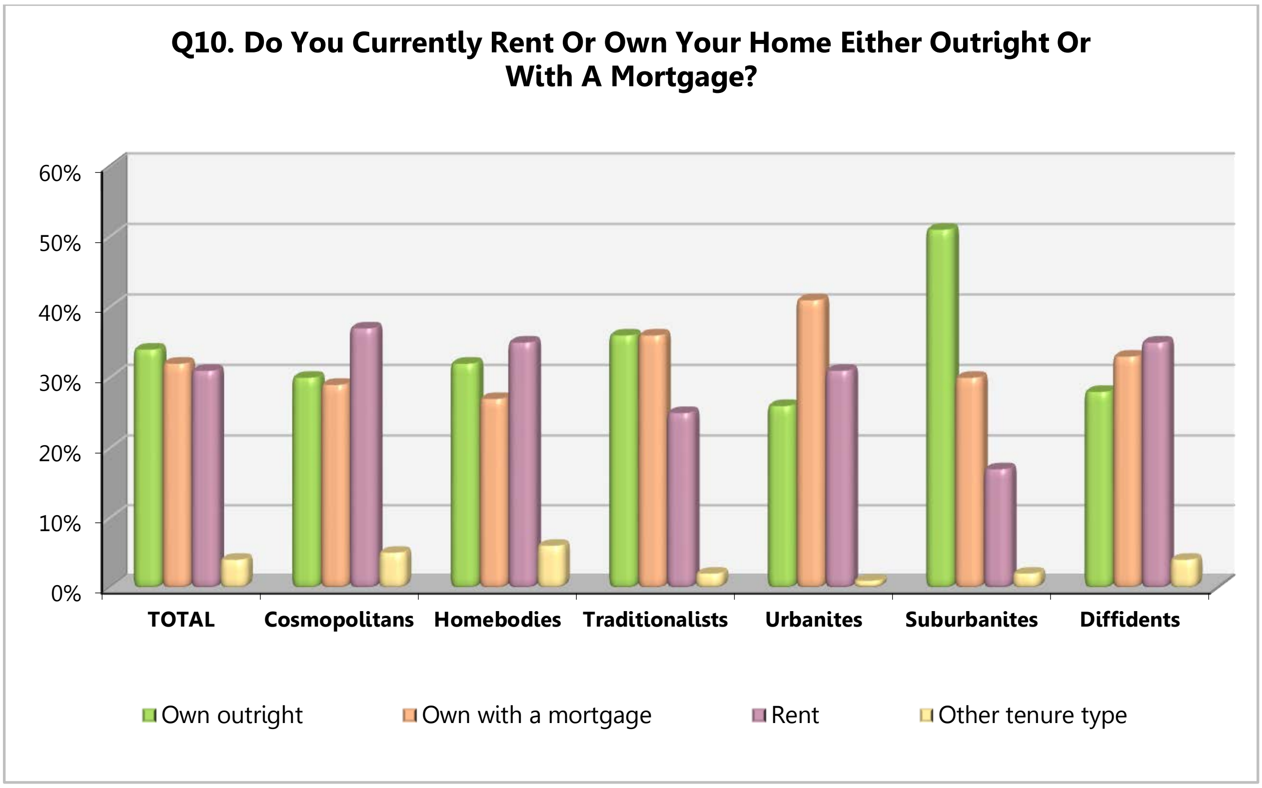
Please refer to the chart on the following page.


Q9. And What Do You Find Least Attractive About Living In An Apartment? - Top 5
70%
60%
50%
40%
30%
20%
10%
0%
TOTAL
Cosmopolitans
Homebodies
Traditionalists
Urbanites
Suburbanites
Diffidents
Small size
Noise from other apartments
No garden
High strata fees
Can't have a pet

4.5 Current Residence – Tenure and Value

Question 10 - Do you currently rent or own your home either outright or with a mortgage?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Own outright	34%	30%	32%	36%	26%	51%	28%
Own with a mortgage	32%	29%	27%	36%	41%	30%	33%
Rent	31%	37%	35%	25%	31%	17%	35%
Other tenure type	4%	5%	6%	2%	1%	2%	4%



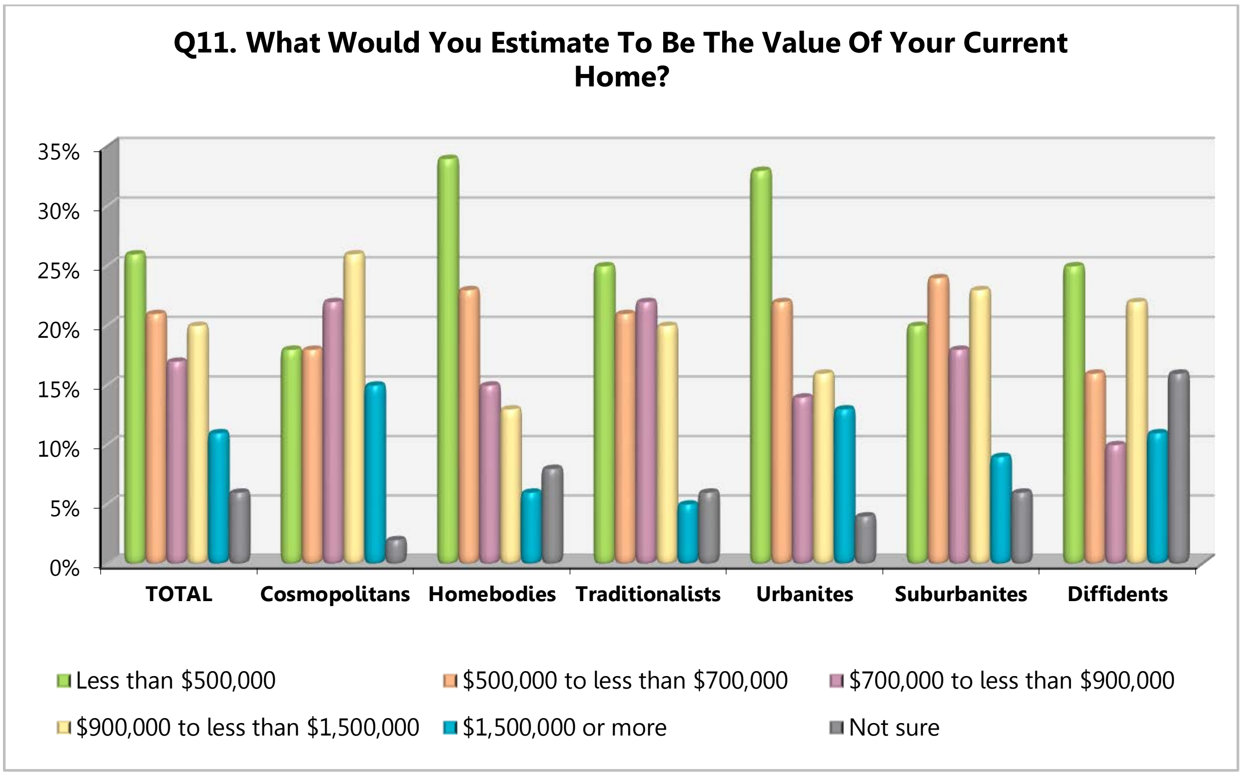
Home ownership for respondents was similar across each tenure type, with 34% of total respondents owning their own home outright. The Suburbanites are more likely to own their home outright (51%) followed by the Traditionalists (36%) while the Urbanites are more likely to own their own home with a mortgage (41% respectively compared to 32% of total respondents). The Cosmopolitans are more likely to be renting (37% compared to 31% of total respondents).

Question 11 - What would you estimate to be the value of your current home?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	659	133	140	70	115	145	56
Less than $100,000	2%	2%	1%	1%	3%	1%	2%
$100,000 to less than $200,000	2%	2%	2%	0%	2%	1%	2%
$200,000 to less than $300,000	3%	1%	6%	0%	2%	2%	7%
$300,000 to less than $400,000	9%	5%	12%	11%	10%	10%	5%
$400,000 to less than $500,000	10%	8%	13%	13%	16%	6%	9%
$500,000 to less than $600,000	12%	8%	15%	11%	12%	14%	9%
$600,000 to less than $700,000	9%	10%	8%	10%	10%	10%	7%
$700,000 to less than $800,000	8%	8%	9%	16%	6%	8%	5%
$800,000 to less than $900,000	9%	14%	6%	6%	8%	10%	5%
$900,000 to less than $1,000,000	8%	8%	5%	7%	8%	9%	9%
$1,000,000 to less than $1,500,000	12%	18%	8%	13%	8%	14%	13%
$1,500,000 to less than $2,000,000	7%	9%	4%	1%	8%	8%	9%
$2,000,000 to less than $2,500,000	2%	2%	1%	1%	3%	1%	0%
$2,500,000 to less than $3,000,000	1%	2%	1%	3%	0%	0%	2%
$3,000,000 or more	1%	2%	0%	0%	2%	0%	0%
Not sure	6%	2%	8%	6%	4%	6%	16%
Do not own a home currently	0%	0%	1%	0%	0%	0%	0%

This question was asked of those respondents (66% of total respondents) who own their property outright or own their property with a mortgage. Nearly half of these respondents estimate the value of their current home at less than $700,000 (47%). The Homebodies and Urbanites segments are more likely to value their current home the least of all segments (34% and 33% valued less than $500,000 respectively compared to 26% of total respondents). The Cosmopolitans are more likely to value their current home at more than $1,500,000 (15% compared to 11% of total respondents).

Please refer to the chart on the following page.

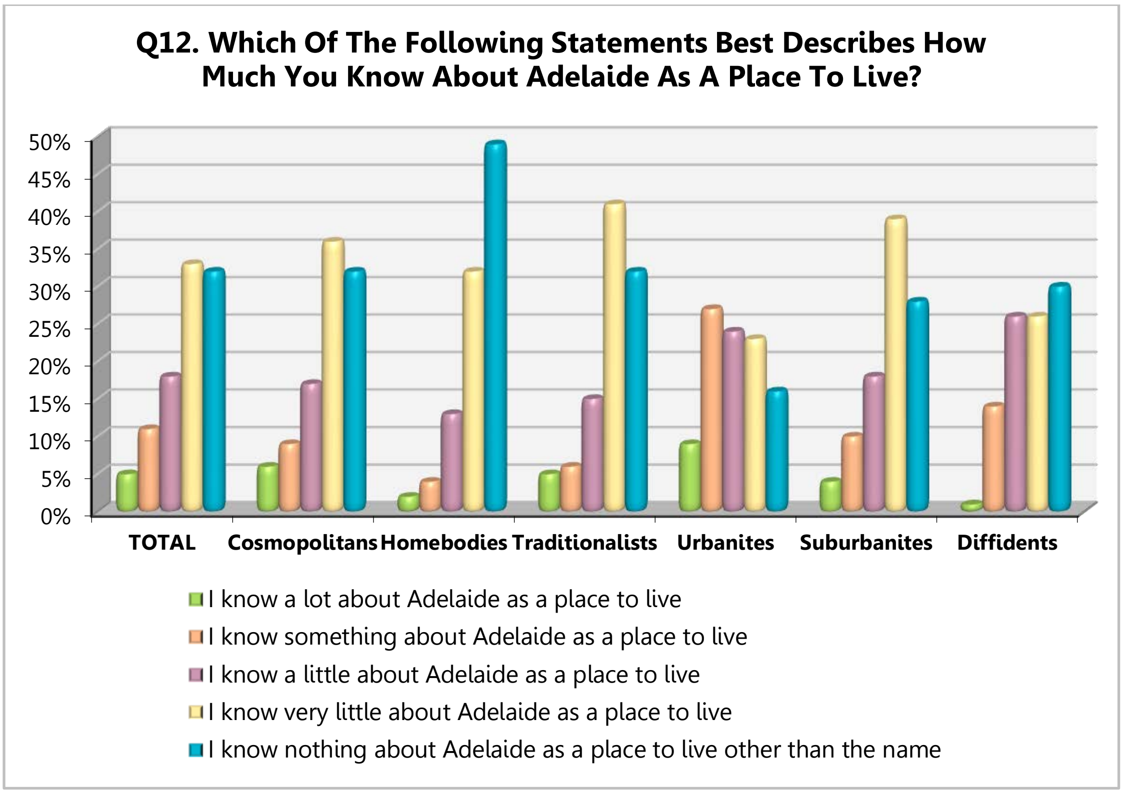

Q11. What Would You Estimate To Be The Value Of Your Current Home?
35%
30%
25%
20%
15%
10%
5%
0%
TOTAL
Cosmopolitans
Homebodies
Traditionalists
Urbanites
Suburbanites
Diffidents
Less than $500,000
$500,000 to less than $700,000
$700,000 to less than $900,000
$900,000 to less than $1,500,000
$1,500,000 or more
Not sure

4.6 Adelaide and Eastern Seaboard Living – Knowledge, Perceptions and Incentives

Question 12 - Which of the following statements best describes how much you know about Adelaide as a place to live? When I say Adelaide I am referring to the area highlighted on the map.

