AUSTRALIAN
APARTMENT ADVOCACY

2019 APARTMENT SURVEY RESEARCH RESULTS

FORWARD

The Australian Apartment Advocacy (AAA) is the voice for people who choose to own and reside in apartments and is operated as a not-for-profit advocacy agency.

Our role is to engage with apartment owners and undertake research so that we can then lobby Government and developers alike to ensure that their planning and design requirements meet the needs of the apartment community.

In 2019 we issued our apartment survey nationally with the assistance of Strata Community Australia (SCA) and in return received 3312 responses. This is 2.5 times the number of respondents that is typically interviewed by Newspoll to predict a Federal election. This report provides an analysis for WA, QLD, Victoria and NSW as well as then the national results in total.

This is the first research of its kind in Australia and is very telling in terms of what buyers are seeking and enjoying about their apartment purchase.

There are a number of notable trends, in particular the preference of investors and residents alike seeking larger apartments and especially in a village setting with public transport, shops and services nearby.

Furthermore, the research indicates that there is a need to build a greater degree of trust between the developers and buyers so that there is a higher level of confidence about buying off the plan.

Buyers are also price sensitive when it comes to strata levies and hence this highlights the need for greater education around sinking funds and their role in maintaining apartment developments into the future.

However, on a positive note the level of buyer satisfaction is extremely high as is the investors confidence with their property values and this is a very pleasing result to see.

This research would not be possible without the sponsors of the AAA and they are recognised below.

We are confident that you will find value in the findings and that they in turn will guide future planning outcomes from Government agencies and developers alike.

Samantha Reece

Director AAA

CONTENTS

The Survey 7

WA

WA Survey participants - Who are they? 9
Sample profile - The apartments: Where were the apartments and what were they like 14
The purchase choice decision process - How they chose their current apartment 20
The apartment they chose 27
The apartment, the apartment complex and location - what they would change about it 36
Owning an apartment: Views of the financial side 41
Next time 44
Apartment advocacy 49
Satisfaction rates 50
Short stay trends 50

NSW

NSW Survey participants - Who are they? 52
Sample profile - The apartments: Where were the apartments and what were they like 58
The purchase choice decision process - How they chose their current apartment 64
The apartment they chose 73
The apartment, the apartment complex and location - what they would change about it 82
Owning an apartment: Views of the financial side 88
Next time 92
Apartment advocacy 97
Satisfaction rates 98
Short stay trends 98

VIC

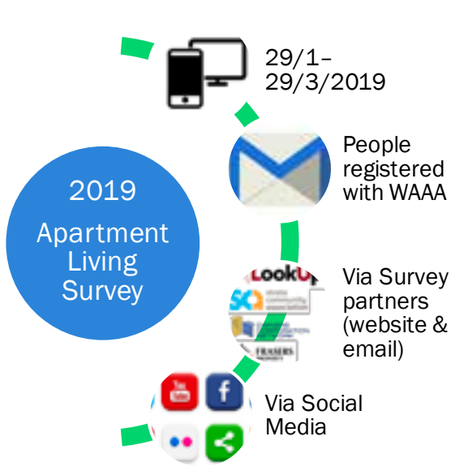
VIC Survey participants - Who are they? 100
Sample profile - The apartments: Where were the apartments and what were they like 106
The purchase choice decision process - How they chose their current apartment 112
The apartment they chose 121
The apartment, the apartment complex and location - what they would change about it 130
Owning an apartment: Views of the financial side 135
Next time 139
Apartment advocacy 143
Satisfaction rates 144
Short stay trends 145

QLD

QLD Survey participants - Who are they? 147
Sample profile - The apartments: Where were the apartments and what were they like 152
The purchase choice decision process - How they chose their current apartment 158
The apartment they chose 166
The apartment, the apartment complex and location - what they would change about it 175
Owning an apartment: Views of the financial side 180
Next time 184
Apartment advocacy 189
Satisfaction rates 190
Short stay trends 191

