



DEMOGRAPHICS

SEX

54% MALE
45% FEMALE
 1% PREFER NOT TO SAY

AGE

4% 18 - 34
10% 35 - 44
20% 45 - 54
49% 55 - 70
16% 70+
 1% PREFER NOT TO SAY

PROPERTY OWNERSHIP

53% PROPERTY OWNER [MORTGAGE FREE]
26% PAYING OFF A MORTGAGE
7% INVESTOR
11% RENTING
2% LIVING WITH FAMILY/FRIENDS
1% LIVING

HOUSEHOLD INCOME

3% UP TO \$20,000
21% \$20,001 - \$60,000
24% \$60,001 - \$100,000
15% \$100,001 - \$150,000
11% \$150,001 - \$200,000
8% \$200,000 or more
2% DON'T KNOW
16% PREFER NOT TO SAY

EMPLOYMENT

35% EMPLOYED [FT]
13% EMPLOYED [FT]
8% EMPLOYED [CASUAL]
1% EMPLOYED [ON LEAVE]
1% UNEMPLOYED [LOOKING FOR FT]
33% RETIRED
6% NOT IN LABOUR FORCE
2% OTHER
2% PREFER NOT TO SAY

PROPERTY BUYING/SELLING INTENTIONS

7% I INTEND TO BUY A PROPERTY
3% I INTEND TO SELL A PROPERTY
7% I INTEND TO BOTH SELL AND BUY A PROPERTY
83% I HAVE NO INTENTIONS TO BUY OR SELL A PROPERTY

ILLAWARRA PROPERTY PRICES...

PEOPLE ARE CERTAIN PRICES HAVE
INCREASED IN THE LAST 12 MONTHS
BUT ARE LESS SURE THAT GROWTH
IS OUT OF CONTROL.

THERE HAS BEEN NO CHANGE
IN THESE INDICATORS
SINCE OCTOBER 2016.