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
I know a lot about Adelaide as a place to live	5%	6%	2%	5%	9%	4%	1%
I know something about Adelaide as a place to live	11%	9%	4%	6%	27%	10%	14%
I know a little about Adelaide as a place to live	18%	17%	13%	15%	24%	18%	26%
I know very little about Adelaide as a place to live	33%	36%	32%	41%	23%	39%	26%
I know nothing about Adelaide as a place to live other than the name	32%	32%	49%	32%	16%	28%	30%
This is the first I have heard of Adelaide as a place to live	1%	1%	0%	1%	1%	1%	2%

Over a third of total respondents knew something about Adelaide as a place to live (34%) in line with the Cosmopolitans at 32%. The Urbanites segment is more aware than other segments, with 60% knowing at least a little about Adelaide as a place to live. The Homebodies segment is the least aware of Adelaide as a place to live (81% knowing very little or nothing, compared to 65% of total respondents).



*Question 13 – IF **'I k**now a lot, something, or a little abou**t Adelaide as a place to live' IS SELECTED THEN** I would now like to seek your opinion on a series of statement that could apply to four capital cities that you might possibly choose to live in. I am still interested in your views on these cities even if you are not planning to move to a new city at the moment. I will read you a statement and then ask you which of the four cities you think this statement applies to. You might think the statement applies to all cities, some of the cities or none of the cities.*

The following statements were provided to the 34% of survey respondents who claimed to know at least a little about Adelaide as a place to live. These respondents were then asked which of four cities (Adelaide, Brisbane, Melbourne, or Sydney) the statements applied to:

- A Green City
- A Boutique City
- A Smart City
- An Environmentally Friendly City
- An Entrepreneurial City
- A Cosmopolitan City
- A Multicultural City
- An Arts and Culture City
- A Creative City
- An Innovative City
- A Beautiful City
- A City of Business
- A Progressive City
- A Vibrant City
- An attractive City to buy a home as an investment property
- A Liveable City
- A Diverse City
- A Leading Edge City
- A City of the Future
- An Inspiring City
- An Advanced City
- A City I could see myself moving to in the next 5 years
- A City with plenty of employment opportunities

The following table indicates the statements nominated by respondents by capital city. This table has been sorted by responses for Adelaide. Scores of 60% or more are highlighted in yellow text with a blue background with scores of 25% or less being highlighted in green text.

Sample Size: 340	Adelaide	Brisbane	Melbourne	Sydney
A Beautiful City	51%	36%	50%	50%
A Liveable City	51%	44%	64%	33%
A Green City	49%	22%	39%	17%
An Environmentally Friendly City	46%	25%	26%	14%
An Arts and Culture City	41%	17%	77%	37%
An attractive City to buy a home as an investment property	41%	45%	45%	34%
A Creative City	31%	26%	57%	43%
A Multicultural City	28%	27%	78%	70%
A Boutique City	27%	16%	48%	24%
An Inspiring City	27%	26%	49%	38%
A City I could see myself moving to in the next 5 years	26%	27%	39%	24%
A Progressive City	26%	35%	54%	39%
A City of the Future	23%	29%	48%	40%
A Diverse City	23%	27%	69%	60%
An Innovative City	22%	28%	52%	49%
A Vibrant City	18%	31%	67%	60%
A City with plenty of employment opportunities	17%	25%	54%	53%
An Advanced City	15%	16%	60%	61%
A Cosmopolitan City	14%	17%	70%	61%
A Smart City	14%	20%	49%	53%
An Entrepreneurial City	12%	18%	51%	69%
A Leading Edge City	11%	18%	49%	55%
A City of Business	10%	18%	64%	80%

This highlights that the following features are associated (30% or higher) with Adelaide by all respondents who claimed to know at least a little about Adelaide as a place to live:

- A Beautiful City - 51%
- A Liveable City - 51%
- A Green City - 49%
- An Environmentally Friendly City - 46%
- An Arts and Culture City - 41%
- An attractive City to buy a home as an investment property - 41%
- A Creative City - 31%

At a national level Melbourne perceived as:

- A Multicultural City
- An Arts and Culture City (differentiates)
- A Cosmopolitan City
- A Diverse City
- A Vibrant City
- A Liveable City (differentiates)
- A City of Business
- An Advanced City

Similarly Sydney is perceived as:

- A City of Business
- A Multicultural City
- An Entrepreneurial City (differentiates)
- A Cosmopolitan City
- An Advanced City
- A Diverse City
- A Vibrant City

Brisbane is not strongly positioned against any of the brand attributes tested and to some extent this is true of Adelaide. It is noted that Adelaide is not perceived at the national (eastern seaboard level) as overly creative or innovative with Melbourne being the dominant place brand for these attributes.

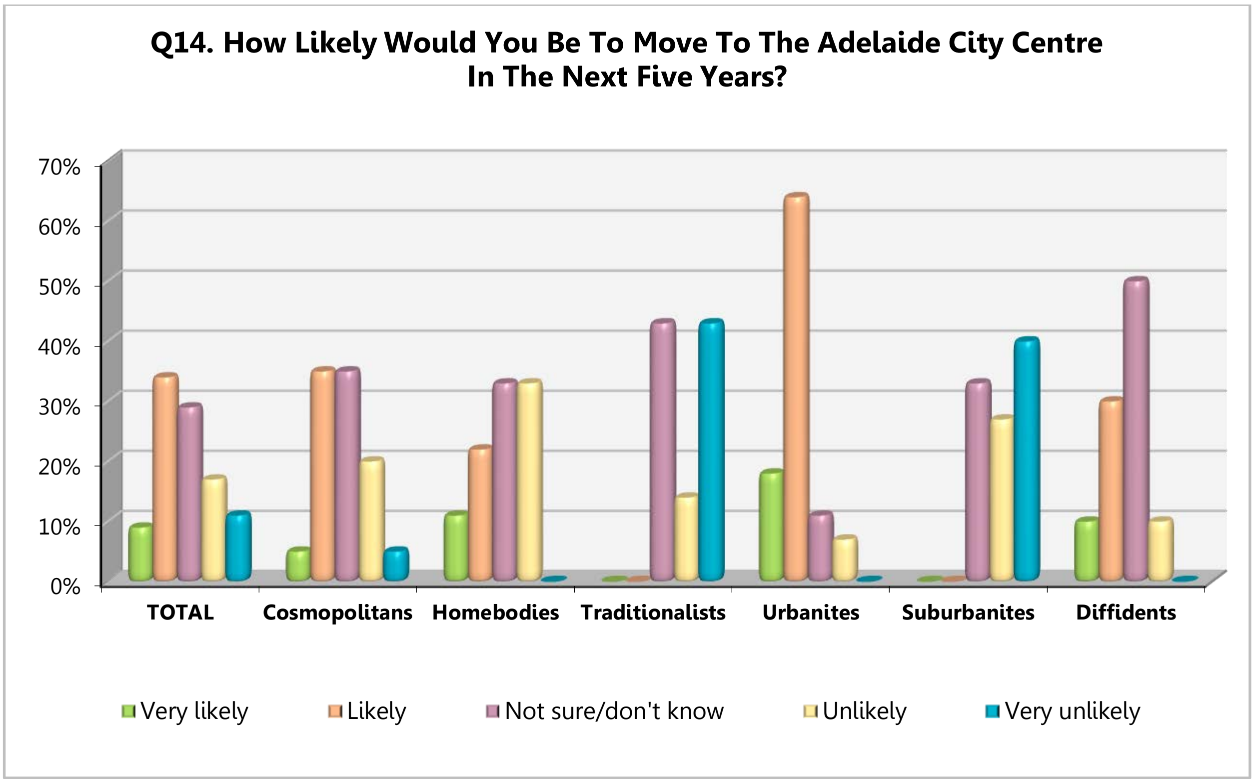
The positioning opportunity that appears to present the greatest potential is a beautiful city. Adelaide shares this with Melbourne and Sydney but both of these large cities have much stronger positioning in other areas which leaves the beautiful city positioning potentially available to Adelaide. Not surprisingly Adelaide is also perceived as having a much stronger association with being both green and environmentally friendly, with potential opportunity for tie-in with the carbon neutral agenda for the city.

On an equally positive note, at the local level Adelaide is also perceived as a beautiful city which provides a very strong foundation on which to build a residential place brand that resonates at both the local and national levels.

4.7 Relocation to Adelaide – Intention and Rationale

*Question 14 - **IF 'A City I could see myself moving to' IS SELECTED FOR ADELAIDE THEN: In the previous** question you stated that Adelaide is a city you could see yourself moving to. How likely would you be to move to the Adelaide city centre in the next five years? Please refer to the map highlighting the Adelaide city centre.*

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	89	20	9	7	28	15	10
Very likely	9%	5%	11%	0%	18%	0%	10%
Likely	34%	35%	22%	0%	64%	0%	30%
Not sure/don't know	29%	35%	33%	43%	11%	33%	50%
Unlikely	17%	20%	33%	14%	7%	27%	10%
Very unlikely	11%	5%	0%	43%	0%	40%	0%



This question was asked of those respondents who nominated Adelaide in response to 'A City I could see myself moving to'. Please note this is a very small sample size so caution should be exercised in interpreting the findings.

Question 15 - What would be your main reasons for moving to the Adelaide city centre in the next five years?