NATIONAL SURVEY PARTICIPANTS

THE SURVEY



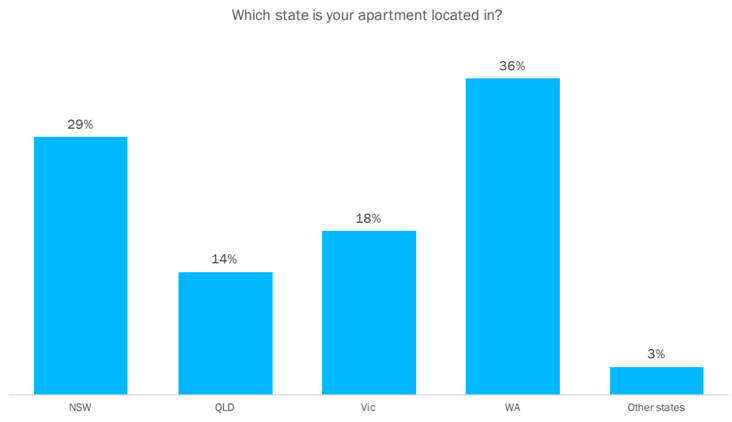
3312 survey participants nationally

Resident owners, renters and investors

All states and territories covered, with 400+ samples in the three most populous states + WA

THE BREAKDOWN OF RESPONDENTS FOR EACH STATE

THE SURVEY



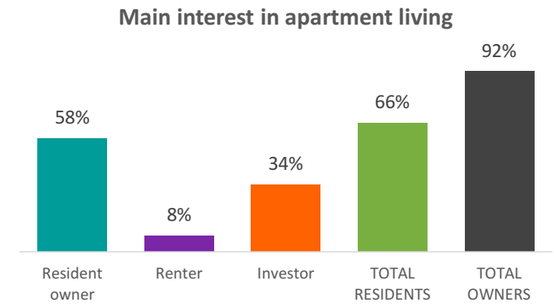
WA
SURVEY PARTICIPANTS

WA SURVEY PARTICIPANTS

WHO ARE THEY?

92% were owners – either resident owners or investors.

66% were residents – either resident owners or renters.



To start with … what is your main interest in apartment living? Please the one that best applies to your situation. (n=1158 WA survey participants)

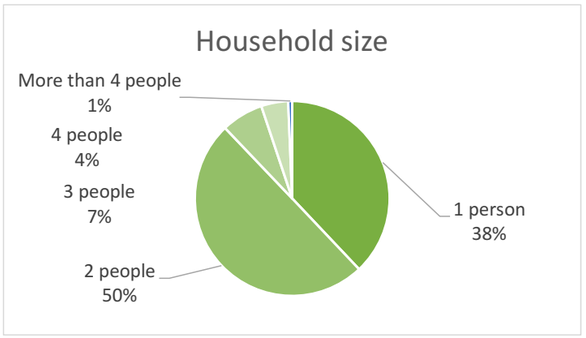
SUMMARY

Residents (66% of survey participants):

Whilst the WA apartment residents surveyed were mainly living in one and two person households, this is possibly related more to the size of apartment available than a household choice. The lack of larger apartments limits the options for larger households. The majority of residents are in working age households and from professional occupations.

66% of survey participants were living in an apartment. 58% were resident owners and 8% were renting.

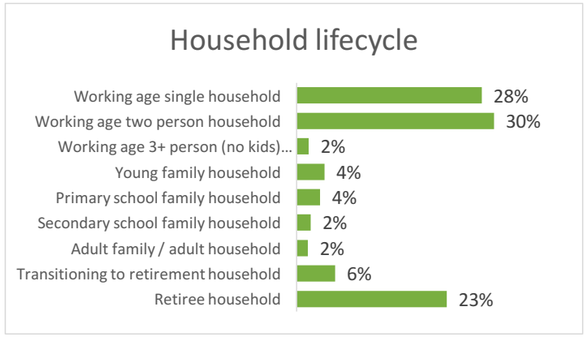
88% lived in 1 or 2 person households.



How many people are living in your household? (n=759 WA apartment residents)

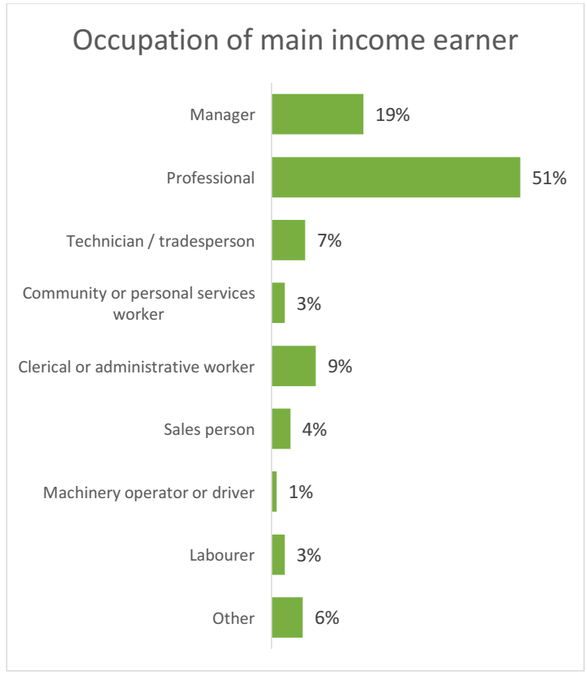
WA SURVEY PARTICIPANTS

71% were working age adult or family households. Just under 10% of households had children and these were spread across the age groups.



