

ILLAWARRA PROPERTY PRICES...

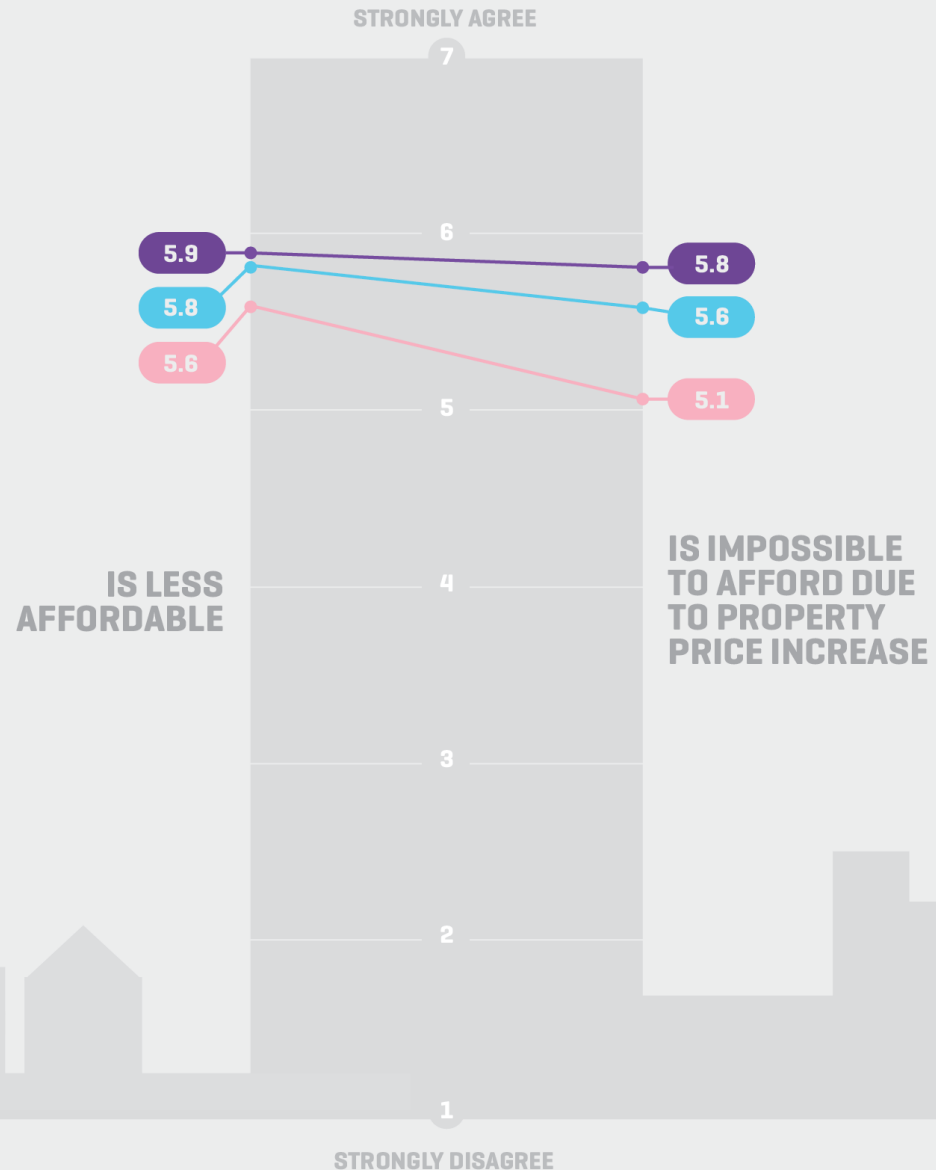
ALL
HAVE INTENTIONS
HAVE NO INTENTIONS



ILLAWARRA HOUSING IS LESS AFFORDABLE NOW THAN EVER AND IMPOSSIBLE FOR YOUNG PEOPLE TO AFFORD

FOR PEOPLE WHO ARE LIKELY TO BUY OR SELL A PROPERTY IN THE NEXT YEAR, HOUSING IS VIEWED AS LESS AFFORDABLE BUT NOT THAT IMPOSSIBLE TO AFFORD FOR YOUNGER GENERATIONS

