

MEDIA RELEASE

TERRITORIANS ASKED ABOUT HOUSING NEEDS AND PREFERENCES

Territorians are being asked about their housing needs and preferences in a phone survey commissioned by the Department of Lands and Planning.

The survey is part of a study that will be used along with existing research, data and consultation to inform Government's future land use policy and planning.

Territorians in Darwin and Alice Springs who aim to purchase a home within the next five years are being targeted, with some of those who agree to participate given the opportunity to be part of follow up focus groups.

Executive Director of Strategic Planning David Malone said the survey will be an important research tool.

"Past studies and research have helped us understand aspects of the housing market, but this study will add a further layer to our knowledge," Mr Malone said.

"At various stages of their lives, people have very different needs, very different incomes and very different aspirations.

"This study will inform us of the types of housing people prefer and require at different stages, and the factors that affect where they want to live as the Territory grows."

During the phone survey participants are being asked up to 44 questions. The survey takes approximately ten to twenty minutes and includes questions about whether participants are intending to buy a house, a unit or apartment; the relative importance of various factors when purchasing a home; and the features of suburbs that people find attractive.

Follow up focus groups will further explore issues that emerge out of the survey concentrating on consumer preferences and the tradeoffs people make between housing attributes at different price points.

The Department aims to release the results of the survey by the end of the year.

"Staff will incorporate the results of this study into future land use planning, so that, together with previous research and consultation, suburbs will effectively be shaped by the people who are going to live in them."

The survey will run through until 6 October 2011 and is being carried out by strategic management consulting firm Hudson Howells.

For more information, contact Karen White on (08) 8924 7201.

Media contact: Kristie Lavery 0457 509 133