Household lifecycle was created using number of people in the household, their employment status and the presence of children in the household. (n=762 WA apartment residents)

The residents who were not from retiree households are mostly in professional occupations.



Which of the following best describes the occupation of the main income earner in your household? (n=590 WA apartment residents who were not from retiree households.)

SUMMARY

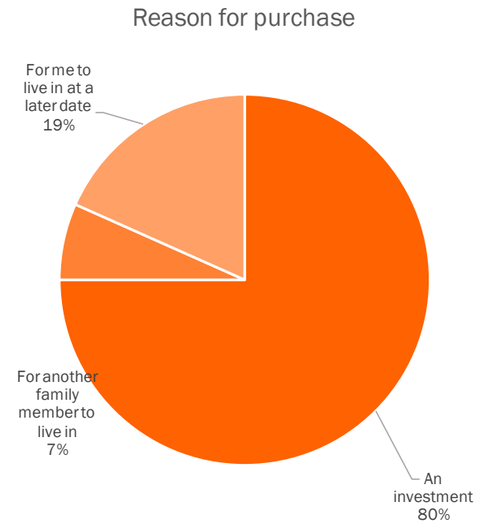
Investors (34% of survey participants):
Most of the investors in WA apartments surveyed had purchased their investment as an investment. 57% had a residential investment portfolio comprising two or more properties. These portfolios were diversified in their property type, with apartments figuring prominently amongst the other properties. Most investors chose to invest close to home, with most of them living in WA.

34% of survey participants were investors, owning an apartment as an investment.

The majority of investors in WA apartments purchased their apartment as an investment.

THE INVESTORS

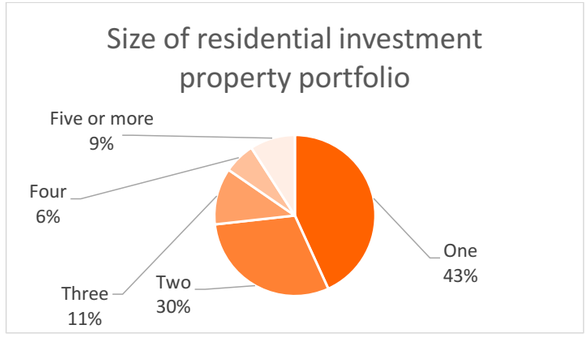
The majority of investors in WA apartments purchased their apartment as an investment.



Was your apartment purchased as an investment or for another family member to live in? (n=396 investors in WA apartments)

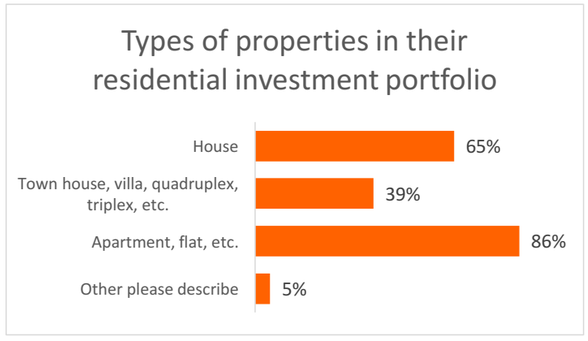
WA SURVEY PARTICIPANTS

57% of the investors surveyed owned two or more investment properties, with most of that group owning two.



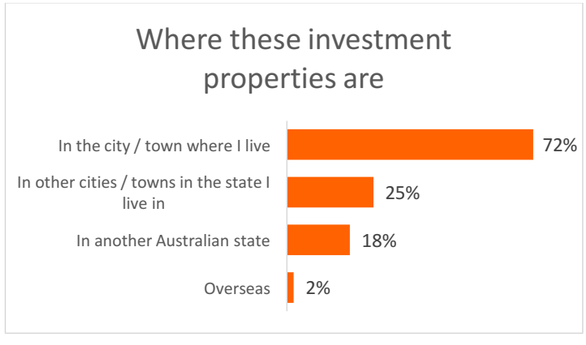
How many residential investment properties do you own? (n=396 investors in WA apartments)

Amongst that 57%, their other investments cover the full range of property types.