ALL
HAVE INTENTIONS
HAVE NO INTENTIONS



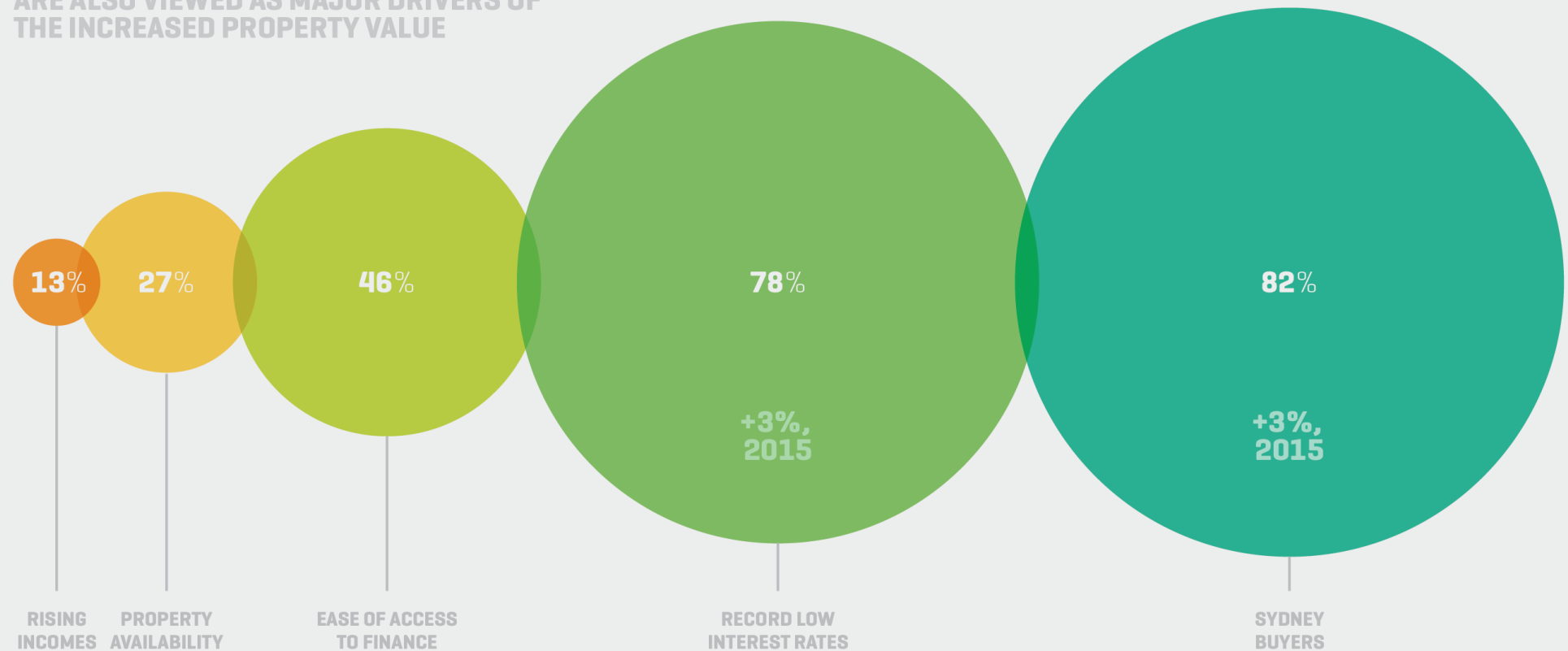
© IRIS RESEARCH





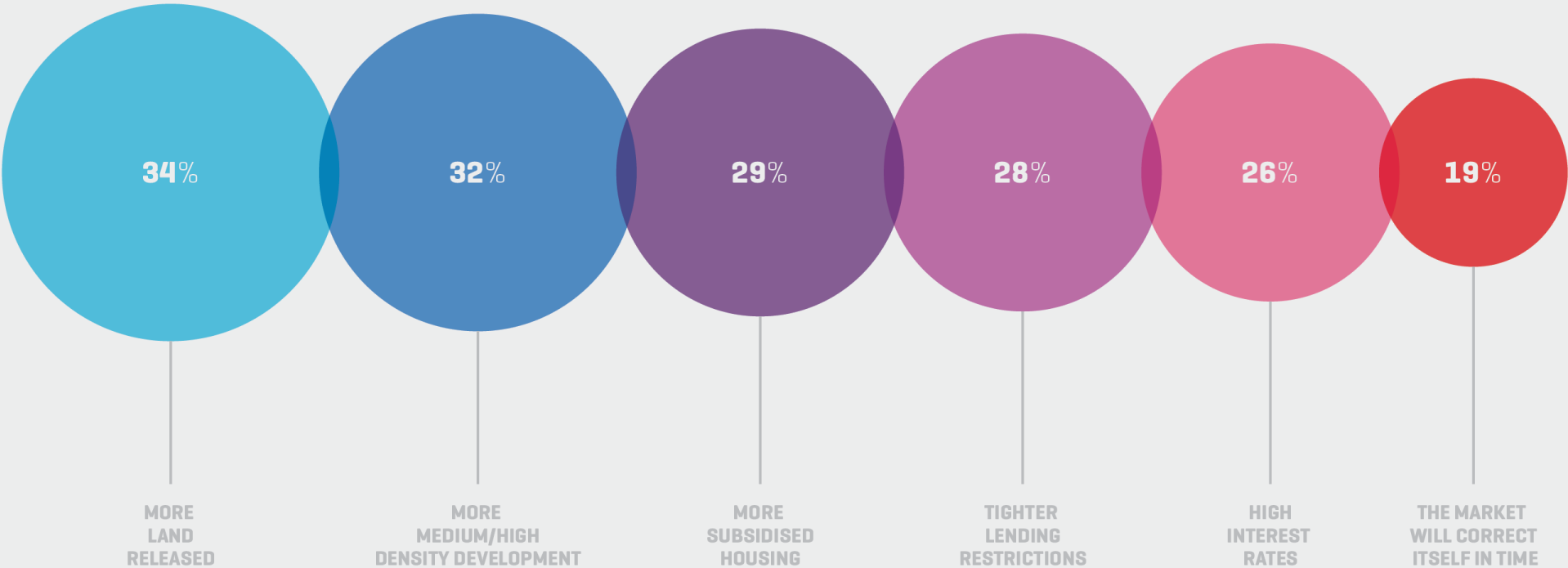
SYDNEY BUYERS AND RECORD LOW INTERESTS ARE VIEWED AS **THE MAIN DRIVERS OF ILLAWARRA INCREASING PROPERTY VALUES**

