

# BIS Shrapnel HOME BUYERS MONITOR

**NEW**

*quarterly survey assessing the mindset of Australians currently in the home buyers market.*

The primary objectives of the **Home Buyers Monitor** are:

To track the mood and opinion of Australian home buyers on a regular (quarterly) basis.

To fill an identified gap in the availability of current attitudinal and perception feedback from would-be home buyers.

To provide a platform for our clients to utilise this 'live' panel of consumers currently seeking to purchase a dwelling, for their own customised research needs.

## HOME BUYERS MONITOR – AUGUST 2009

In August 2009, BIS Shrapnel launched the inaugural Home Buyers Monitor survey via an online survey of 1,500 Australian households.

Of the 1,500 respondents 23% are currently looking to purchase. A profile of these 345 pending buyers is presented below:

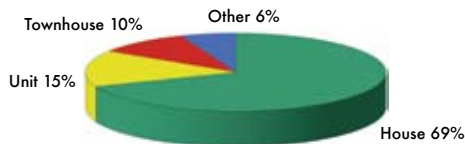
### > First Dwelling



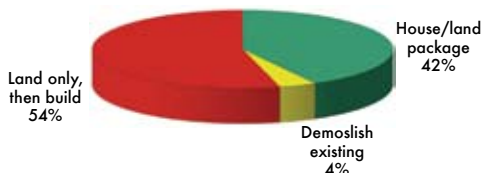
### > Live in v Investment



### > Dwelling Preference



### > Brand New Home Preference



### Details of the **BIS Shrapnel Home Buyers Monitor**:

- ▶ Surveys will be run on a quarterly basis, most likely every February, May, August and November.
- ▶ Clients will receive survey results via a PDF report, for easy dissemination to relevant team members.
- ▶ Online data collection will allow for immediate reporting, with clients receiving results and associated commentary within one week of the online survey closing.
- ▶ The monitor will include an index assessing the favourability of current home buying conditions, allowing for continuous tracking.
- ▶ Pending home buyers will also rate the importance of ten key factors in the purchase decision (including the global economy, house price, interest rates, job security and land prices). Again this allows for regular benchmarking.
- ▶ We will also provide a snapshot of the latest dwelling approval numbers and renovation trends.
- ▶ And clients have easy access to pending home buyers, to suit their own private research needs.

### SPECIAL INTRODUCTORY OFFER

Subscriptions received by **30th November 2009** will include the **November 2009 monitor and calendar 2010**.

The introductory price is:

By Nov 30th, 2009: \$2,200 (inc. GST)

From Dec 1st, 2009: \$3,300 (inc. GST)

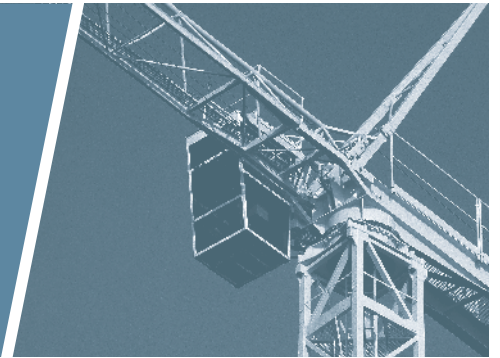
### COMPLIMENTARY QUESTION

All clients who take advantage of the introductory offer, will be invited to add a question (free of charge) to one of our 2010 quarterly surveys.

PLEASE TURN OVER FOR ORDER FORM ▶



# A new offering from BIS Shrapnel: *The Home Buyers Monitor*



## Subscription Form

**BUILDING AND CONSTRUCTION**

**I wish to subscribe to The Home Buyers Monitor:**

**Subscription**

By November 30th, 2009

\$2,200

From December 1st, 2009

\$3,300

**Subscription includes November 2009 monitor and quarterly editions through 2010.**

**Subscription by November 30th will include a free question to one of our 2010 quarterly survey.**

**Price inclusive of GST. GST applies to Australian based companies.**

Mr/Mrs/Ms: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street address: (for courier) \_\_\_\_\_

Postal address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: (0 ) \_\_\_\_\_ Fax: (0 ) \_\_\_\_\_

Email: \_\_\_\_\_

A cheque for \$ \_\_\_\_\_ is enclosed.

Please bill me \$ \_\_\_\_\_ at the above address.

I confirm that this report is for the internal use of my organisation and its branches or subsidiaries only, and will not be made available or copied for the benefit of other organisations.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please fax to: **BIS Shrapnel Pty Ltd**  
**Fax (02) 9959 5795**  
**Tel (02) 9959 5924**  
**www.bis.com.au**

or post to: **BIS Shrapnel Pty Ltd**  
**Level 8, 181 Miller Street**  
**North Sydney NSW 2060**  
**AUSTRALIA**

**For further enquiries please contact:**

Ross Trewartha ([rtrewartha@bis.com.au](mailto:rtrewartha@bis.com.au)) or Paul Giles ([pgiles@bis.com.au](mailto:pgiles@bis.com.au)) at our Sydney office.