This question was asked of those respondents who nominated Adelaide in response to ‘A City I could see myself moving to’, and further indicated that it was very likely or likely that they would move to the Adelaide city centre in the next five years:

- Business opportunity
- Closer to family
- Convenient for work related reasons
- Employment opportunities
- Employment
- From previous visits to Adelaide, it just seems like a nice, relaxing place I can see myself living in
- Good opportunity for jobs and growth. To expand my experiences with diverse people
- Great opportunities
- Green city that is constantly developing
- A cheap life
- I am planning my retirement and have many friends and business associates in Adelaide and I love the layout and lifestyle
- I originally come from Adelaide
- I think Adelaide is like Brisbane about 10 years ago - it's very progressive
- It is a city to retire. It is a green city not too busy
- It is a growing city
- It is good
- It is nice
- It's a nice city
- It's cool
- It's good and I have many business options there
- Less congested
- Life style and close to friends and family
- Lower living cost, more sustainable environment, balance of life and economic development
- May get transfer from company, or relocation
- More liveable and not too crowded
- Multicultural society, with greater security
- New life and change in habits
- Nice central spot
- Nice place
- Slower pace and good people
- Sydney has just gotten too big and too busy
- The lifestyle and the wonderful outdoors
- Very good value properties. Pleasant outlook and architecture with a good restaurant scene
- Work and family

In summary the main reasons for moving to the Adelaide city centre would relate to family, work and Adelaide’s lifestyle.

Question 16 - What would be your main reasons for not moving to the Adelaide city centre in the next five years?

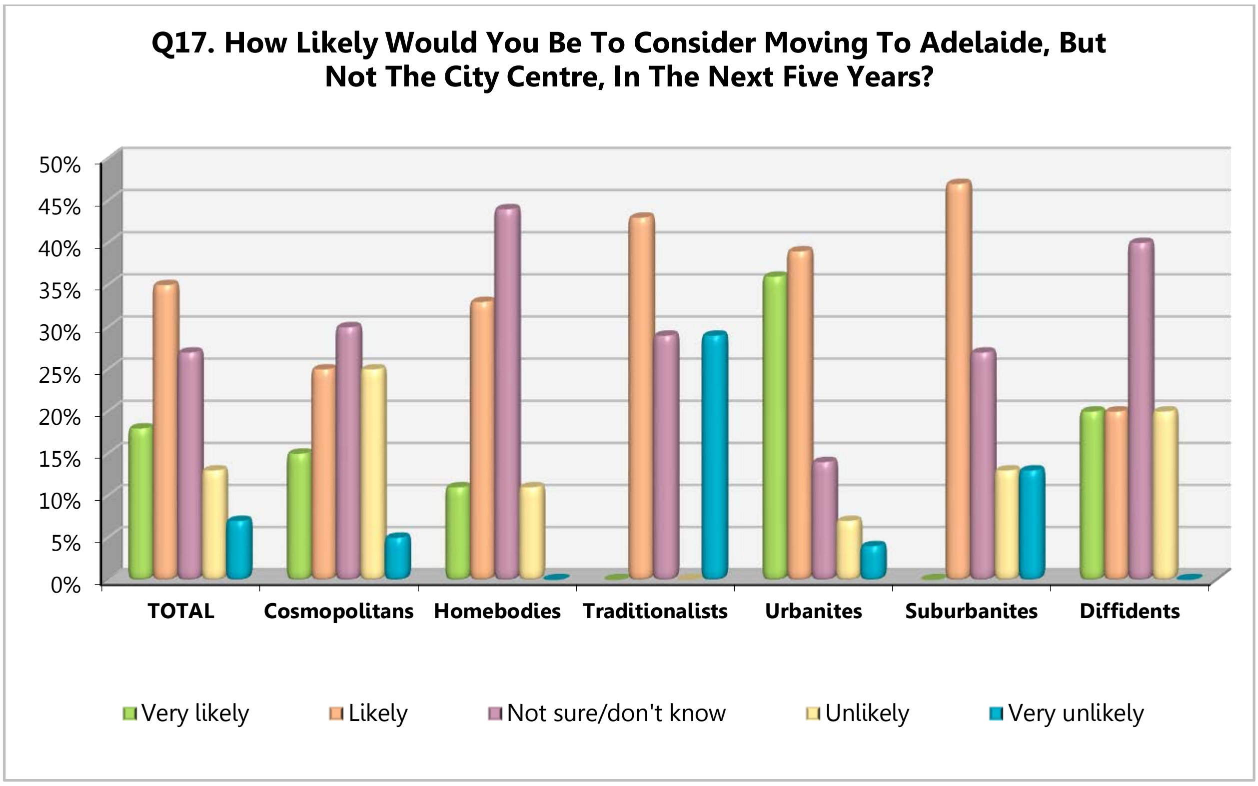
This question was asked of those respondents who nominated Adelaide in response to 'A City I could see myself moving to', and further indicated that it was unlikely or very unlikely that they would move to the Adelaide city centre in the next five years:

- Because I wish to remain close to my children, whom I share custody with
- Finance uncertain
- Happy in present situation
- I am looking to move, a change from busy city living. If I were to move to Adelaide, I'm not sure it would be the city centre
- I don't have any friends or family there and not sure about job prospects
- I have my family in Melbourne and love our city
- I have never liked living in the city centre
- I prefer the inner suburbs of Adelaide
- I would like to live near the beach
- I would move near the ocean like Victor Harbor
- I would not like to live in ANY city centre! I prefer outer suburban areas
- I would rather live in the suburbs than the city centre
- I'd love to move to Adelaide but I'd prefer to live in the suburbs
- I'd rather live on the outer of the city centre. It's too expensive
- I'm a country boy. Retired and don't need the hustle of city life
- I'm retired and happy in the green wedge of Melbourne
- It is a beautiful city which is why I responded in that way. It is a city I like to visit but do not intend moving there for family reasons
- It's too far away from family
- My partner lives in Sydney
- Prefer some space around me and less bustle
- Shortage of parking and too far from the beaches
- Too busy, prefer quieter suburbia
- Too expensive to purchase/rent a property. I would move a bit further out from the city
- Too much traffic even there. I would like to live out in the suburbs with amenities available nearby
- Would prefer to be out of the city (possibly in the hills). Have family out of the city - would be closer to them

In summary the main reasons for not moving to the Adelaide city centre would relate to being away from family and a preference not to live in the city centre (prefer hills, suburban or beach location).

Question 17 - How likely would you be to consider moving to Adelaide, but not the city centre, in the next five years?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	89	20	9	7	28	15	10
Very likely	18%	15%	11%	0%	36%	0%	20%
Likely	35%	25%	33%	43%	39%	47%	20%
Not sure/don't know	27%	30%	44%	29%	14%	27%	40%
Unlikely	13%	25%	11%	0%	7%	13%	20%
Very unlikely	7%	5%	0%	29%	4%	13%	0%



This question was asked of those respondents who nominated Adelaide in response to 'A City I could see myself moving to'. Please note this is a very small sample size so caution should be exercised in interpreting the findings. Over half of these respondents stated they are likely to move to Adelaide but not the city centre in the next five years (53%).

Question 18 - What would be your main reasons for moving to Adelaide in the next five years?

This question was asked of those respondents who nominated Adelaide but not the city centre in response to 'A City I could see myself moving to', and further indicated that it was very likely or likely that they would move to Adelaide but not the city centre in the next five years:

- A quieter city - not a "rat race" city
- Adelaide is more affordable compared to Sydney, and the city has more historic value because of all its churches
- Affordability and relaxing
- As long as it is Adelaide
- Business opportunity
- Change of pace
- Cheaper cost of living
- Cheaper housing and close to so many attractions
- Cheaper housing, and more affordable living
- Cheaper than Melbourne but very similar
- Closer to family
- Employment prospects
- Employment
- Family and lifestyle
- Getting a job
- Good place to live
- Great lifestyle, with plenty to do
- Great opportunities to see Adelaide become the world's most successful city
- Have family over there
- Have holidayed there and found it very nice and liveable
- I am originally from Adelaide and I want to move back to be closer to family and friends
- I like Adelaide and the country around, and as well the people
- I think it's a little bit quieter than Brisbane but I think Adelaide is on the way up
- I was born in Adelaide and most my family and friends are still live there
- I'm originally from there. All my friends and relatives live there
- It has a better lifestyle and is an attractive place to live
- It is an open area
- It is good
- It's a good place
- It's quite nice
- I've visited a few times and I enjoy the peace and relaxed atmosphere. Lifestyle doesn't feel too rushed unlike Melbourne/Sydney
- Lifestyle and lower property prices
- Lower crime rate and better reputation than some places I know
- Lower living cost, balance of environment and economic development
- Melbourne and Sydney are now overflowing and so the next natural selection is Adelaide
- More affordable living
- Nice place
- Peace and quiet, with a relaxed atmosphere
- Relaxed lifestyle

- Slower pace, good people, a green environment, and the hills just outside the City
- Work Choices
- Work or leisure opportunities
- Work

In summary the main reasons for moving to Adelaide but not the city centre relate to affordability and lifestyle.

Question 19 - What would be your main reasons for not moving to Adelaide in the next five years?

This question was asked of those respondents who nominated Adelaide but not the city centre in response to 'A City I could see myself moving to', and further indicated that it was unlikely or very unlikely that they would move to Adelaide in the next five years:

- Because I wish to remain close to my children, whom I share custody with
- Cheaper housing, and I like the city and its people
- Don't have any family or friends there
- Family commitments
- Happy where I am at present
- I am too old to relocate
- I like where I am living right now
- I will move to the City of Adelaide but I am not too keen to move out too far
- I'm retired and happy to live in the green wedge of Melbourne
- My partner lives in Sydney
- Property values
- The distance from family as we get older
- The price
- Too far away from family
- Won't be in financial situation to do so. Frankly, too, at this point I'm just looking forward to getting back into Melbourne's inner city after dwelling out here in the outer suburbs for a few years
- Work
- Would prefer to live close to areas I have visited

In summary the main reason for not moving to Adelaide would relate to being away from family.

*Question 20 - **IF 'A City I could see myself moving to' IS NOT SELECTED FOR ADELAIDE THEN: In the previous question you didn't select Adelaide as a city you could see** yourself moving to. What are your main reasons for not selecting Adelaide as a city you could see yourself moving to?*