NEGATIVE GEARING AND OVERSEAS INVESTORS
ARE ALSO VIEWED AS MAJOR DRIVERS OF
THE INCREASED PROPERTY VALUE



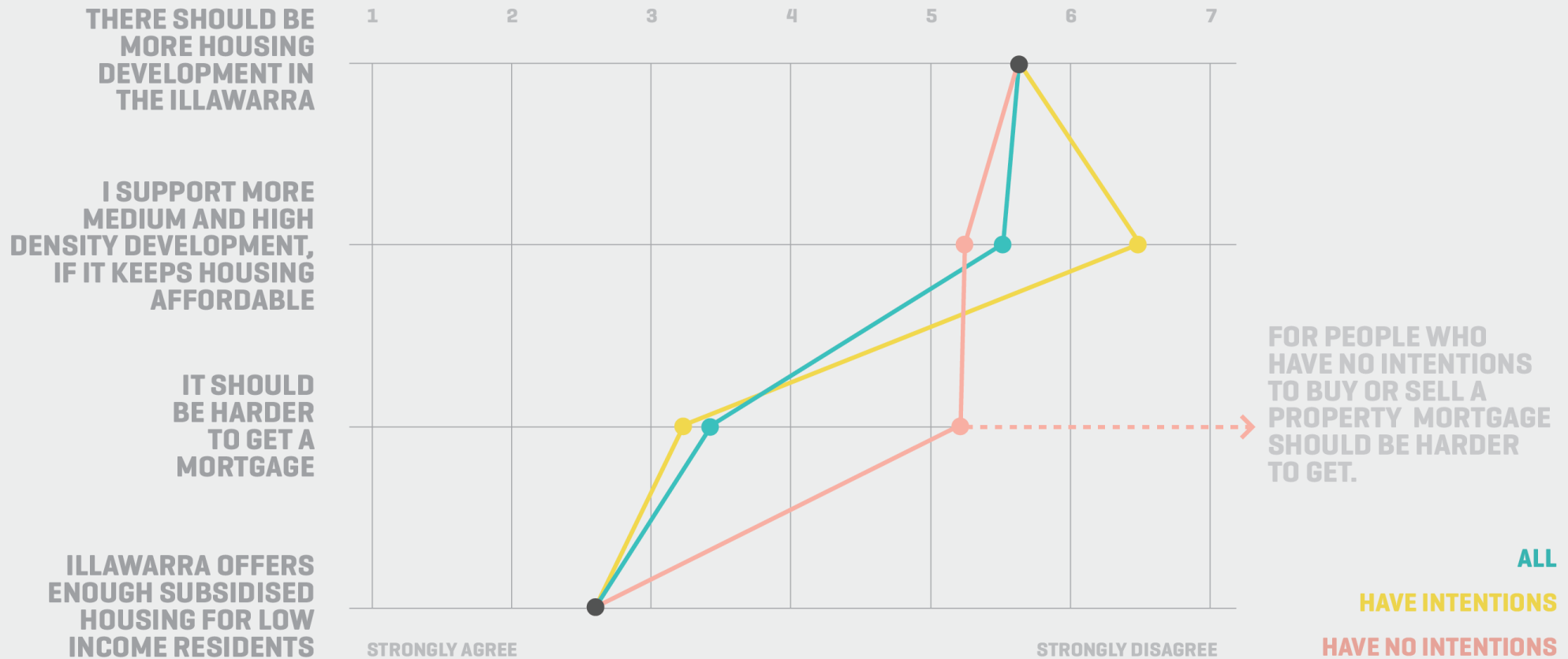


WHAT WOULD KEEP ILLAWARRA HOUSING MORE AFFORDABLE?