ALL
HAVE INTENTIONS
HAVE NO INTENTIONS

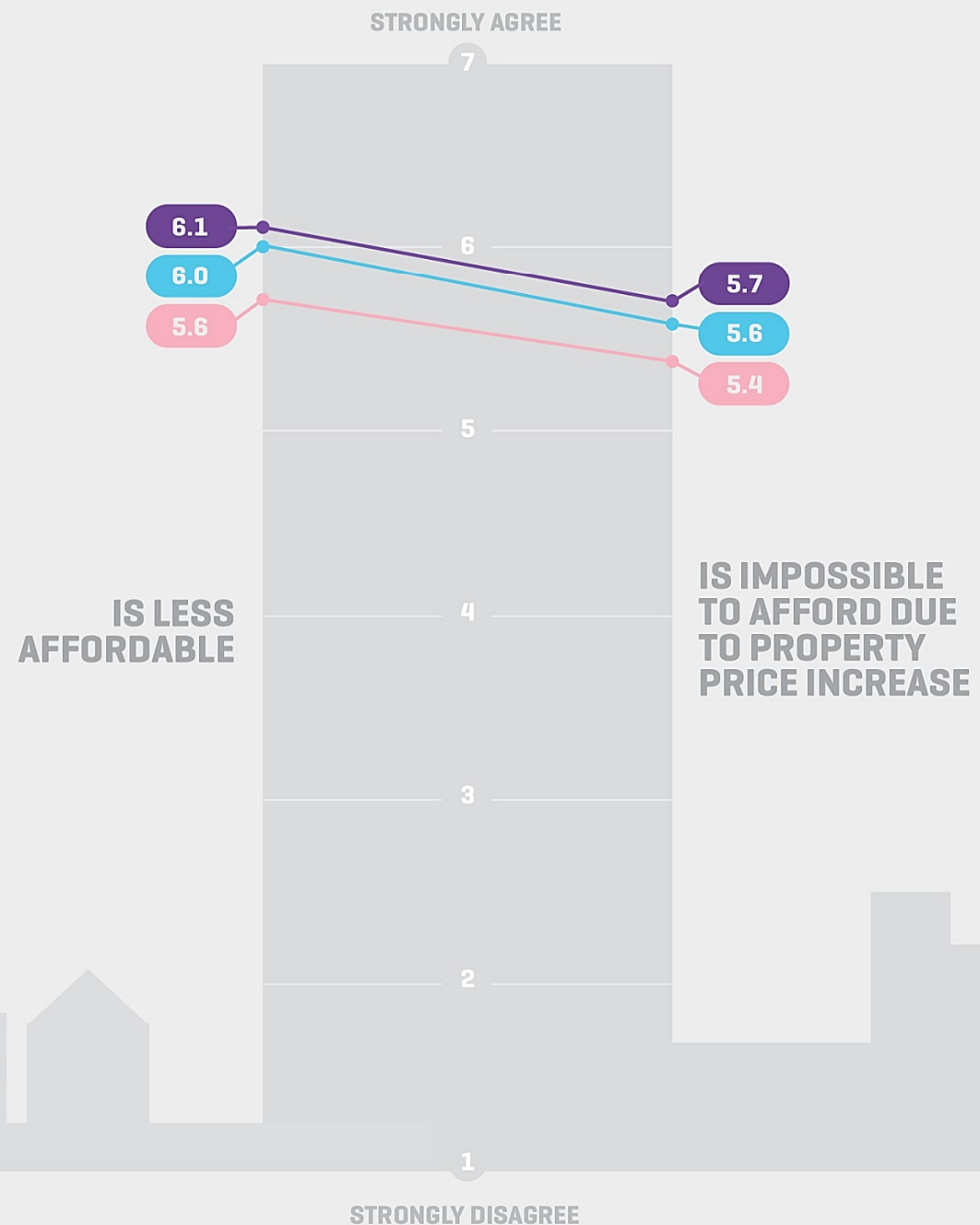


HOUSING AFFORDABILITY

REGARDLESS OF INTENTIONS TO BUY OR SELL PROPERTY IN THE NEXT YEAR, PEOPLE VIEW HOUSING AS LESS AFFORDABLE COMPARED TO THEIR PARENTS' DAY AND IMPOSSIBLE TO AFFORD DUE TO GROWTH IN PROPERTY PRICES.

THERE HAS BEEN NO CHANGE IN THESE INDICATORS SINCE OCTOBER 2016.