What type(s) of dwellings do you have in your residential investment portfolio? (n=225 investors in WA apartments who own more than one investment property)

Most investors choose to invest close to home.



Where do you own apartments as investment properties? Please give more than one response if you own investment apartments in different locations. (n=396 investors in WA apartments).

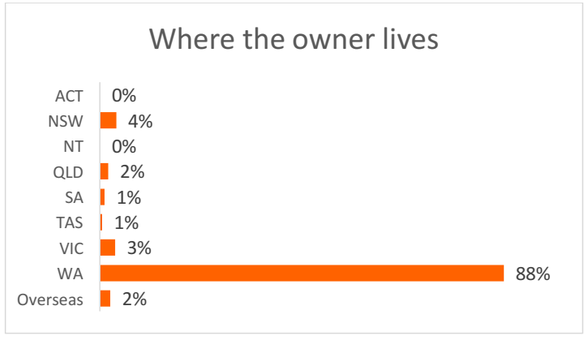
Investors – Where are their investment properties?

State by state Investors in apartments located in:	NSW	QLD	VIC	WA	National*
In the city / town where I live	62%	55%	72%	72%	68%
In other cities / towns in the state I live in	34%	34%	25%	25%	28%
In another Australian state	17%	36%	19%	18%	21%
Overseas	4%	7%	5%	2%	3%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
Where do you own apartments as investment properties? Please give more than one response if you own investment apartments in different locations. (n= investors in apartments).

** National includes all survey participants, including those in the smaller states not separately tabled.*

And most of those investing in WA apartments live in WA themselves.



Where do you live? (n=396 investors in WA apartments)

WA SURVEY PARTICIPANTS

SAMPLE PROFILE: THE APARTMENTS
WHERE WERE THE APARTMENTS AND WHAT WERE THEY LIKE

SUMMARY

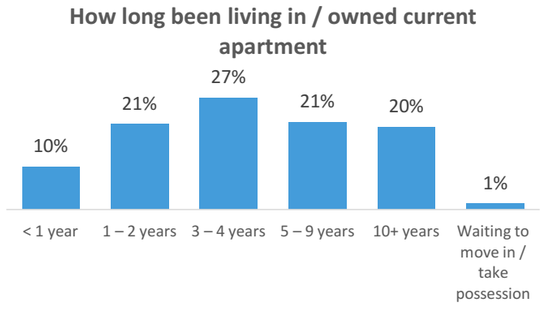
There is quite a diversity of length of tenure. 1in 10 have had their current apartment for less than 1 year. Almost 3 in 5 have had it for less than 5 years. More than 1 in 5 have had their apartment for 10 years or longer.

The majority describe their apartment as being within walking distance of facilities and amenities such as shops, cafes and restaurants, public transport and green space … reflecting the city centre and transitoriented developments that have been emerging in WA in recent years. Almost half describe where they live as inner city or suburb centre.

Residents and investors alike mostly chose their apartments for its location.

When choosing where to live, residents can factor in the apartment, the apartment complex and where the apartment complex is located. What they like about the apartment they chose was its low maintenance, its location in the apartment complex, its design and the views. They like their apartment complex because of its security, residents parking, its height and its size. And they like the location of their apartment complex for its proximity to public transport, shops, cafes and restaurants, parks and water, as well as the particular suburb it's located in.

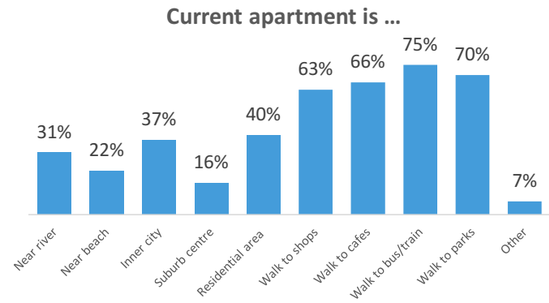
There is a mix of apartment tenures. One in ten have owned or been living in their current apartment for less than a year. One in five have had their apartment for ten years or longer.