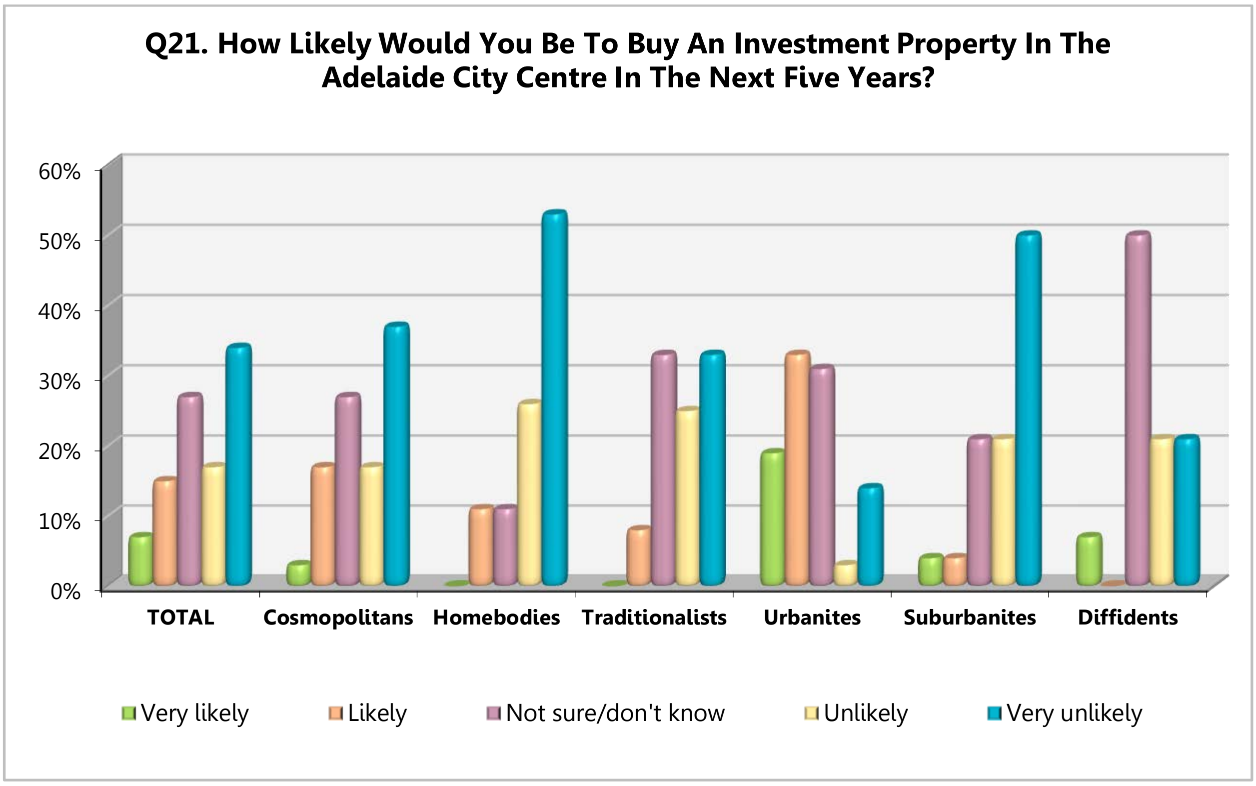
This question was asked of those respondents who did not nominate Adelaide in response to 'A City I could see myself moving to'. Responses to this question have been categorised by 'Location', 'Relationships', 'Employment', 'Weather', and 'Other':

Reasons For Not Moving To Adelaide				
Other (Don't know enough about Adelaide, boring, quiet, doesn't appeal, fewer amenities, not stimulating, slower pace)	Relationships (no family or friends there, too far from family/ friends)	Employment (fewer employment opportunities, poor economy, fewer specialised jobs)	Location (too small, too far away, like where currently living)	Weather (too hot, too cold)
93	49	29	29	17

4.8 Purchase of Investment Property in Adelaide – Intention and Rationale

*Question 21 - **IF 'An attractive City to buy a home as an investment property' IS SELECTED FOR ADELAIDE** THEN: In the previous question you stated that Adelaide is an attractive City to buy a home as an investment property. How likely would you be to buy an investment property in the Adelaide city centre in the next five years? Please refer to the map highlighting the Adelaide city centre.*

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	139	30	19	12	36	28	14
Very likely	7%	3%	0%	0%	19%	4%	7%
Likely	15%	17%	11%	8%	33%	4%	0%
Not sure/don't know	27%	27%	11%	33%	31%	21%	50%
Unlikely	17%	17%	26%	25%	3%	21%	21%
Very unlikely	34%	37%	53%	33%	14%	50%	21%



This question was asked of those respondents who nominated Adelaide in response to 'An attractive City to buy a home as an investment property'. Please note this is a very small sample size so caution should be exercised in interpreting the findings. Nearly a quarter of these respondents indicated they are likely to buy an investment property in the Adelaide city centre in the next five years (22%).

Question 22 - What would be your main reasons for buying an investment property in the Adelaide city centre in the next five years?

This question was asked of those respondents who nominated Adelaide in response to 'An attractive City to buy a home as an investment property', and further indicated that it was very likely or likely that they would buy an investment property in the Adelaide city centre in the next five years:

- Adelaide is developing and growing so it only makes sense that investing in a property there could reap rewards in the future
- Because the city is going through massive changes and have potential of profit
- Cheaper compared to other major cities and I can afford only that kind of money
- Cheaper than other main capital cities. Next door to Victoria
- Close for people who work near the city and get a good investment
- Good investment
- Good rental return
- Growth
- Has good value
- Is going to be a growing city
- It is good
- It is somewhat cheaper compare to most states
- It's good
- Moving to leave there, lower prices
- No reason. I do not have the capital to buy an investment home, and as a retiree would not be able to obtain finance in today's market
- Not a real reason just I think it's a good investment property
- Potential growth in the coming years
- Potential ROI
- Profit
- Property values there should increase in the near future, the rental yield is attractive
- Prosperous community and boom in commercial activity
- Simply for residential investment and diversity
- So that it can be available when I move
- To make profit
- Very nice weather
- Will be a better investment for renting out property
- Would be a lot cheaper to buy there

In summary the main reasons for buying an investment property in the Adelaide city centre in the next five years would be property is considered to be less expensive but still has potential for good rental returns and capital growth.

Question 23 - What would be your main reasons for not buying an investment property in the Adelaide city centre in the next five years?

This question was asked of those respondents who nominated Adelaide in response to ‘An attractive City to buy a home as an investment property’, and further indicated that it was unlikely or very unlikely that they would buy an investment property in the Adelaide city centre in the next five years:

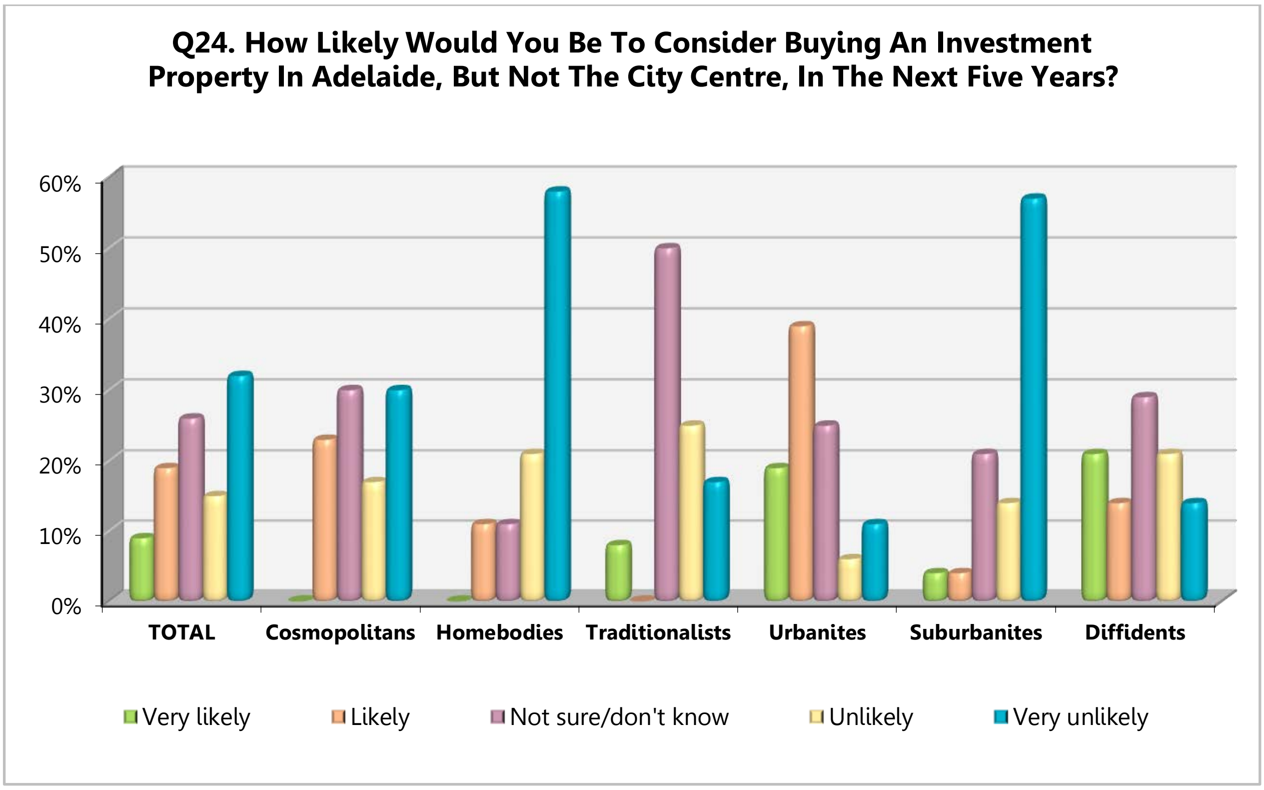
- Can't afford it (x23)
- Not interested in buying an investment property (x9)
- A bit too far away from where I live presently
- At this stage in our lives we don't have funds to invest in property
- Because I'm just not interested in that area of Australia
- Better buys elsewhere
- Better investments on the eastern states
- Capital Gains Tax
- City centre is too expensive
- Definitely won't be in the financial situation of affording an investment property
- Difficult to buy and manage from interstate
- Do not know enough about city prices
- Don't like any CBD as a place to live - love suburbs
- Easier access from Sydney to Brisbane or Melbourne
- Expensive
- Finances not being available and not wanting to buy in the CBD
- I am a pensioner
- I am personally not in financial situation to take that decision but even if I was I would buy elsewhere probably north
- I am too old now for that and don't have the money to invest
- I do not have enough money and if I did, it would make more sense to buy an investment property in the city where I already live
- I have no personal income so buying property is not a possibility for me
- I have plans to renovate my home, so my finances will be directed to that
- I prefer to own and live in the home I purchase, plus I have no intentions to have an investment home unless I live in that City
- I want to buy a place near the beach to move into not an investment home
- I want to buy an apartment in the city centre to live in
- I'm 23 and broke most of the time. This isn't a generation buying 'investment properties' because we have nothing to invest
- I'm risk averse regarding borrowing money
- In my opinion, buying a property interstate can be a risky thing to do
- It would involve a lot more travel than if I bought an investment property that was situated locally
- It's too far away and difficult to keep tabs on although investment wise it might be OK
- My age but maybe we would look at an opportunity for grandchildren
- No extra funds. Worried about the economic future of South Australia
- No interest in property market investment at present as I consider it overvalued and in the event of a Labor election win, the negative gearing changes proposed would in my opinion lead to an eventual 20%-25% fall in prices
- Not interested and not financially in a position to do so

- Not interested in buying in Adelaide
- Too far away
- Unlikely to buy one anywhere, however if I was I might think about Adelaide
- We won't have enough money as our investment properties are in NSW and Adelaide is quite a way from NSW. I would not be able to drive past every few months like we can in NSW and see what condition the people are keeping it in
- Would love to as I can see the city changing and progressing (from last holiday there approx. 2 months ago), however, not in a position financially to purchase an investment property

In summary the main reasons for not buying an investment property in the Adelaide city centre in the next five years would be the capacity to purchase (can't afford to) and distance from place of primary residence.

Question 24 - How likely would you be to consider buying an investment property in Adelaide, but not the city centre, in the next five years?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	139	30	19	12	36	28	14
Very likely	9%	0%	0%	8%	19%	4%	21%
Likely	19%	23%	11%	0%	39%	4%	14%
Not sure/don't know	26%	30%	11%	50%	25%	21%	29%
Unlikely	15%	17%	21%	25%	6%	14%	21%
Very unlikely	32%	30%	58%	17%	11%	57%	14%



This question was asked of those respondents who nominated Adelaide but not the city centre in response to 'An attractive City to buy a home as an investment property'. Please note this is a very small sample size so caution should be exercised in interpreting the findings. Over a quarter of these respondents are likely to buy an investment property in Adelaide but not the city centre in the next five years (28%).