ALL
HAVE INTENTIONS
HAVE NO INTENTIONS

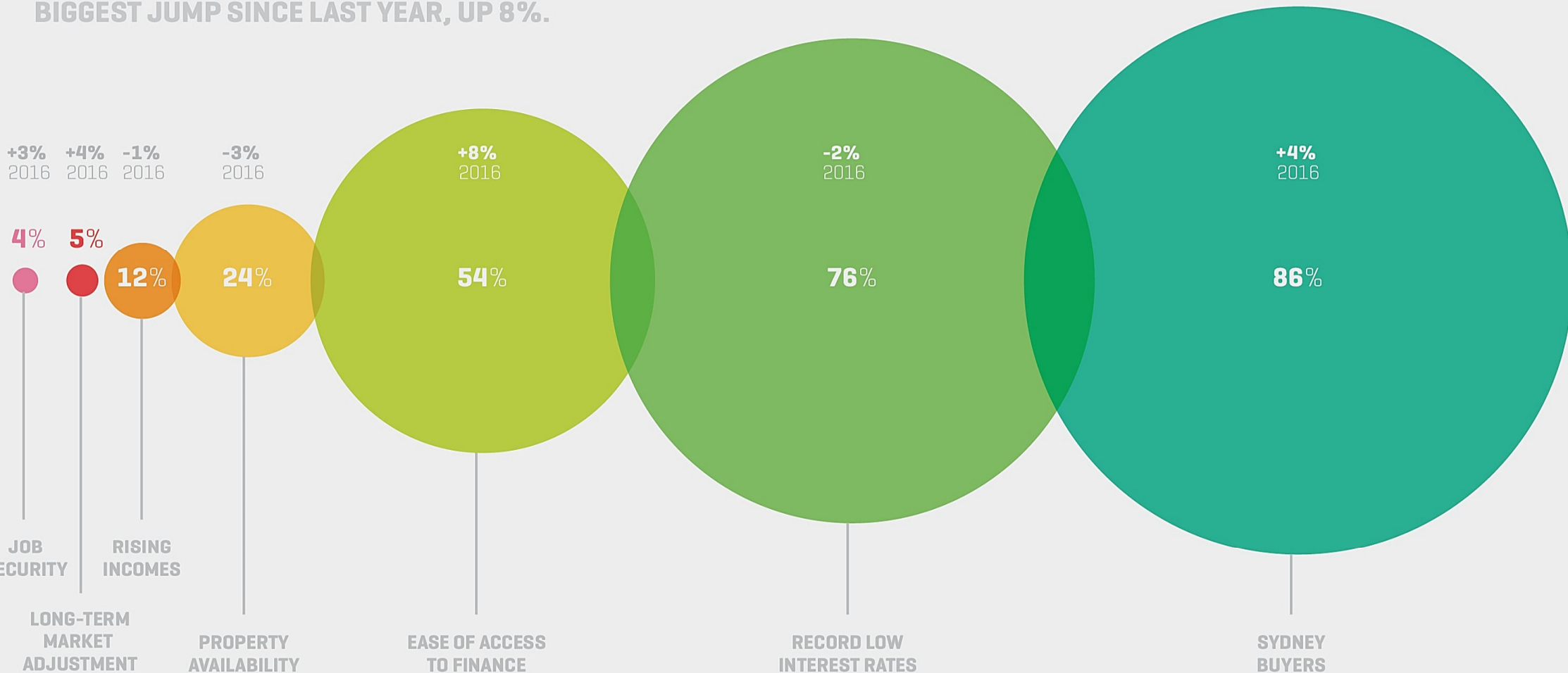


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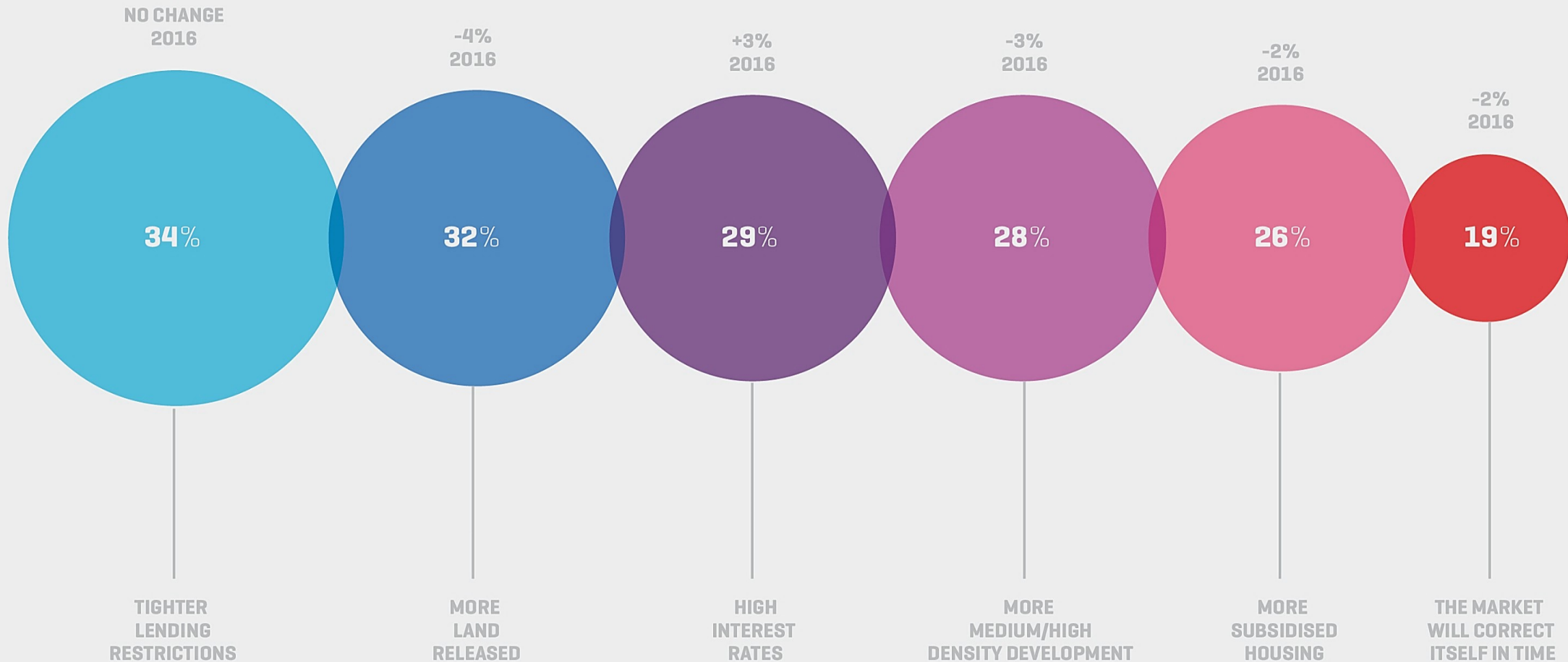
SYDNEY BUYERS ARE STILL VIEWED AS THE MAIN DRIVER OF INCREASING PROPERTY PRICES IN THE ILLAWARRA.

EASE OF ACCESS TO FINANCE SAW THE
BIGGEST JUMP SINCE LAST YEAR, UP 8%.