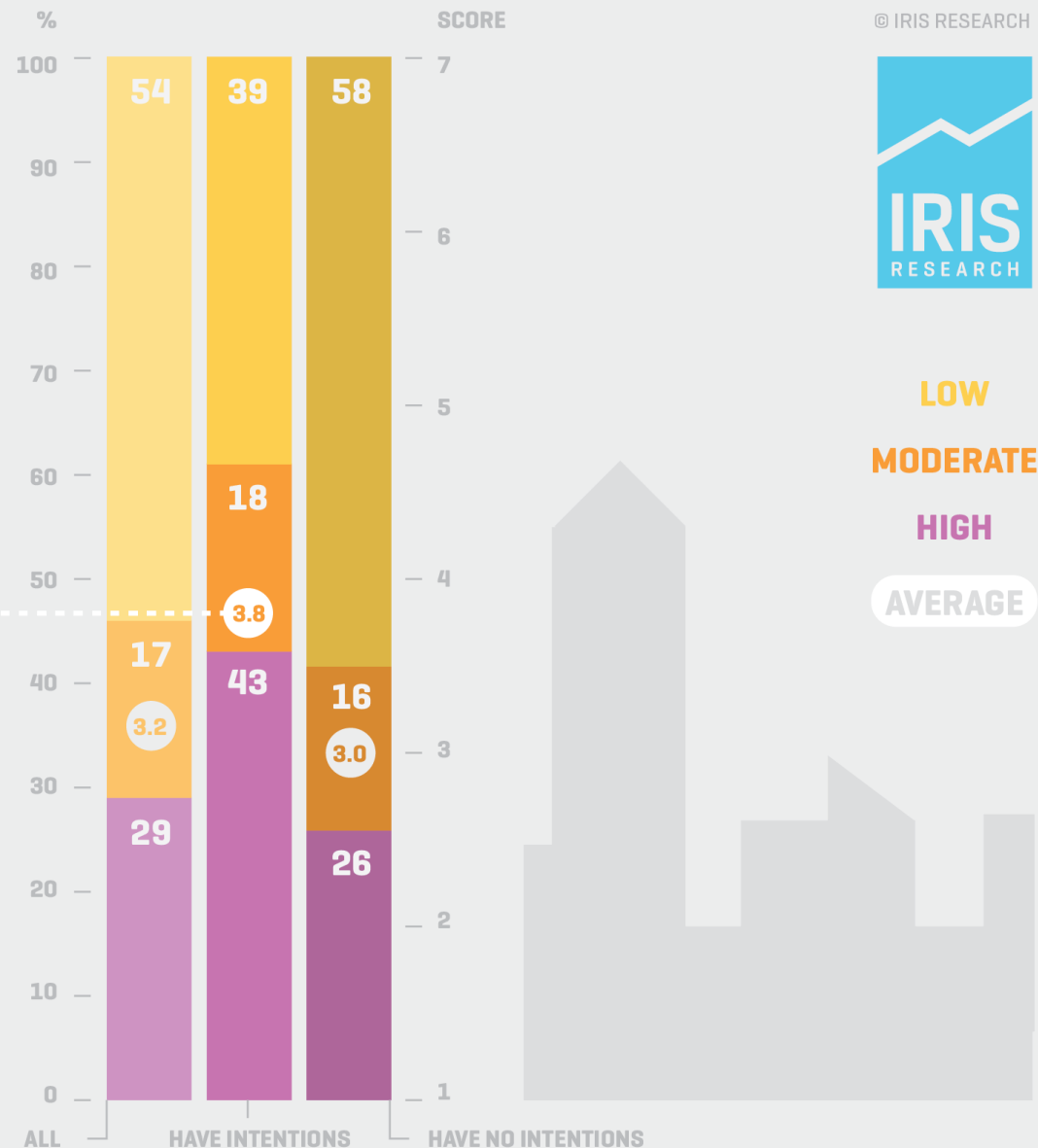
WHAT COULD BE THE **SOLUTION** OF HOUSE AFFORDABILITY?