Question 25 - What would be your main reasons for buying an investment property in Adelaide in the next five years?

This question was asked of those respondents who nominated Adelaide but not the city centre in response to 'An attractive City to buy a home as an investment property', and further indicated that it was very likely or likely that they would buy an investment property in Adelaide but not the city centre in the next five years:

- Good value (x2)
- Price (x2)
- Adelaide is cost effective, has a pleasant culture and is fairly safe
- Better rental market by then
- Capital growth
- Cheaper as of now
- Cheaper house prices further out from the CBD
- Cheaper properties
- Cheaper than Melbourne, so less risk
- For good investments
- Future shares and value in the housing market
- Good investment return
- Growing and beautiful city
- Growing city, investing = rewards in the future
- Growth
- If prices are good
- It is a growing city
- It is good
- More affordable
- Potential growth in the coming years
- Potential ROI
- Seeing that I'll be retiring in about 10 years, it's a good back up in the future
- To rent and live in when I move there later
- Upcoming population
- Very nice weather

In summary the main reasons for buying an investment property in Adelaide but not the city centre in the next five years would be value and price but still has potential for good rental returns and capital growth.

Q26. What would be your main reasons for not buying an investment property in Adelaide in the next five years?

This question was asked of those respondents who nominated Adelaide but not the city centre in response to 'An attractive City to buy a home as an investment property', and further indicated that it was unlikely or very unlikely that they would buy an investment property in Adelaide but not the city centre in the next five years:

- Can't afford it (x22)
- Not interested in buying an investment property (x14)
- Adelaide has very little to attract me to it
- At this stage in our lives we don't have funds to invest in property
- Because I don't have any money for a deposit
- Cannot see much growth
- Capital Gains Tax
- Difficulty buying and managing from interstate and unsure of the market there
- Distance - too far away
- Finances will be directed to renovating my current house
- I am a pensioner
- I don't know much about the more suburban areas
- I know nothing of the housing market in Adelaide
- I know very little about the city and whether or not there is a property boom going on
- I would only feel comfortable investing if I lived in the city
- I'd love to but I don't have the money
- If I bought a property in Adelaide, it would be to live in
- If something undesirable occurs
- Lack of finance and too far away from where I live (making it difficult when problems arise)
- Lack of personal income which leaves me in no position to apply for any type of loan
- My age
- No extra funds and worried about resale
- No interest in Adelaide
- Not enough money and I know nothing about Adelaide
- Prefer to buy investment property in the eastern states
- Too far away
- Too late in life to start getting any investment properties
- We live in NSW and all our money is tied up in NSW property. South Australia is too far to travel to check up on property to see if it's being looked after etc
- Won't be in any financial situation to afford investment properties
- Would prefer to invest in eastern seaboard capitals

In summary the main reasons for not buying an investment property in Adelaide but not the city centre in the next five years would be the capacity to purchase (can't afford to) and distance from place of primary residence (poor understanding of the Adelaide market).

4.9 Psychographic Segmentation

Question 27 - I would now like to ask you some questions which will help us better understand the types of people who are participating in this survey. These questions seek your opinions so there are no right or wrong answers. Please read each statement and then indicate how strongly you agree or disagree with that statement.

The responses to the following question were used to cluster the respondents into the six attitudinal market segments identified for this study.

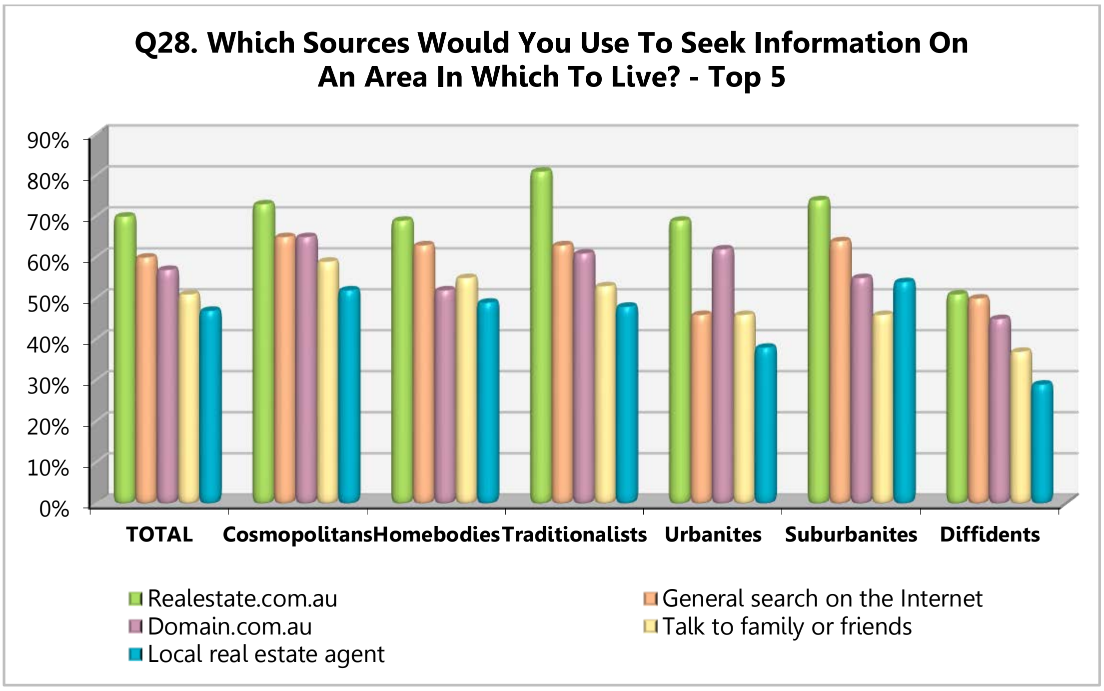
- I'd describe myself as kind of adventurous and outgoing
- I have a clear idea of my goals in life
- The idea of living in an apartment really appeals to me
- I would prefer to live in an area where most of the people come from backgrounds that are similar to my own
- I would prefer to live in a development that includes the latest in environmental initiatives
- Safety and security is an important consideration for me when I'm choosing somewhere to live
- I prefer to walk or ride my bike whenever possible instead of using my car
- I would prefer to live on a large traditional block of land
- Keeping in close contact with my family is very important to me
- I would like to live in a development that is protected by locked gates or a guard
- I'm pretty active when it comes to keeping fit or playing sport
- Peace and quiet is an important consideration for me when I'm choosing somewhere to live
- I think most people that know me well would consider me to be a confident person
- I would be prepared to pay more for electricity that is generated from renewable resources such as wind and solar, also known as 'green power'
- I'd describe myself as a bit of a homebody
- The idea of living in or very close to the city really appeals to me
- I would prefer to live in an area where all the homes are of a similar style and quality
- I think it's important that standards are set and enforced for new housing developments to protect my investment
- I like the freedom of not having to comply with rules and regulations
- I would prefer to live in a contemporary style, architecturally designed home
- I consider myself to be a cultured person
- I A sense of community is an important consideration for me when I'm choosing somewhere to live
- I have travelled a lot around Australia or overseas
- I see myself as a trendsetter
- I would be prepared to pay a premium for a house that is energy efficient
- I feel really uncomfortable when I'm out of my normal environment
- I'm more concerned with what I think, than what other people think of me
- I consider myself to be a bit of a risk taker
- I don't think Australians are doing enough to combat climate change
- I think most people that know me well would consider me a competitive person
- A sense of space and openness is important to me
- I would prefer to live in an area where there is a mix of people from different backgrounds
- The value of your own home is always affected by the appearance of the surrounding homes
- I consider myself to be a well-educated person

Results of this question are described in Section 3 'Segmentation'.

4.10 Information Sources – Residential Areas

Question 28 - Please imagine you were seeking information on an area in which to live. Which of the following information sources would you use?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Realestate.com.au	70%	73%	69%	81%	69%	74%	51%
General search on the Internet	60%	65%	63%	63%	46%	64%	50%
Domain.com.au	57%	65%	52%	61%	62%	55%	45%
Talk to family or friends	51%	59%	55%	53%	46%	46%	37%
Local real estate agent	47%	52%	49%	48%	38%	54%	29%
Drop into a display home or apartment	36%	38%	38%	46%	31%	37%	25%
Weekend edition newspaper	28%	28%	29%	31%	28%	27%	21%
Weekday newspaper	23%	25%	22%	16%	32%	22%	16%
Visit a builders' website	14%	16%	14%	19%	18%	10%	7%
Other	3%	5%	2%	7%	0%	6%	2%
None of these	2%	2%	2%	0%	2%	0%	8%
Not sure	3%	1%	3%	0%	2%	3%	10%

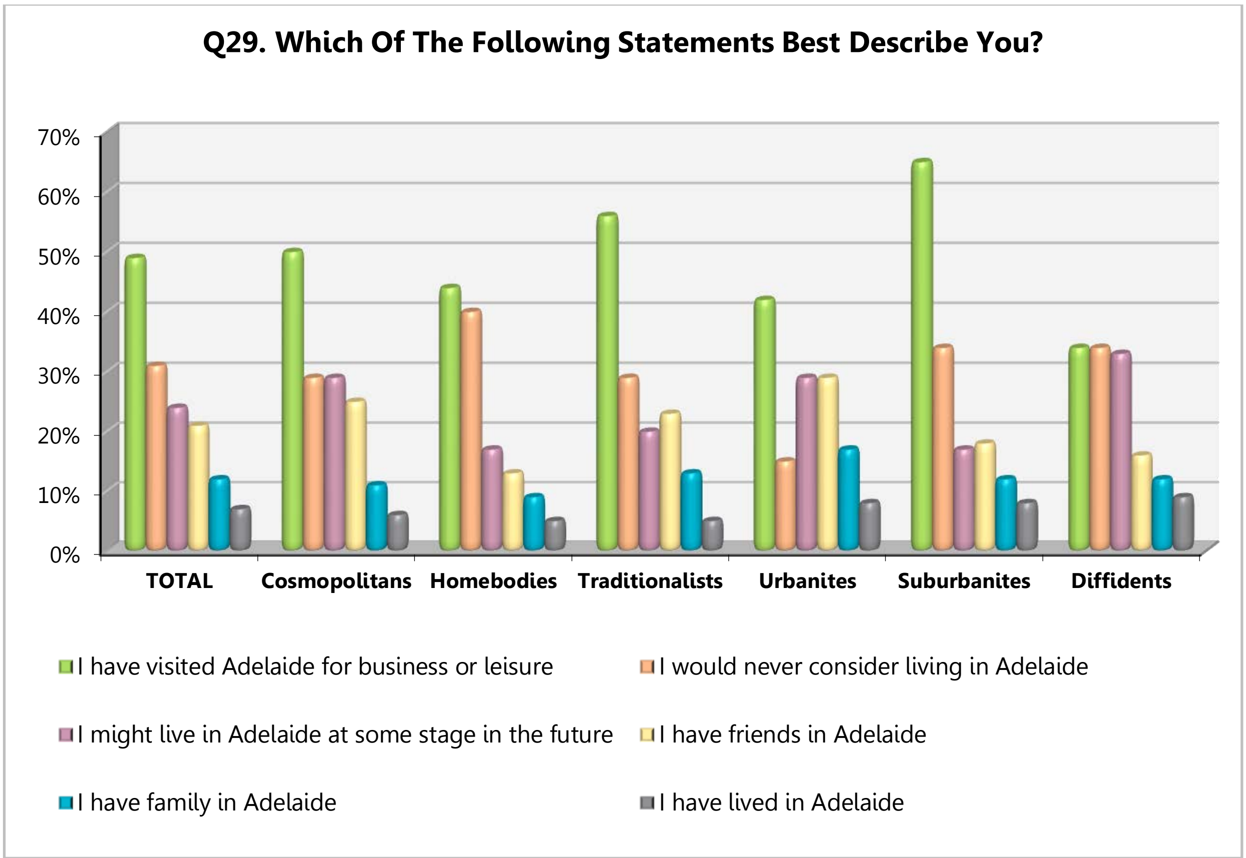


Nearly three-quarters of total respondents indicated they would research areas in which to live by visiting the realestate.com.au website (70%) increasing to 81% of the Traditionalists. This was followed by a general search on the Internet (60%) and then visiting the domain.com.au website (57%).