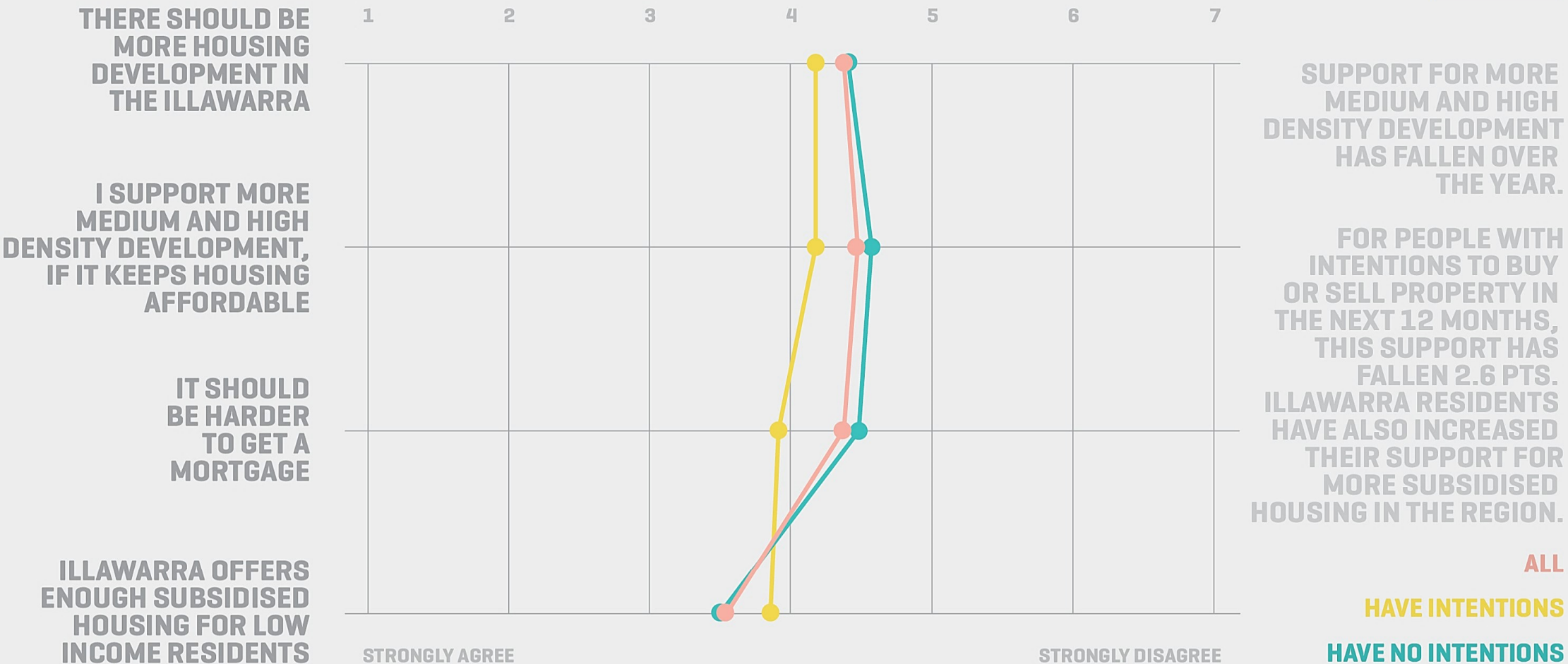




WHAT WOULD KEEP ILLAWARRA HOUSING MORE AFFORDABLE?



