



Residential Building
Analysis and Forecasting Reports

Australian construction outlook – residential building

Our flagship report on the outlook for residential building

This report analyses and forecasts activity in the residential building sector. We provide detailed commentary and analysis, along with historical data and ten years of forecasts.

The set of data and forecasts we provide for every state and territory is as follows:

- All data broken down by type of dwelling:
 - Detached houses,
 - Other dwellings (including conversions), and
 - Total residential building
- For each type of dwelling:
 - Number of dwellings approved
 - Number of dwellings commenced
 - Number of dwellings completed
 - Value of dwellings commenced
 - Value of work done on dwellings
- The value of alterations & additions work done
- House prices by capital city (two-year forecast)

This report contains Macromonitor's in-depth demographic modelling of the demand for dwellings. This includes changes in the size and age composition of the population and trends in household formation patterns within each demographic group, in every state and territory. These demographic factors are the key long-term drivers of demand for new dwellings.

In the short term, cycles in residential building are impacted by the economic cycle, changes in interest rates, earnings and employment prospects and policy changes (such as home-buyer grant schemes). The report provides a full analysis of, and outlook for, all of these factors.

The report is published twice per year.

Report formats

Subscribers receive our reports in both soft and hard copy (soft copy includes PDF, Excel Spreadsheets and Powerpoint Charts).

Who's buying new homes?

Breakdown of dwelling building by buyer type

In addition to our flagship residential forecasting report, we offer a shorter, supporting report that provides further detail on the types of buyers of new properties.

In each state, and nationally, we provide the best possible estimates of the contribution to total demand for new dwellings from each of the main types of buyers:

- First-home buyers
- Change-over buyers
- Domestic investors
- Public sector
- Foreign investors

Combining partial data and market intelligence from a variety of sources, we aim to help clients understand the approximate breakdown of past and future purchases of new property into these buyer segments. For each of these segments, we analyse recent trends and provide forecasts of demand (which add to our overall dwelling forecasts).

Estimates and forecasts for buyer types are provided for each state and territory.

The report is published twice per year.



Tailored work

Reports customised to the needs of individual clients

Along with our regular subscription reports, Macromonitor undertakes commissioned research and forecasting work, tailored to client requirements. We assist clients with planning for new developments, feasibility studies, product demand forecasting and various other market intelligence and forecasting needs. Some examples of our capability are outlined below.

Scenario analysis

Changes to the population's size and age distribution impact on the demand for dwellings. However, behavioural change also drives household formation. For example, significantly more people currently live with parents into their twenties and even thirties than in previous generations, meanwhile fewer people in older age groups live alone. These changes influence both the total demand for dwellings and the balance of demand for different types of property.

We offer clients the opportunity to consider what might happen to household growth and dwelling demand under varying assumptions of household formation, in comparison to a baseline (either our forecasts from our flagship report or another defined set of assumptions).

There are many potential scenarios which can be explored according to client's preferences. An example is to consider the range of possible outcomes for dwelling demand, in a particular state or region, if recent rates of change in living arrangements; A: continue at a similar pace; B: stabilize; or C: accelerate further. Alternatively, we can analyse differing scenarios regarding the dwelling-type preferences (house, apartment, semi-detached etc.) within particular demographic groups.

Geographic area analysis for new developments

We offer a tailored service looking at demand for properties and new developments in particular geographic areas. While the detail is specific to individual client needs, it can include:

- Age split of recent movers into a specified area or adjacent area (the catchment area for your development)
- Household types of recent movers into an area
- Price distribution of properties (dwellings and land) bought recently in specific geographic areas (giving you a critical understanding of the depth of the market at different price points in your development area)
- Profile of the demographic composition and mix of dwelling types in the area
- Recent composition of growth in households and dwelling types (which demographic groups, and dwelling types, have been driving growth in housing demand in the area)

This analysis is critical for understanding the nature of demand in the catchment area for your development.

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Note: Subscription fees cover a 12 month period, including two editions of the reports (6-monthly), along with electronic resources (PDF versions of reports, Excel databases and Powerpoint chart files)

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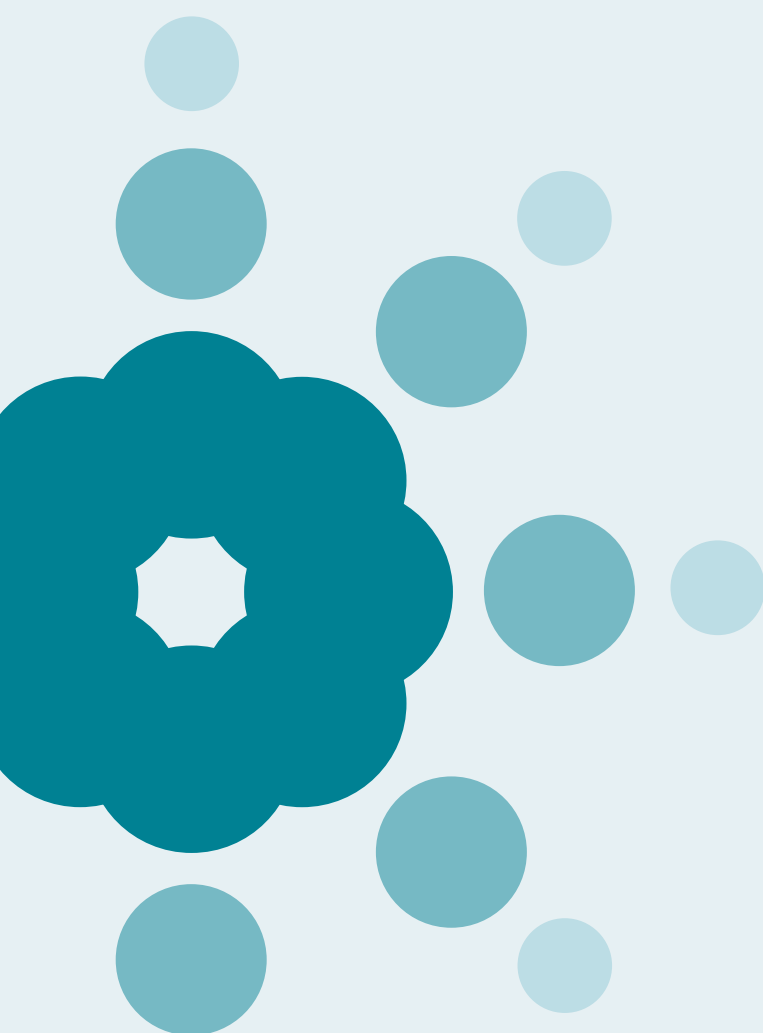
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