HOW INCREASE IN PROPERTY PRICES EFFECTED YOU PERSONALLY

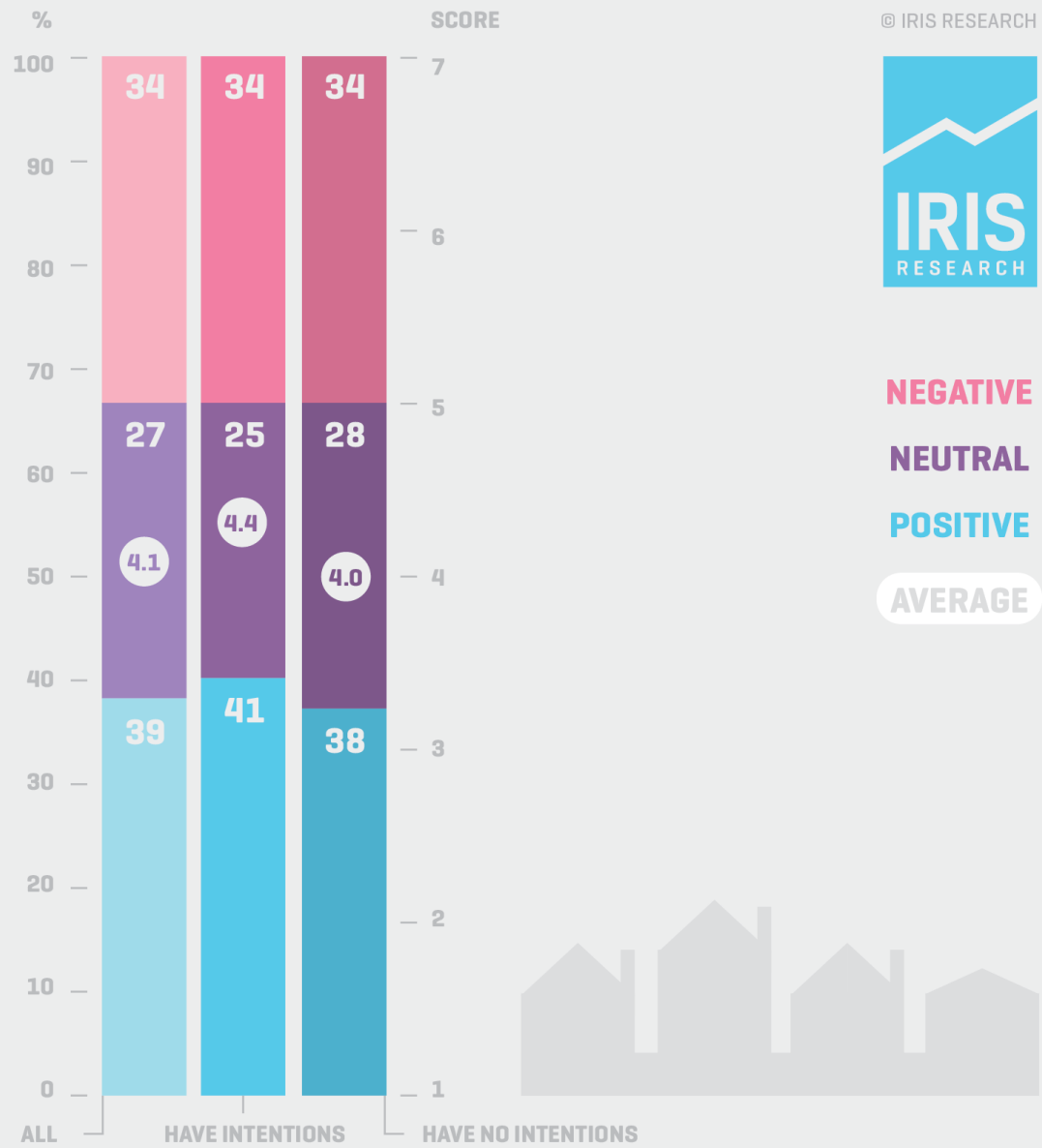
SIZE OF IMPACT

INCREASE IN PROPERTY PRICES HAD A SIGNIFICANTLY HIGHER EFFECT ON PEOPLE WHO HAVE INTENTIONS TO BUY OR SELL A PROPERTY IN THE NEXT 12 MONTHS