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

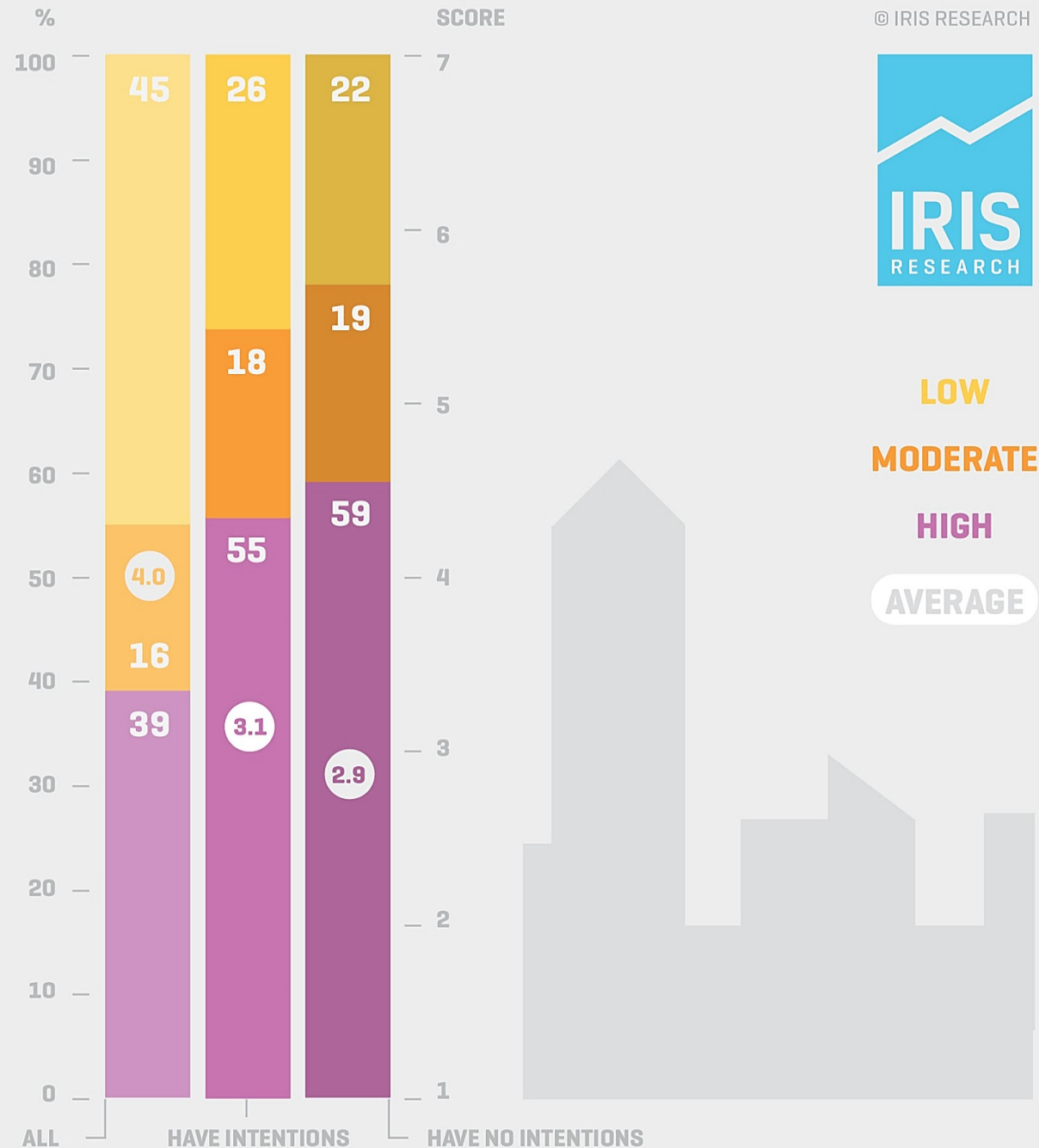


HOW HAVE INCREASES IN PROPERTY PRICES AFFECTED YOU PERSONALLY

SIZE OF IMPACT

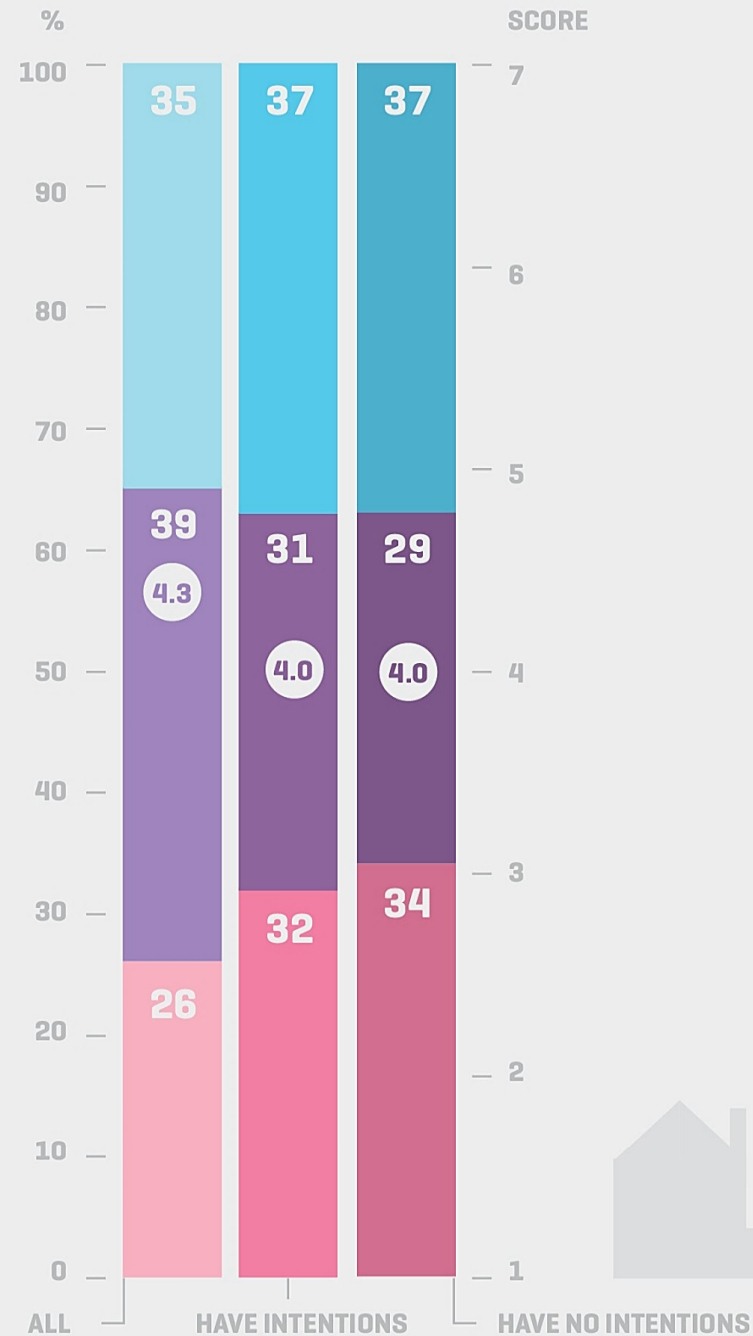
GROWTH IN PROPERTY PRICES HAD A SIGNIFICANTLY HIGHER EFFECT ON PEOPLE WHO HAVE INTENTIONS TO BUY OR SELL PROPERTY IN THE NEXT YEAR.