How long have you been living in / owned (investors) your current (investment) apartment? (n=1158 WA survey participants)

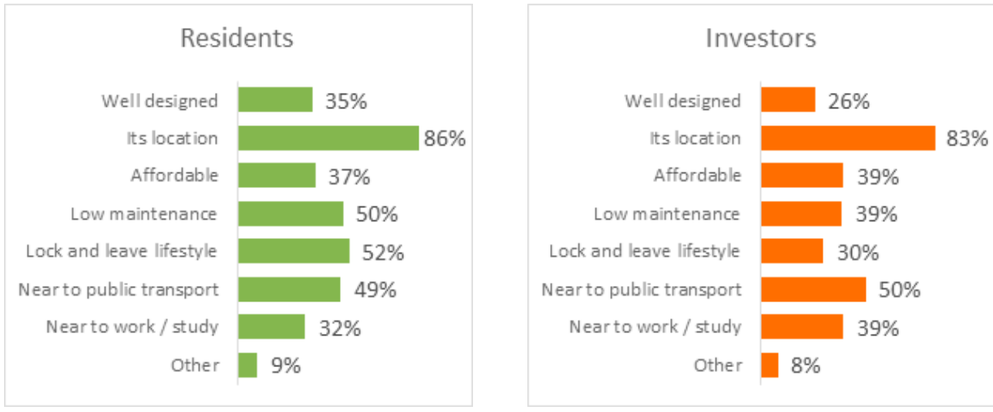
Residents tended to have had their current apartment for a shorter period of time (64% up to 4 years, compared to 45% of investors).

Whilst there is a real mix in terms of whether their apartment is inner city, suburb centre or residential, near the river or the beach, what is common is that more than two in three apartments are walkable to shops or cafes or public transport or parks and other amenities.



Where is your current apartment? Please tick all that apply (n=1158 WA survey participants)

Residents and investors chose their apartments for similar reasons. First and foremost was their location.



Why did you choose your current (investment) apartment? (n=1158 WA survey participants)

Amongst the residents, more resident owners than renters were attracted by the lock and leave lifestyle (55% vs. 34%), whilst more renters than resident owners were attracted by proximity to work or study (59% vs. 28%).

Why they chose their apartment

State by state **Residents of apartments located in:**	NSW	QLD	VIC	WA	National*
Well designed	42%	48%	41%	35%	40%
Because of its location	83%	91%	88%	86%	85%
Affordable	42%	35%	40%	37%	39%
Low maintenance	38%	46%	44%	50%	45%
Means I can have a lock and leave lifestyle	34%	50%	37%	52%	44%
Near to public transport	61%	44%	66%	49%	55%
Near to work / study	22%	19%	32%	32%	27%
Other	13%	12%	13%	9%	12%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
Why did you choose your current (investment) apartment? (n= apartment residents)

WA SURVEY PARTICIPANTS

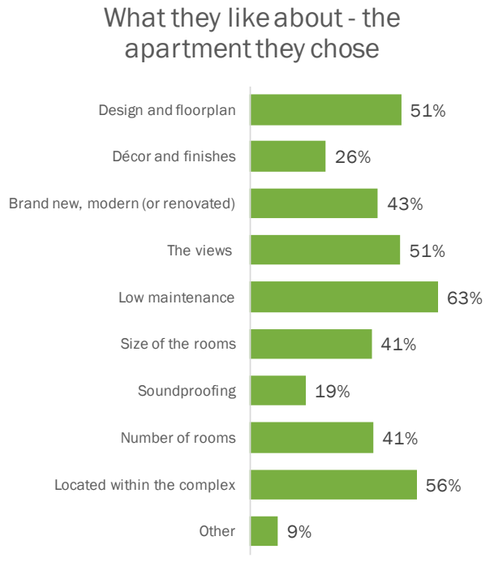
State by state Investors in apartments located in:	NSW	QLD	VIC	WA	National*
Well designed	33%	39%	27%	26%	30%
Because of its location	83%	86%	87%	83%	84%
Affordable	42%	43%	44%	39%	41%
Low maintenance	33%	37%	36%	39%	38%
Means I can have a lock and leave lifestyle	17%	25%	23%	30%	24%
Near to public transport	62%	54%	63%	50%	56%
Near to work / study	40%	43%	46%	39%	41%
Other	11%	12%	10%	8%	10%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
Why did you choose your current (investment) apartment? (n= investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*

When people choose an apartment to live in, the decision relates to the apartment, the apartment complex their apartment is located in, and the location of their apartment.

WA residents liked their apartment for its low maintenance, where it was located in the apartment complex, the design and floorplan and the views from the balcony or windows.



What do you like about - The apartment you chose? Please tick all that apply (n=762 WA apartment residents)

There was little difference between resident owners and renters in what they liked about their apartment.