4.11 Connection to Adelaide, Household Type, Occupation, Income

Question 29 - To finish, could I please ask you a few questions about yourself? Which of the following statements best describe you? You can select multiple statements.

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
I have visited Adelaide for business or leisure	49%	50%	44%	56%	42%	65%	34%
I would never consider living in Adelaide	31%	29%	40%	29%	15%	34%	34%
I might live in Adelaide at some stage in the future	24%	29%	17%	20%	29%	17%	33%
I have friends in Adelaide	21%	25%	13%	23%	29%	18%	16%
I have family in Adelaide	12%	11%	9%	13%	17%	12%	12%
I have lived in Adelaide	7%	6%	5%	5%	8%	8%	9%

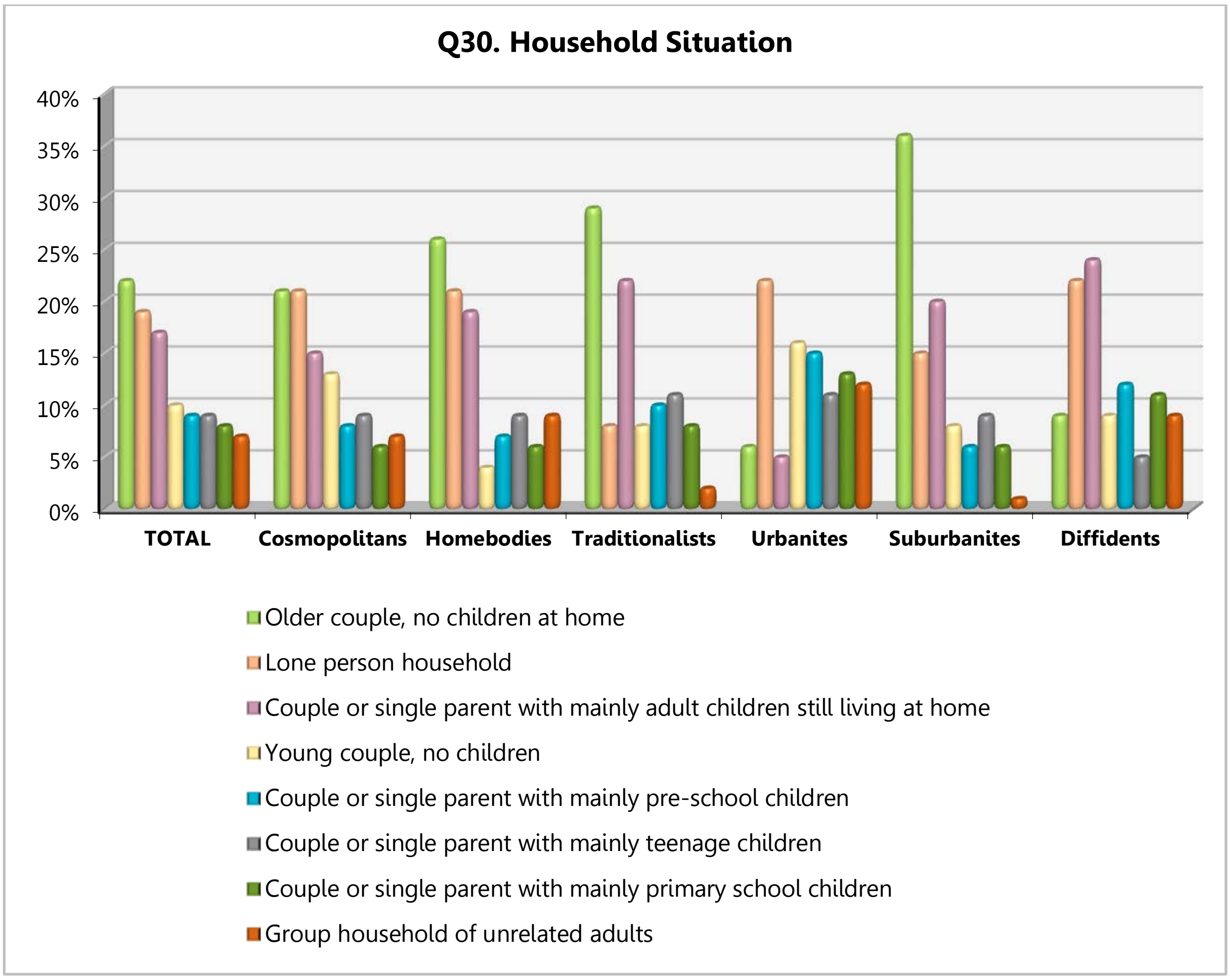


Nearly half of total respondents (49%) have visited Adelaide for business or leisure, increasing to 65% for the Suburbanites segment. While the Homebodies claimed they are more likely to never consider living in Adelaide (40% compared to 31% of total respondents) 29% of the Cosmopolitans stated they are more likely to live in Adelaide at some stage in the future compared to 24% of total respondents. It is interesting to note that just 7% of total respondents have previously lived in Adelaide.

Question 30 - Which of the following categories best describes your household situation?

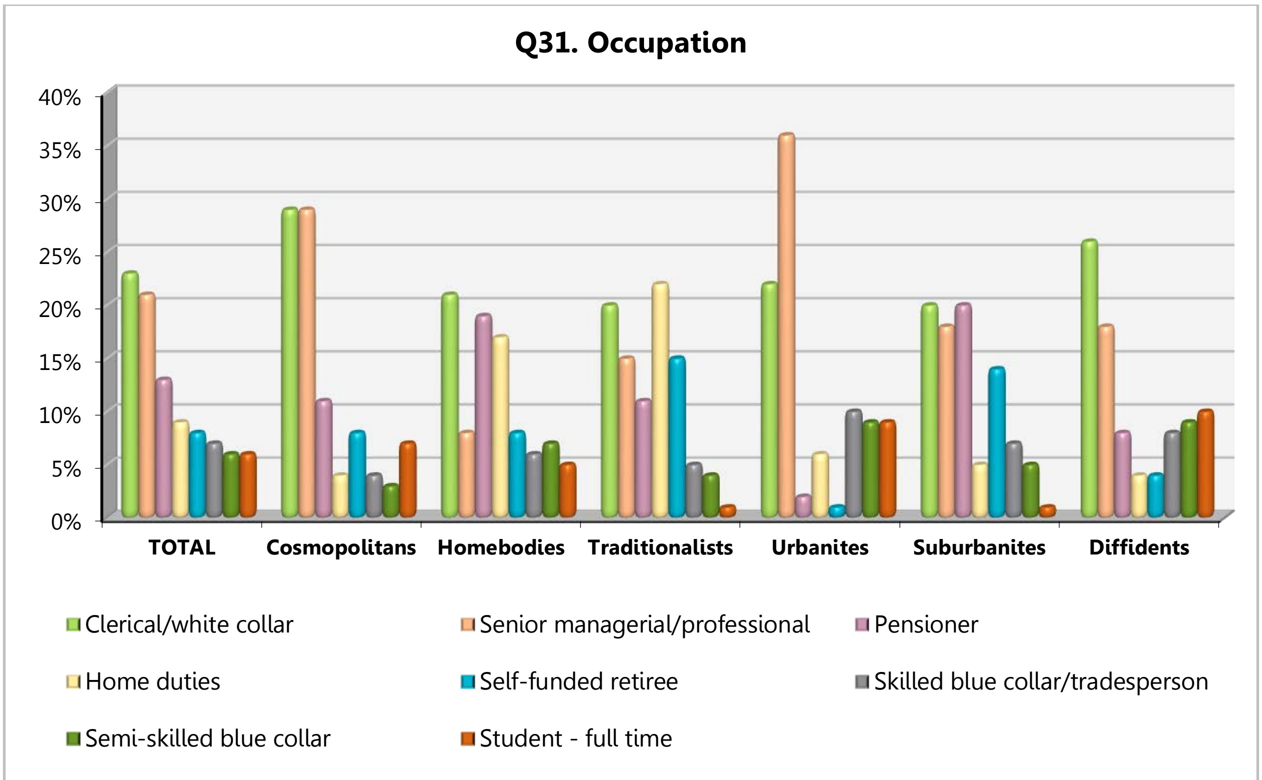
	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Older couple, no children at home	22%	21%	26%	29%	6%	36%	9%
Lone person household	19%	21%	21%	8%	22%	15%	22%
Couple or single parent with mainly adult children still living at home	17%	15%	19%	22%	5%	20%	24%
Young couple, no children	10%	13%	4%	8%	16%	8%	9%
Couple or single parent with mainly pre- school children	9%	8%	7%	10%	15%	6%	12%
Couple or single parent with mainly teenage children	9%	9%	9%	11%	11%	9%	5%
Couple or single parent with mainly primary school children	8%	6%	6%	8%	13%	6%	11%
Group household of unrelated adults	7%	7%	9%	2%	12%	1%	9%

Nearly a quarter of total respondents (22%) are older couples with no children living at home, increasing to 36% for the Suburbanites and decreasing to 6% of the Urbanites. The Diffidents are more likely to be a couple or single parent with mainly adult children at home (24% compared to 17% of total respondents) while the Urbanites are more likely to live in a group household of unrelated adults (12% compared to 7% of total respondents) with 21% of the Cosmopolitans being older couples with no children at home and a similar percentage of lone person households.


Q30. Household Situation
40%
35%
30%
25%
20%
15%
10%
5%
0%
TOTAL
Cosmopolitans
Homebodies
Traditionalists
Urbanites
Suburbanites
Diffidents
Older couple, no children at home
Lone person household
Couple or single parent with mainly adult children still living at home
Young couple, no children
Couple or single parent with mainly pre-school children
Couple or single parent with mainly teenage children
Couple or single parent with mainly primary school children
Group household of unrelated adults

Question 31 - Which of the following best describes your occupation?