THERE HAS BEEN NO SIGNIFICANT CHANGE IN THESE INDICATORS SINCE OCTOBER 2016.



HOW HAVE INCREASES IN PROPERTY PRICES AFFECTED YOU PERSONALLY

DIRECTION OF IMPACT



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POSITIVE

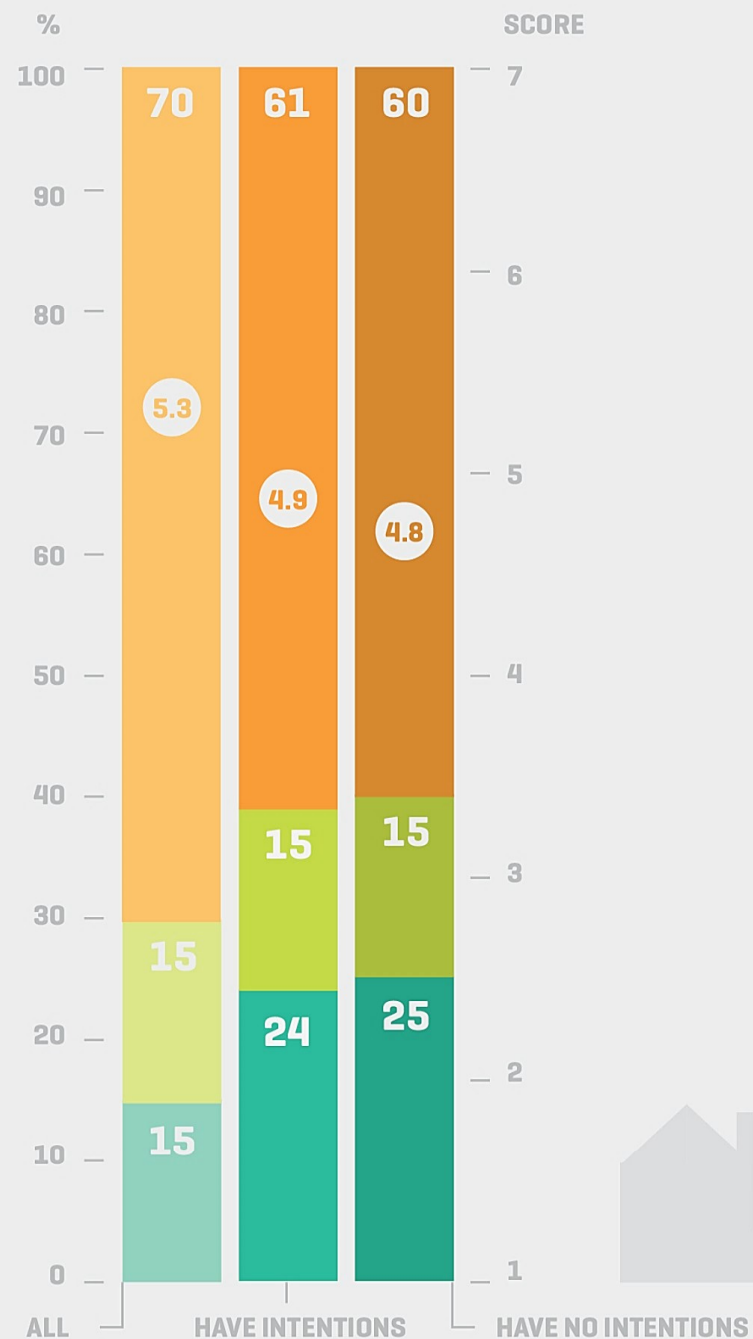
NEUTRAL

NEGATIVE

AVERAGE

I CONSIDER MY PROPERTY AS MUCH AN INVESTMENT AS A HOME

PEOPLE WITH INTENTIONS TO BUY OR SELL A PROPERTY IN THE NEXT YEAR ARE MOST LIKELY TO CONSIDER THEIR PROPERTY AS MUCH AN INVESTMENT AS A HOME. HOWEVER, THIS PROPORTION HAS FALLEN 7% PTS SINCE OCTOBER 2016.