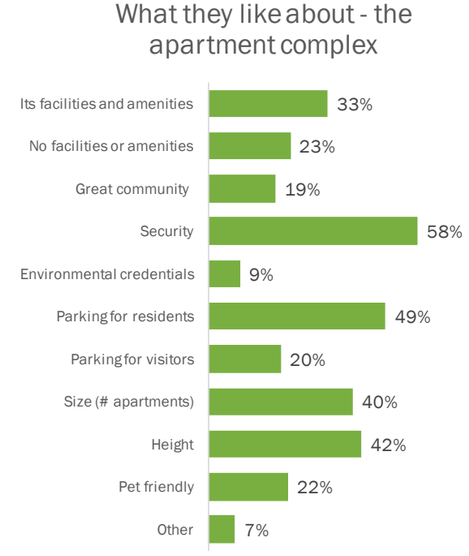
What they like about their apartment

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
The design and floorplan	61%	64%	55%	51%	57%
The décor and finishes	25%	25%	24%	26%	25%
Brand new, modern (or renovated)	33%	33%	34%	43%	37%
The views out of the window / from the balcony	57%	70%	52%	51%	56%
Low maintenance	49%	61%	52%	63%	57%
The size of the rooms	52%	53%	52%	41%	49%
The soundproofing	21%	24%	24%	19%	21%
The number of rooms	49%	46%	42%	41%	45%
Where my apartment is located within the complex	62%	62%	58%	56%	59%
Other	12%	7%	12%	9%	10%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - The apartment you chose? Please tick all that apply (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

They liked their apartment complex for its security, ample parking for residents, its height (low rise, mid-rise or high rise) and its size (number of apartments).



What do you like about - The apartment complex your apartment is located in? Please tick all that apply (n=762 WA apartment residents)

There was little difference between resident owners and renters in what they liked about their apartment complex.

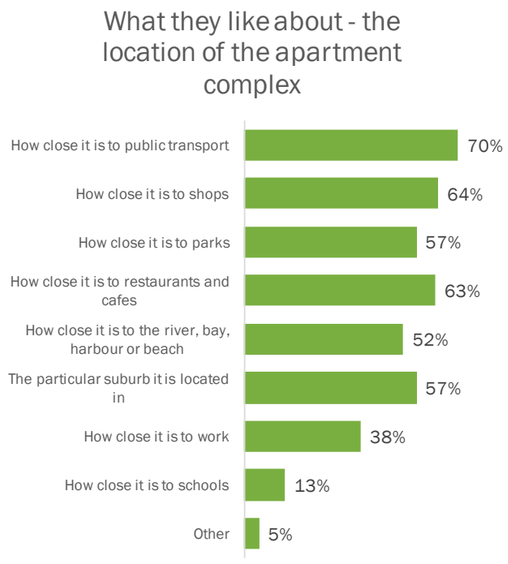
WA SURVEY PARTICIPANTS

What they like about the apartment complex

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Its facilities and amenities (e.g. pool, gym, etc.)	22%	45%	25%	33%	29%
That it doesn't have any facilities and amenities	31%	15%	26%	23%	25%
It's a great community of people to belong to	23%	20%	17%	19%	20%
Security	55%	60%	55%	58%	57%
Its environmental credentials	11%	11%	12%	9%	11%
The parking for residents	58%	49%	50%	49%	52%
The parking for visitors	32%	30%	12%	20%	24%
Its size (number of apartments)	53%	43%	47%	40%	46%
Its height (low rise, medium rise, high rise)	56%	48%	51%	42%	49%
It's pet friendly	30%	32%	28%	22%	27%
Other	10%	8%	9%	7%	9%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - The apartment complex your apartment is located in? Please tick all that apply (n= apartment residents)

What they liked about where their apartment complex is located is the convenience of that location – close to public transport, shops, restaurants and cafes, parks and the water (be that the river, beach, bay or harbour). They also liked the suburb that their apartment complex was located in, underscoring the importance of location in choosing a home.



What do you like about - Where the apartment complex is located? Please tick all that apply (n=762 WA apartment residents)

There was little difference between resident owners and renters in what they liked about the location of their apartment complex.

What they like about where the apartment complex is located

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
How close it is to public transport	83%	68%	85%	70%	77%
How close it is to shops	74%	70%	79%	64%	71%
How close it is to parks	56%	60%	60%	57%	58%
How close it is to restaurants and cafes	69%	71%	76%	63%	68%
How close it is to the river, bay, harbour or beach	47%	72%	46%	52%	52%
The particular suburb it is located in	64%	62%	65%	57%	61%
How close it is to where I work	28%	27%	34%	38%	33%
How close it is to schools / universities / colleges	20%	15%	17%	13%	17%
Other	5%	6%	5%	5%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - Where the apartment complex is located? Please tick all that apply (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

WA SURVEY PARTICIPANTS

THE PURCHASE CHOICE DECISION PROCESS
HOW THEY CHOSE THEIR CURRENT APARTMENT

SUMMARY

Residents who moved into an apartment moved out of their previous home for a variety of reasons. It is much more diverse than downsizing or living closer to the city, and no particular reason dominates.