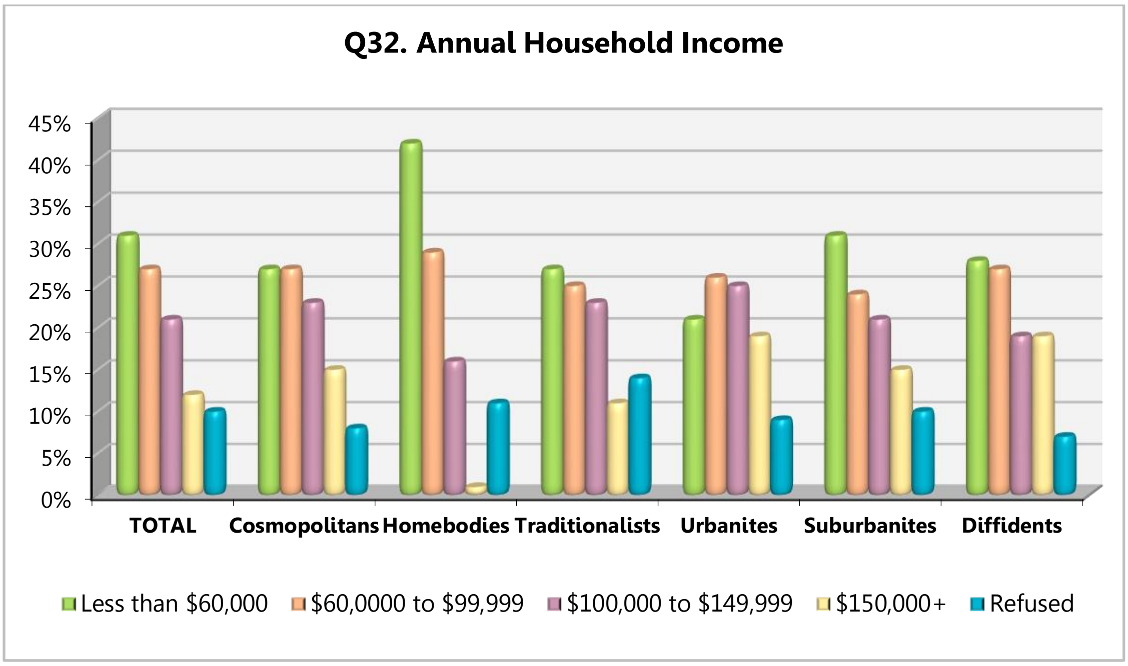
	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Clerical/white collar	23%	29%	21%	20%	22%	20%	26%
Senior managerial/professional	21%	29%	8%	15%	36%	18%	18%
Pensioner	13%	11%	19%	11%	2%	20%	8%
Home duties	9%	4%	17%	22%	6%	5%	4%
Self-funded retiree	8%	8%	8%	15%	1%	14%	4%
Skilled blue collar/tradesperson	7%	4%	6%	5%	10%	7%	8%
Semi-skilled blue collar	6%	3%	7%	4%	9%	5%	9%
Student - full time	6%	7%	5%	1%	9%	1%	10%
Unemployed and looking for work	3%	2%	4%	2%	0%	5%	3%
Student - part time	1%	2%	2%	0%	1%	0%	2%
Other	4%	2%	4%	5%	2%	5%	8%



Nearly half of total respondents (44%) claim to be either in a clerical/white collar profession (23%) or senior managerial/professional group (21%) with 29% of the Cosmopolitans in a clerical/white collar profession or senior managerial/professional group (29%). The Suburbanites and Homebodies segments have a higher percentage of pensioners (20% and 19% respectively compared to 13% of total respondents) while the Traditionalists segment has a higher percentage of home duties (22% compared to 9% of total respondents).

Q32. Which of the following best describes your total annual household income before tax?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
$0 - $19,999	4%	4%	4%	2%	2%	4%	4%
$20,000 - $39,999	13%	11%	20%	14%	6%	13%	13%
$40,000 - $59,999	14%	12%	18%	11%	13%	14%	11%
$60,000 - $79,999	14%	14%	14%	11%	17%	13%	13%
$80,000 - $99,999	13%	13%	15%	14%	9%	11%	14%
$100,000 - $129,999	15%	16%	13%	16%	16%	16%	9%
$130,000 - $149,999	6%	7%	3%	7%	9%	5%	10%
$150,000 - $199,999	8%	9%	1%	5%	13%	9%	15%
$200,000 - $299,999	3%	4%	0%	4%	4%	5%	3%
$300,000 - $399,999	1%	2%	0%	2%	0%	0%	1%
$400,000 - $499,999	0%	0%	0%	0%	1%	0%	0%
$500,000+	0%	0%	0%	0%	1%	1%	0%
Refused	10%	8%	11%	14%	9%	10%	7%
$60,000 - $149,999	*48%*	*50%*	*45%*	*48%*	*51%*	*45%*	*46%*
$150,000+	*12%*	*15%*	*1%*	*11%*	*19%*	*15%*	*19%*

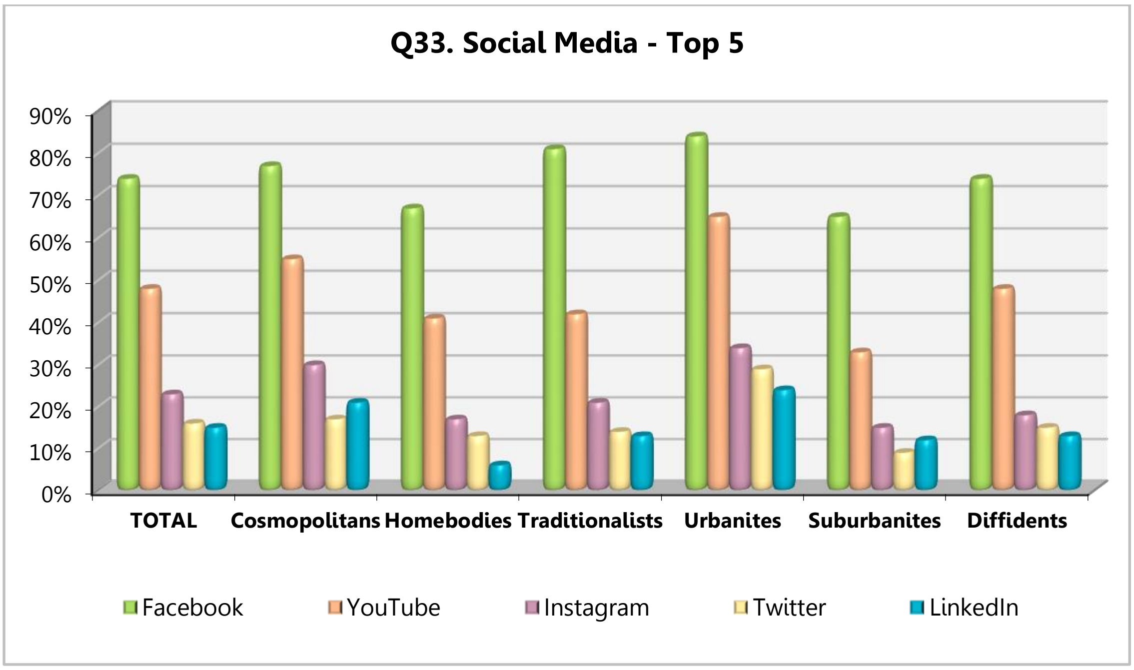


Nearly half of total respondents (48%) have a total annual household income before tax of between $60,000 and $150,000. Nearly half of the Homebodies segment has a total annual household income before tax of less than $60,000 (42% compared to 31% of total respondents), with 19% of both the Urbanites and Diffidents segments with a total annual household income before tax of more than $150,000 (compared to 12% of total respondents).

4.12 Social Media Use

Question 33 - Which of the following social media sites do you use at least once a week?

	TOTAL	Cosmopolitans	Homebodies	Traditionalists	Urbanites	Suburbanites	Diffidents
Sample Size	1,000	228	235	96	170	179	92
Facebook	74%	77%	67%	81%	84%	65%	74%
YouTube	48%	55%	41%	42%	65%	33%	48%
Instagram	23%	30%	17%	21%	34%	15%	18%
Twitter	16%	17%	13%	14%	29%	9%	15%
LinkedIn	15%	21%	6%	13%	24%	12%	13%
Snapchat	14%	17%	10%	8%	29%	7%	11%
Pinterest	11%	10%	9%	19%	11%	7%	15%
Tumblr	6%	5%	4%	7%	16%	1%	7%
Chat rooms or forums	4%	4%	6%	2%	5%	3%	2%
Flickr	2%	3%	0%	1%	5%	1%	2%
Blogspot	1%	1%	1%	2%	4%	0%	0%
Other	3%	3%	1%	7%	2%	2%	2%
None of these	15%	8%	23%	9%	4%	26%	17%



Nearly three-quarters of all respondents indicated they use Facebook at least once a week (74%) and a further 48% of all respondents use YouTube at least once a week. The Urbanites segment is more likely than any other segment to use social media at least once a week (84%).

APPENDIX 1: SURVEY QUESTIONNAIRE

THIS QUESTIONNAIRE IS TO BE USED FOR THE FOLLOWING:

Interstate residents – online panel (Sydney, Melbourne & Brisbane n=1,000 (adults >=21)

Question Code - S = single response, M = multiple response, P = prompted response and U = unprompted response.

Our company, Hudson Howells, has been engaged to undertake market research on residential living. This research is being undertaken by our client to better understand what people are looking for in a new home and where they might prefer to live.

We value your opinions and please remember it is your views we are interested in. Your comments will be treated confidentially.

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1. Can I please confirm the suburb and postcode you currently live in (MAIN RESIDENCE)? SU

SUBURB (CONFIRM WITHIN STUDY AREA):	1
POSTCODE:	2
Refused – THANK AND TERMINATE INTERVIEW EX SAMPLE	3

2. Gender

Male	1
Female	2

3. Which of the following age categories are you in? SP

18 to 20	1
21 to 24	2
25 to 29	3
30 to 34	4
35 to 39	5
40 to 44	6
45 to 49	7
50 to 59	8
60 to 64	9
65 to 69	10
70 to 74	11
75 or over	12
Refused	13

4. What do you most like about where you currently live? MU

My house	1
We have a big block with room to move	2
We have a small low maintenance block that suits our lifestyle	3
Leafy streets	4
Close to the hills	5
Close to friends	6
Close to parks	7
Close to the beach	8
Close to family	9
Good neighbours / neighbourhood	10
Convenient for shopping	11
Convenient for schools / kindergarten / childcare for my children	12
Close to work	13
Convenient to the city	14
It is a safe and secure place to live / a place where I feel safe	15
This is the suburb that I grew up in	16
Close to entertainment and recreation facilities	17
Surrounded by attractive homes	18
Proximity to public transport	19
Close to medical facilities	20
Close to restaurants or cafes	21
Open space	22
Trees	23
Peace and quiet (tranquillity)	24
Close to where I study	25
Don't know	26
Other *[specify]*	27

5. What do you least like about where you currently live? MU

My house	1
Not enough open space	2
Noisy and unsafe streets	3
Too far from the beach	4
Too far from the linear park	5
Too far from the hills	6
Too far from friends	7
Not enough trees	8
Not close to family	9
Unpleasant neighbourhood - specify	10
Not convenient for shopping	11
Not convenient for schools	12
Too far away from work	13
Too far from the CBD	14
Not enough entertainment and recreation facilities nearby	15
Distance from public transport	16
Surrounding homes are unattractive	17
Not convenient for restaurants or cafes	18
Traffic congestion	19
House and/or allotment too large	20
House and/or allotment too small	21
Unsafe area	22
Too far away from where I study	23
Don't know	24
Other *[specify]*	26

6. Approximately how much time do you spend travelling from your home to your place of work or study each day including the return trip? SP