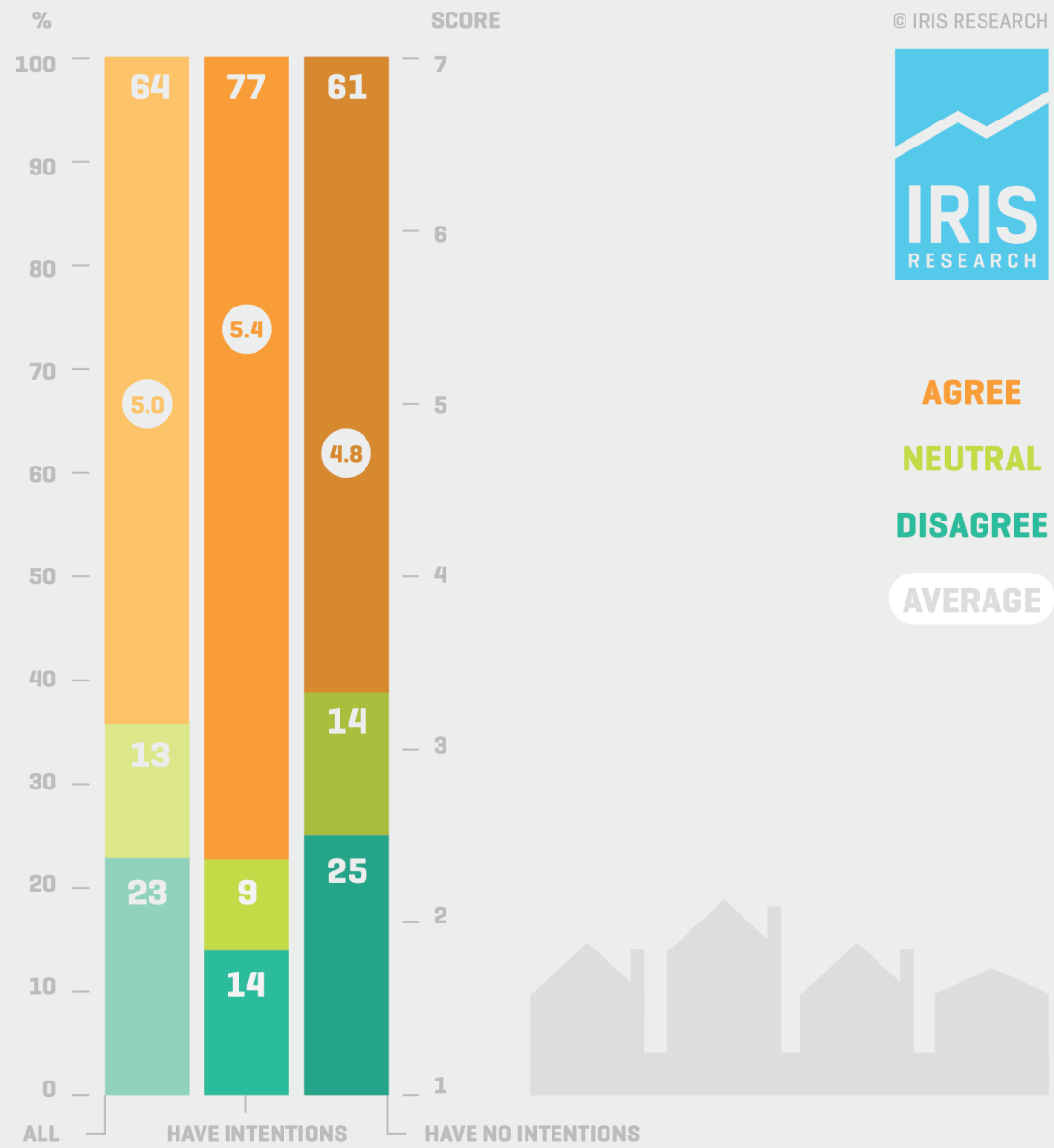


HOW INCREASE IN PROPERTY PRICES EFFECTED YOU PERSONALLY

DIRECTION OF IMPACT



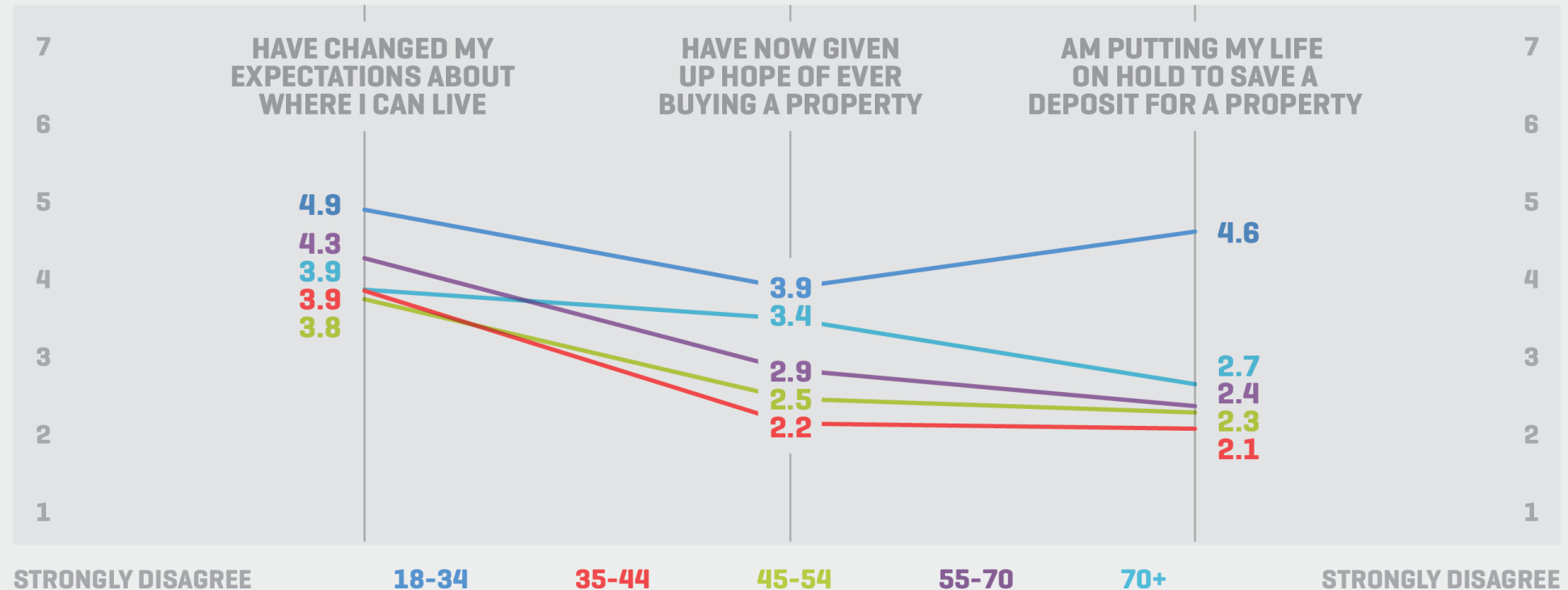
I CONSIDER MY PROPERTY AS MUCH AN INVESTMENT AS A HOME



ILLAWARRA'S 18-34 YEAR OLD CITIZENS FEEL MORE STRONGLY THAT HOUSING AFFORDABILITY IS CHANGING THEIR EXPECTATIONS ABOUT THE PROSPECTS OF HOME OWNERSHIP AND WHERE THEY EXPECT TO LIVE