Residents were mostly looking for 2 or 3 bed properties, with 2 bathrooms and 2 or 1 car bay. However, almost one in ten were looking for a 4 bed or larger home ... which makes sense given that 12% were in 3+ person households.

Investors were looking for smaller properties than residents – mostly 2 x 1 with 1 car bay. And whilst most who invested in apartments were looking for an apartment, they were also looking at other types of properties.

Internet search is dominating the promotion of WA apartments. It is the main place WA people looked for the apartment they bought or rented (75%).

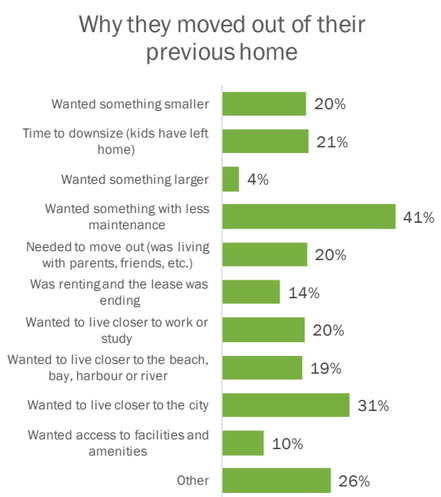
The residents and investors all chose an apartment over another type of property such as a house, townhouse, home unit, etc. They did so for different reasons. Residents chose an apartment because it was easier to maintain, it was the right size for what they needed and for security. Investors chose an apartment because it was easier to maintain.

When apartment residents (resident owners and renters) are looking for an apartment, five factors stand out as more important than others: safety and security, the ability to lock up and leave, affordability, location and low maintenance.

31% of apartment owners (resident owners and investors) bought their apartment off the plan. The rest bought a completed apartment, either brand new or from the previous owner.

Why they moved

Most residents moved out of their previous home for a myriad of reasons ... all very unique and particular to them. One of the key reasons was to find something with less maintenance. Another was to live closer to the city. This is about lifestyle and location.



Why did you decide to move out of your previous home ... the one you were living in or owned before you bought your apartment? (n=762 WA apartment residents)

Perhaps not surprisingly, renters were more likely than resident owners to have experienced push factors as a reason to move out of their previous accommodation (37% needed to move out and 29% were at the end of their lease).

The Purchase Choice Decision Process – how they chose their current apartment

Why they moved

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Wanted something smaller	18%	21%	16%	20%	19%
Time to downsize (kids have left home)	24%	32%	17%	21%	23%
Wanted something larger	8%	5%	9%	4%	7%
Wanted something with less maintenance	33%	42%	29%	41%	37%
Needed to move out (was living with parents, friends, etc.)	14%	7%	15%	20%	15%
Was renting and the lease was ending / being terminated	11%	9%	18%	14%	13%
Wanted to live closer to work or study	12%	11%	18%	20%	16%
Wanted to live closer to the beach / bay / harbour / river	18%	38%	12%	19%	20%
Wanted to live closer to the city	17%	24%	30%	31%	25%
Wanted access to facilities and amenities (e.g. pool, tennis court, etc.)	8%	16%	8%	10%	10%
Other	34%	27%	32%	26%	30%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.

Why did you decide to move out of your previous home ... the one you were living in or owned before you bought your apartment? (n= apartment residents)

What they were looking for

Most residents were looking for a 2 or 3 bed home, with 2 bathrooms and 2 or 1 car bays. Almost one in ten were looking for a 4 bed or larger apartment.

1.	16%	**2.**	45%	**3.**	30%	**4+.**	9%
1.	26%	**2.**	53%	**3+.**	21%		
0.	5%	**1.**	44%	**2.**	49%	**3+.**	2%

What sort of property were you looking for before you bought your current apartment? (n=759 WA apartment residents)

What they were looking for

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
1 bed	13%	8%	18%	16%	14%
2 bed	48%	43%	58%	45%	49%
3 bed	32%	41%	20%	30%	30%
4+ bed	7%	8%	4%	9%	7%
1 bath	31%	13%	39%	26%	28%
2 bath	47%	64%	48%	53%	51%
3+ bath	22%	23%	14%	21%	20%
0 car bay	11%	4%	12%	5%	8%
1 car bay	54%	43%	61%	44%	50%
2 car bay	34%	50%	26%	49%	40%
3+ car bay	1%	4%	1%	2%	2%
Sample size:	*725*	*333*	*430*	*759*	*2342*

Percentages may not add to 100% due to rounding error.