Less than 20 mins	1
20 mins to less than 40 mins	4
40 mins to less than 60 mins	2
60 mins to less than 80 mins	3
80 mins to less than 100 mins	5
100 mins or more	6

7. Which of the following best describes the type of home you currently live in? SP

Single or double storey house – goto Q10	1
Single or multi-storey house terrace or townhouse – goto Q10	2
Single storey flat or unit – goto Q10	3
Multi-storey apartment	4
Other dwelling – goto Q10	5
Not sure – goto Q10	6

8. What do you find most attractive about living in an apartment? MU

No garden	1
Ability to 'lock up and leave'	2
Small size	3
Low maintenance	4
Security/intercom	5
Having a balcony	6
Common areas maintained by someone else	7
Price – value for money	8
Views	9
Shared facilities such as laundry and storage	10
Nothing	11
Other (specify)	12

9. And what do you find least attractive about living in an apartment? MU

No garden	1
No privacy	2
Small size	3
No/inadequate storage	4
Price – value for money	5
Noise from other apartments	6
Shared facilities such as laundry and storage	7
Small or no balconies	8
High strata fees	9
Can't have a pet	10
Noise from the street/traffic	11
Lack of car parking for visitors	12
Nothing	13
Other (specify)	14

10. Do you currently rent or own your home either outright or with a mortgage? SP

Own outright	1
Own with a mortgage	2
Rent – goto Q12	3
Other tenure type – goto Q12	4

11. What would you estimate to be the value of your current home? SP

Less than $100,000	1
$100,000 to less than $200,000	2
$200,000 to less than $300,000	3
$300,000 to less than $400,000	4
$400,000 to less than $500,000	5
$500,000 to less than $600,000	6
$600,000 to less than $700,000	7
$700,000 to less than $800,000	8
$800,000 to less than $900,000	9
$900,000 to less than $1,000,000	10
$1,000,000 to less than $1,500,000	11
$1,500,000 to less than $2,000,000	12
$2,000,000 to less than $2,500,000	13
$2,500,000 to less than $3,000,000	14
$3,000,000 or more	15
Not sure	16
Do not own a home currently	17

12. Which of the following statements best describes how much you know about Adelaide as a place to live? When I say Adelaide I am referring to the area highlighted on the map. SP

I know a lot about Adelaide as a place to live	1
I know something about Adelaide as a place to live	2
I know a little about Adelaide as a place to live	3
I know very little about Adelaide as a place to live – goto Q21	4
I know nothing about Adelaide as a place to live other than the name – goto Q21	5
This is the first I have heard of Adelaide as a place to live – goto Q21	6

13. I would now like to seek your opinion on a series of statement that could apply to four capital cities that you might possibly choose to live in. I am still interested in your views on these cities even if you are not planning to move to a new city at the moment. I will read you a statement and then ask you which of the four cities you think this statement applies to. You might think the statement applies to all cities, some of the cities or none of the cities. MP ROTATE AREAS

	Adelaide	Brisbane	Melbourne	Sydney	None of These
A Green City	1	2	3	4	5
A Boutique City	1	2	3	4	5
A Smart City	1	2	3	4	5
An Environmentally Friendly City	1	2	3	4	5
An Entrepreneurial City	1	2	3	4	5
A Cosmopolitan City	1	2	3	4	5
A Multicultural City	1	2	3	4	5
An Arts and Culture City	1	2	3	4	5
A Creative City	1	2	3	4	5
An Innovative City	1	2	3	4	5
A Beautiful City	1	2	3	4	5
A City of Business	1	2	3	4	5
A Progressive City	1	2	3	4	5
A Vibrant City	1	2	3	4	5
An attractive City to buy a home as an investment property	1	2	3	4	5
A Liveable City	1	2	3	4	5
A Diverse City	1	2	3	4	5
A Leading Edge City	1	2	3	4	5
A City of the Future	1	2	3	4	5
An Inspiring City	1	2	3	4	5
An Advanced City	1	2	3	4	5
A City I could see myself moving to in the next 5 years	1	2	3	4	5
A City with plenty of employment opportunities	1	2	3	4	5

IF ‘A City I could see myself moving to’ IS SELECTED FOR ADELAIDE THEN:

14. In the previous question you stated that Adelaide is a city you could see yourself moving to. How likely would you be to move to the Adelaide <u>city centre</u> in the next five years? Please refer to the map highlighting the Adelaide city centre. SP

Very likely	1
Likely	2
Not sure/don’t know – goto Q17	3
Unlikely – goto Q16	4
Very unlikely – goto Q16	5

15. What would be your main reasons for moving to the Adelaide city centre in the next five years? MU

16. What would be your main reasons for not moving to the Adelaide city centre in the next five years? MU

17. How likely would you be to consider moving to Adelaide, but not the city centre, in the next five years? SP

Very likely	1
Likely	2
Not sure/don't know – goto Q21	3
Unlikely – goto Q19	4
Very unlikely – goto Q19	5

18. What would be your main reasons for moving to Adelaide in the next five years? MU

19. What would be your main reasons for not moving to Adelaide in the next five years? MU

IF 'A City I could see myself moving to' IS NOT SELECTED FOR ADELAIDE THEN:
In the previous question you didn't select Adelaide as a city you could see yourself moving to.

20. What are your main reasons for not selecting Adelaide as a city you could see yourself moving to? MU

IF 'An attractive City to buy a home as an investment property' IS SELECTED FOR ADELAIDE THEN:

21. In the previous question you stated that Adelaide is an attractive City to buy a home as an investment property. How likely would you be to buy an investment property in the Adelaide city centre in the next five years? Please refer to the map highlighting the Adelaide city centre. SP

Very likely	1
Likely	2
Not sure/don't know – goto Q27	3
Unlikely – goto Q23	4
Very unlikely – goto Q23	5

22. What would be your main reasons for buying an investment property in the Adelaide city centre in the next five years? MU

23. What would be your main reasons for not buying an investment property in the Adelaide city centre in the next five years? MU

24. How likely would you be to consider buying an investment property in Adelaide, but not the city centre, in the next five years? SP

Very likely	1
Likely	2
Not sure/don't know – goto Q27	3
Unlikely – goto Q26	4
Very unlikely – goto Q26	5

25. What would be your main reasons for buying an investment property in Adelaide in the next five years? MU

26. What would be your main reasons for not buying an investment property in Adelaide in the next five years? MU

REDUCED STATEMENT SET FROM METRO SURVEY

27. I would now like to ask you some questions which will help us better understand the types of people who are participating in this survey. These questions seek your opinions so there are no right or wrong answers. Please read each statement and then indicate how strongly you agree or disagree with that statement. SP

	Strongly Agree	Agree	Not sure	Disagree	Strongly Disagree
I'd describe myself as kind of adventurous and outgoing	1	2	3	4	5
I have a clear idea of my goals in life	1	2	3	4	5
The idea of living in an apartment really appeals to me	1	2	3	4	5
I would prefer to live in an area where most of the people come from backgrounds that are similar to my own	1	2	3	4	5
I would prefer to live in a development that includes the latest in environmental initiatives	1	2	3	4	5

Safety and security is an important consideration for me when I'm choosing somewhere to live	1	2	3	4	5
I prefer to walk or ride my bike whenever possible instead of using my car	1	2	3	4	5
I would prefer to live on a large traditional block of land	1	2	3	4	5
Keeping in close contact with my family is very important to me	1	2	3	4	5
I would like to live in a development that is protected by locked gates or a guard	1	2	3	4	5
I'm pretty active when it comes to keeping fit or playing sport	1	2	3	4	5
Peace and quiet is an important consideration for me when I'm choosing somewhere to live	1	2	3	4	5
I think most people that know me well would consider me to be a confident person	1	2	3	4	5
I would be prepared to pay more for electricity that is generated from renewable resources such as wind and solar, also known as 'green power'	1	2	3	4	5
I'd describe myself as a bit of a homebody	1	2	3	4	5
The idea of living in or very close to the city really appeals to me	1	2	3	4	5
I would prefer to live in an area where all the homes are of a similar style and quality	1	2	3	4	5
I think it's important that standards are set and enforced for new housing developments to protect my investment	1	2	3	4	5
I like the freedom of not having to comply with rules and regulations	1	2	3	4	5
I would prefer to live in a contemporary style, architecturally designed home	1	2	3	4	5
I consider myself to be a cultured person	1	2	3	4	5
A sense of community is an important consideration for me when I'm choosing somewhere to live	1	2	3	4	5
I have travelled a lot around Australia or overseas	1	2	3	4	5
I see myself as a trendsetter	1	2	3	4	5
I would be prepared to pay a premium for a house that is energy efficient	1	2	3	4	5
I feel really uncomfortable when I'm out of my normal environment	1	2	3	4	5
I'm more concerned with what I think, than what other people think of me	1	2	3	4	5
I consider myself to be a bit of a risk taker	1	2	3	4	5
I don't think Australians are doing enough to combat climate change	1	2	3	4	5
I think most people that know me well would consider me a competitive person	1	2	3	4	5
A sense of space and openness is important to me	1	2	3	4	5
I would prefer to live in an area where there is a mix of people from different backgrounds	1	2	3	4	5
The value of your own home is always affected by the appearance of the surrounding homes	1	2	3	4	5
I consider myself to be a well-educated person	1	2	3	4	5

28. Please imagine you were seeking information on an area in which to live. Which of the following information sources would you use? MP

Weekday newspaper	1
Weekend edition newspaper	2
Domain.com.au	3
Realestate.com.au	4
General search on the Internet	5
Local real estate agent	6
Drop into a display home or apartment	7
Talk to family or friends	8
Visit a builders' website	9
Other - specify	10
Not sure	11

To finish, could I please ask you a few questions about yourself?

29. Which of the following statements best describe you? You can select multiple statements. SP

I have visited Adelaide for business or leisure	1
I have lived in Adelaide	2
I have family in Adelaide	3
I have friends in Adelaide	4
I might live in Adelaide at some stage in the future	5
I would never consider living in Adelaide	6

30. Which of the following categories best describes your household situation? SP

Lone person household	1
Group household of unrelated adults	2
Young couple, no children	3
Older couple, no children at home	4
Couple or single parent with mainly pre-school children	5
Couple or single parent with mainly primary school children	6
Couple or single parent with mainly teenage children	7
Couple or single parent with mainly adult children still living at home	8

31. Which of the following best describes your occupation? SP

Senior managerial/professional	1
Clerical/white collar	2
Skilled blue collar/tradesperson	3
Semi-skilled blue collar	4
Unemployed and looking for work	5
Student – full time	6
Student – part time	7
Self-funded retiree	8
Pensioner	9
Home duties	10
Other – don't specify	11

32. Which of the following best describes your total annual household income before tax? SP

$0 - $19,999	1
$20,000 - $39,999	2
$40,000 - $59,999	3
$60,000 - $79,999	4
$80,000 - $99,999	5
$100,000 - $129,999	6
$130,000 - $149,999	7
$150,000 - $199,999	8
$300,000 - $399,999	9
$400,000 - $499,999	10
$500,000 +	11
Refused	12

33. Which of the following social media sites do you use at least once a week? MP

Facebook	1
YouTube	2
Tumblr	3
LinkedIn	4
Blogspot	5
Twitter	6
Instagram	7
Snapchat	9
Flickr	10
Pinterest	11
Chat rooms or forums	12
Other (don't specify)	13