STRONGLY AGREE

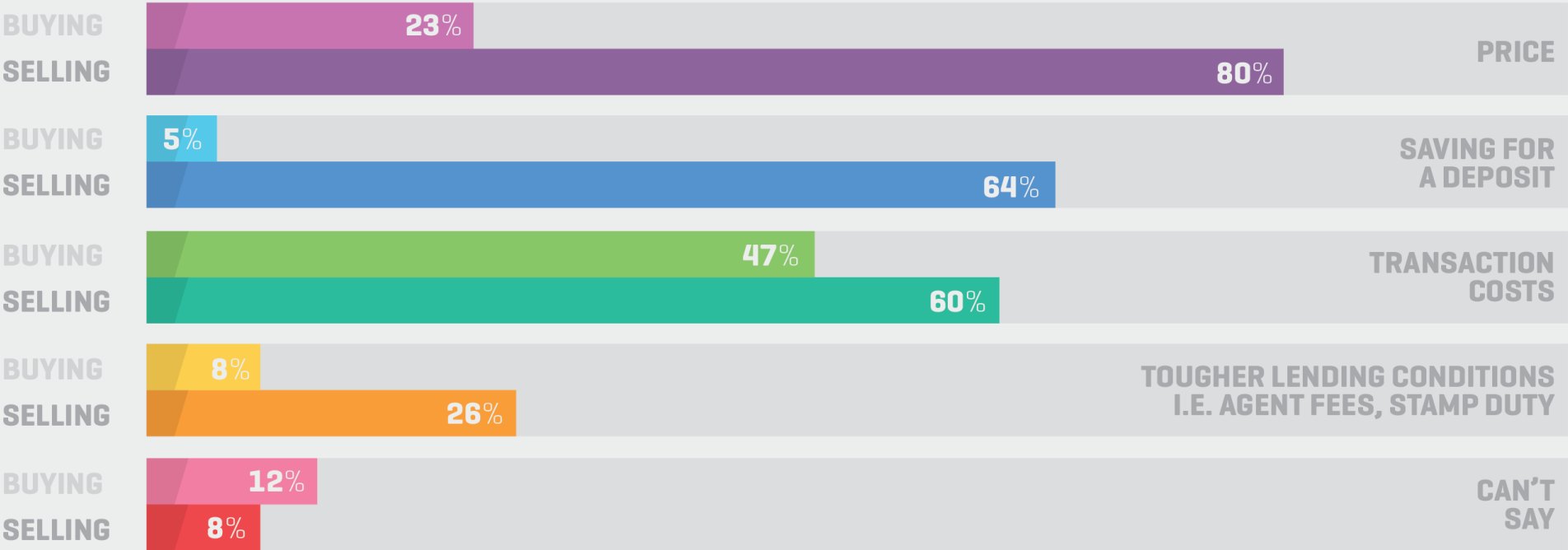
STRONGLY AGREE





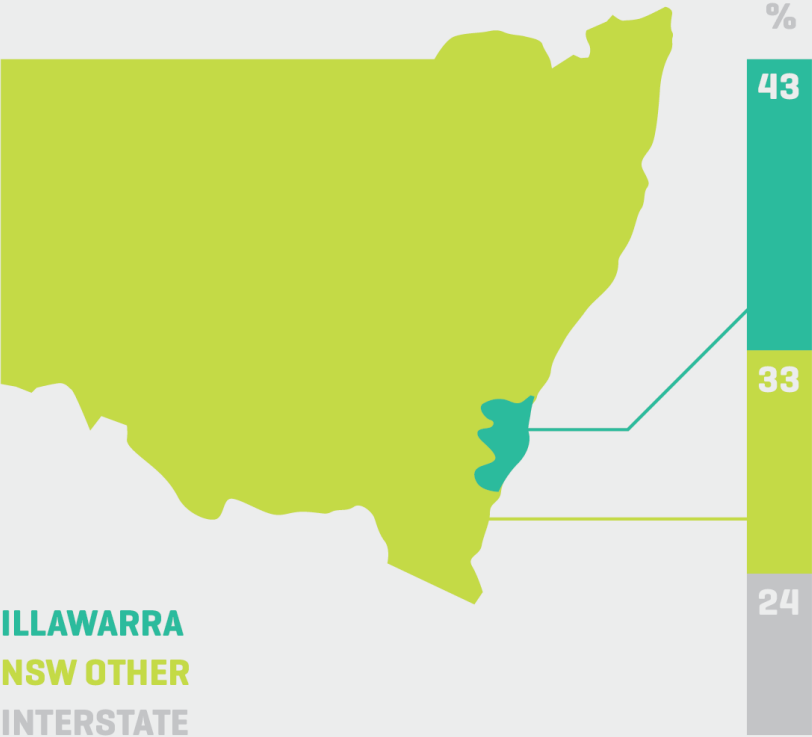
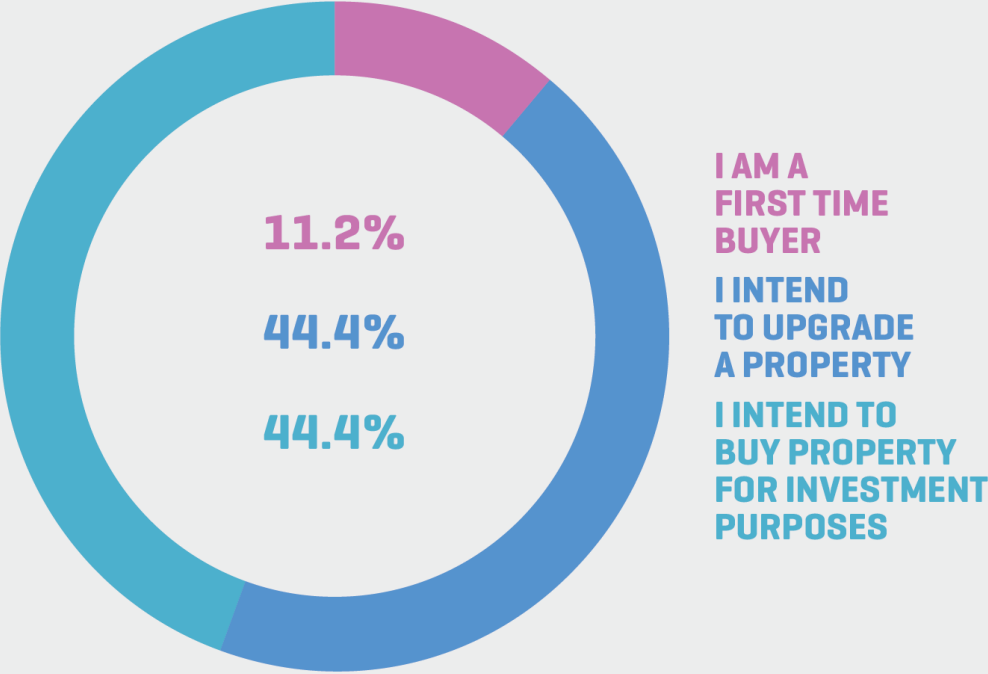
BARRIERS OF BUYING AND SELLING A PROPERTY