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AGREE

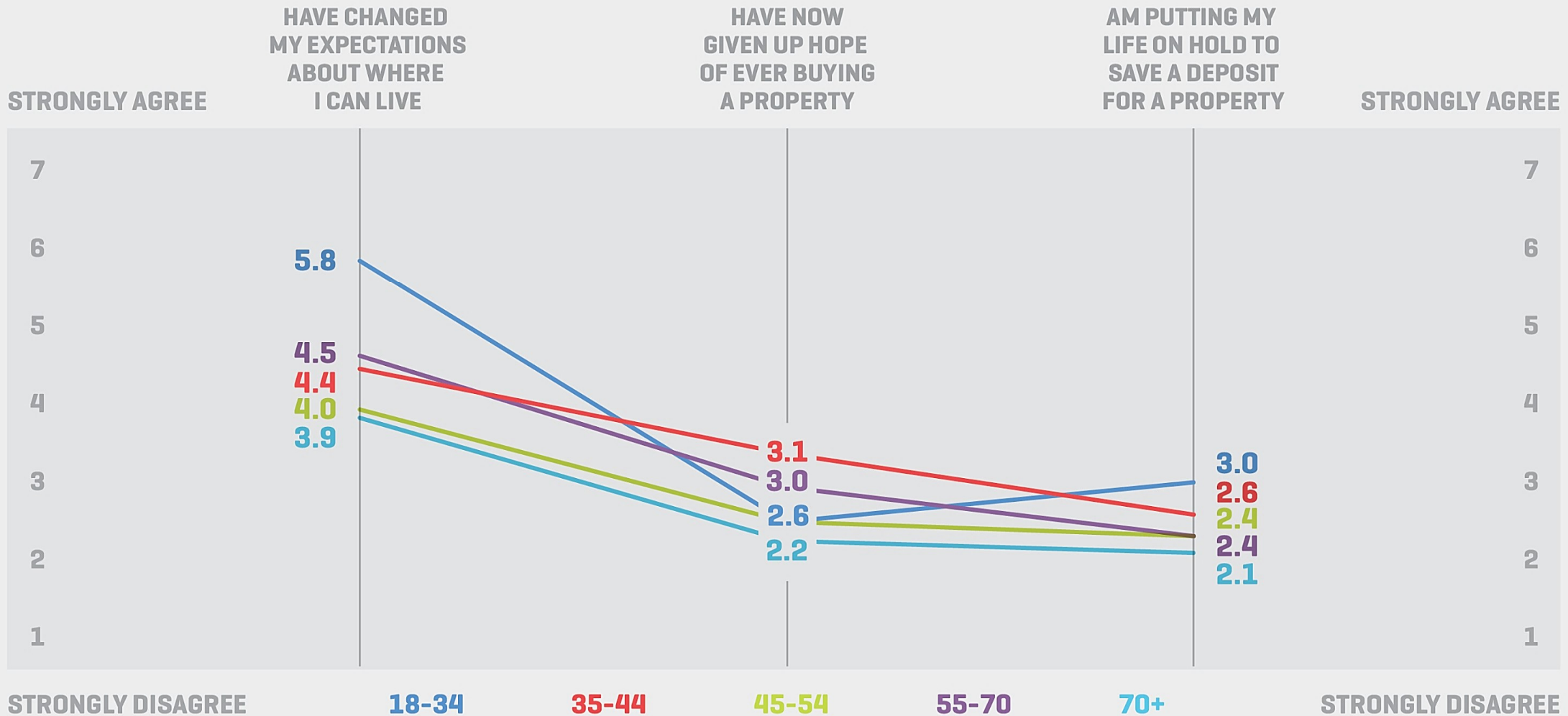
NEUTRAL

DISAGREE

AVERAGE

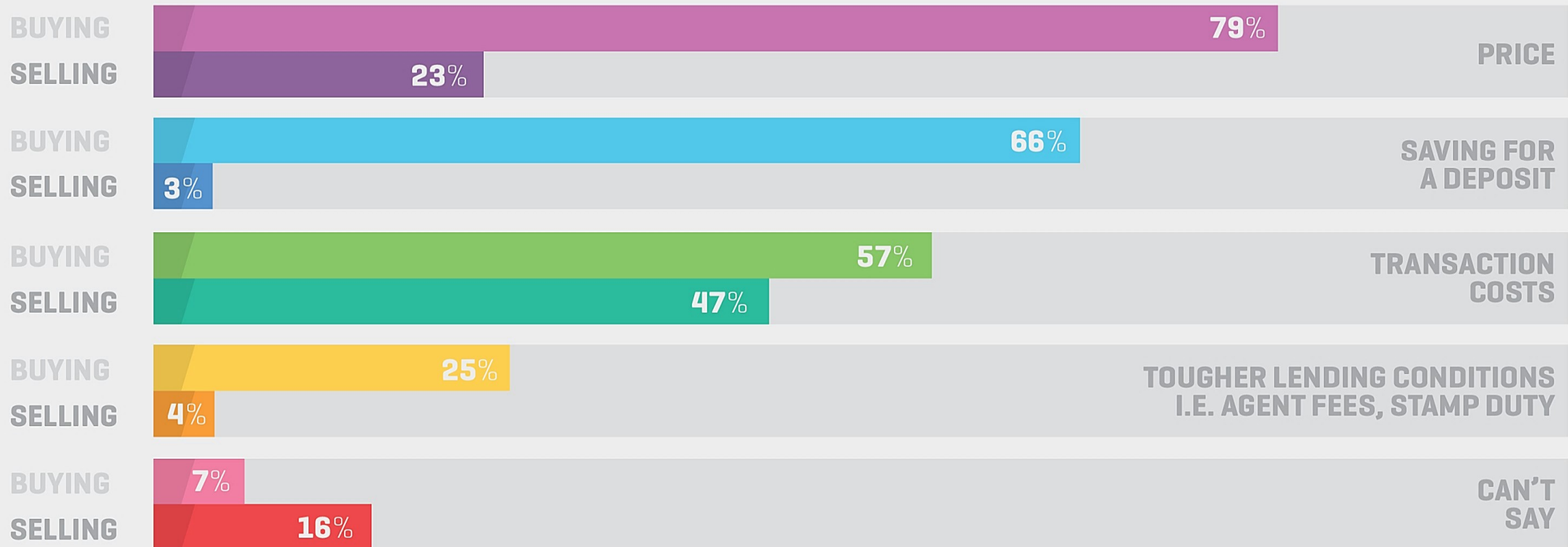


18-34 YEAR OLDS IN THE ILLAWARRA HAVE NOT GIVEN UP ON EVER BUYING A PROPERTY BUT HAVE ALTERED THEIR EXPECTATIONS ABOUT WHERE THEY CAN AFFORD TO LIVE. COMPARED TO LAST YEAR, THEY ARE LESS LIKELY TO AGREE THAT THEY ARE PUTTING THEIR LIFE ON HOLD TO SAVE A DEPOSIT.



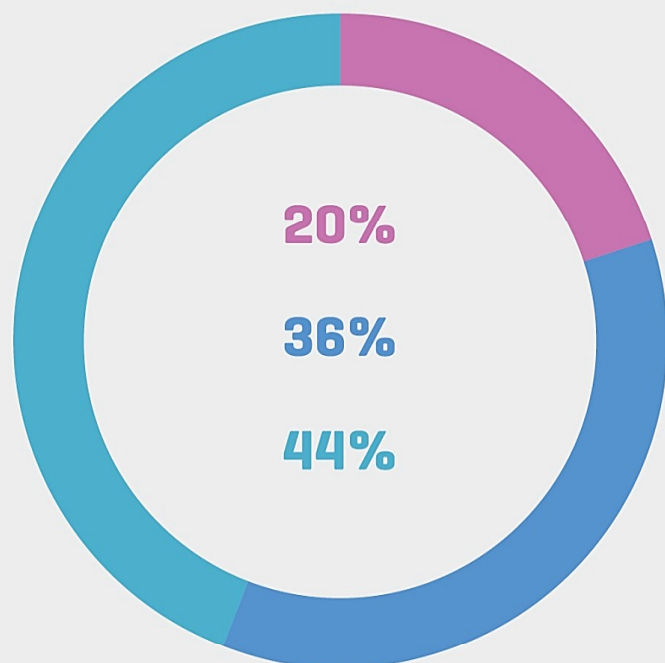
BARRIERS OF BUYING AND SELLING A PROPERTY

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



14% OF RESPONDENTS INTEND TO BUY PROPERTY IN THE NEXT YEAR

OF THOSE WHO INTEND TO BUY PROPERTY IN THE NEXT YEAR, 20% ARE FIRST HOME BUYERS.
THIS PROPORTION HAS INCREASED 9% PTS SINCE OCTOBER 2016.



I AM A
FIRST TIME
BUYER

I INTEND
TO UPGRADE
A PROPERTY

I INTEND TO
BUY PROPERTY
FOR INVESTMENT
PURPOSES

RESPONDENTS ARE MORE LIKELY TO
BUY IN THE ILLAWARRA (UP 22% PTS).