INDICATIVE TRANSACTION COST (STAMP DUTY AND AGENTS FEES ONLY)
FOR A MEDIAN HOUSE IN WSD VALUED AT \$570,000 IS AROUND 5.9%





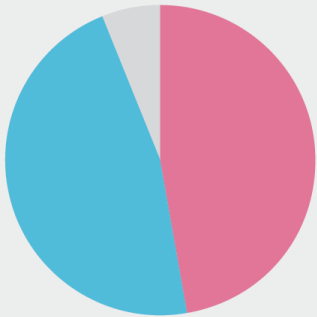
17% OF RESPONDENTS INTEND TO BUY PROPERTY IN THE NEXT YEAR





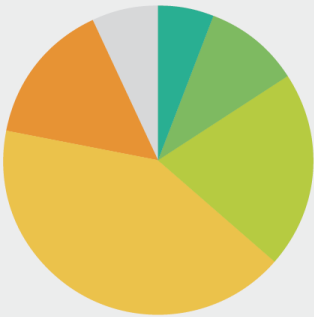
DEMOGRAPHICS

SEX



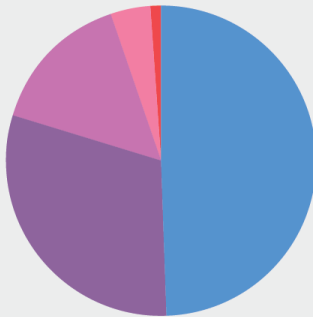
47% FEMALE
46% MALE
6% PREFER NOT TO SAY

AGE



6% 18 - 34
10% 35 - 44
21% 45 - 54
42% 55 - 70
15% 70+
7% PREFER NOT TO SAY

PROPERTY OWNERSHIP



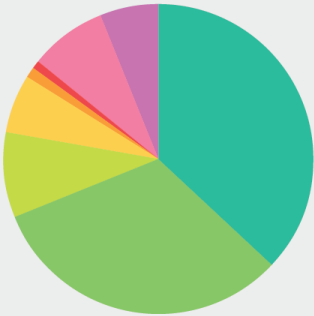
49% PROPERTY OWNER (MORTGAGE FREE)
30% PAYING OFF A MORTGAGE
15% INVESTOR
4% RENTING
1% LIVING WITH FAMILY/FRIENDS

HOUSEHOLD INCOME



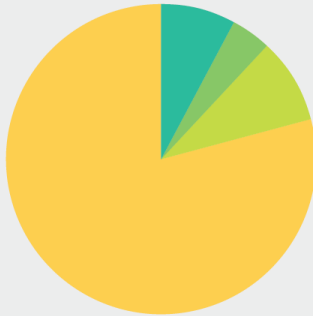
5% UP TO \$20,000
11% \$20,000 - \$40,000
9% \$40,001 - \$60,000
12% \$60,001 - \$80,000
9% \$80,001 - \$100,000
18% \$100,001 - \$150,000
9% \$150,001 - \$200,000
6% \$200,001 OR MORE
19% PREFER NOT TO SAY
1% DON'T KNOW

EMPLOYMENT



37% EMPLOYED (FT)
32% RETIRED
9% EMPLOYED (PT)
6% EMPLOYED (CASUAL)
1% EMPLOYED (ON LEAVE)
1% UNEMPLOYED (LOOKING FOR FT)
8% NOT IN LABOUR FORCE
6% PREFER NOT TO SAY

PROPERTY BUYING/SELLING INTENTIONS



8% I INTEND TO BUY A PROPERTY
4% I INTEND TO SELL A PROPERTY
9% I INTEND TO BOTH SELL AND BUY A PROPERTY
79% I HAVE NO INTENTIONS TO BUY OR SELL A PROPERTY