What sort of property were you looking for before you bought your current apartment? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

WA SURVEY PARTICIPANTS

Investors, in contrast, were generally looking for smaller properties. They were looking for 2 bed (not 2 and 3 bed), 1 bath (not 2 bath) and 1 car bay.

1.	17%	**2.**	52%	**3.**	19%	**4+.**	2%	**Mix**	10%
1.	53%	**2.**	40%	**3+.**	1%			**Mix**	6%
0.	1%	**1.**	54%	**2.**	36%	**3+.**	1%	**Mix**	8%

What size property were you looking for? (n=392 investors in WA apartments)

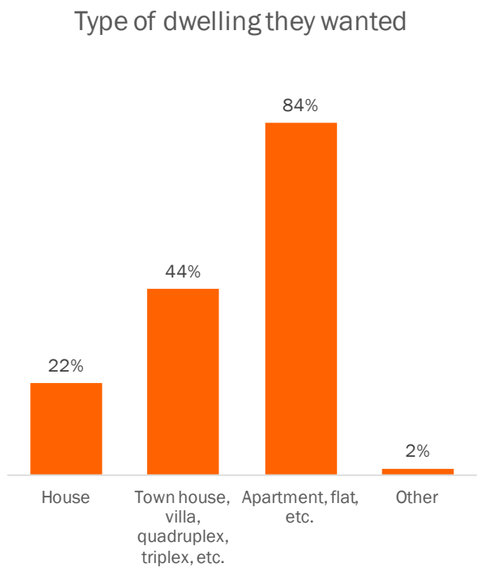
State by state

Investors in apartments located in:	NSW	QLD	VIC	WA	National*
1 bed	22%	13%	26%	17%	20%
2 bed	56%	54%	55%	52%	54%
3 bed	14%	21%	5%	19%	15%
4+ bed	1%	0%	0%	2%	1%
Mix of # bedrooms	7%	12%	13%	10%	10%
1 bath	55%	30%	65%	53%	53%
2 bath	37%	58%	27%	40%	39%
3+ bath	0%	0%	1%	1%	1%
Mix of # bathrooms	8%	11%	7%	6%	8%
0 car bay	4%	3%	9%	1%	3%
1 car bay	73%	63%	66%	55%	62%
2 car bay	18%	26%	16%	36%	27%
3+ car bay	0%	1%	1%	1%	1%
Mix of # car bars	4%	8%	8%	8%	7%
Sample size:	*214*	*115*	*167*	*392*	*938*

Percentages may not add to 100% due to rounding error.
What size property were you looking for? (n=investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*

And while investors were looking for a variety of properties, they were mostly looking for apartments.

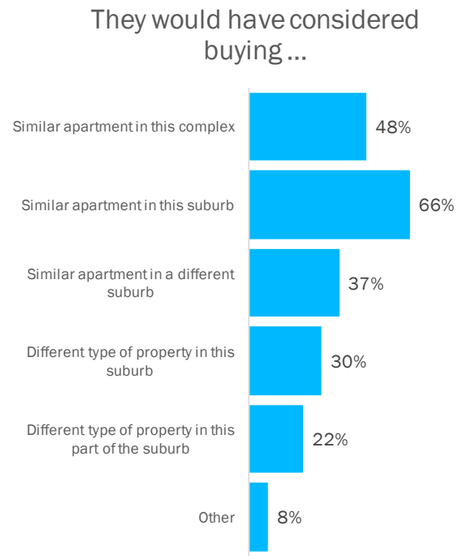


What type(s) of dwelling were you considering? Please select all that apply. (n=396 investors in WA apartments)

Understanding the location vs property dynamic is important for understanding how apartments compete against other property types and locations.

85% would have considered a similar apartment to the one they got, with most preferring that the apartment be in the same suburb. 38% would have considered a different type of property.

Overall, 89% were looking for a property in the suburb they ended up in.



Would you have considered … (n=1158 WA survey participants)

Where they looked

No single medium has front runner status in promoting property to WA apartment owners and residents.

The medium that has garnered the most eyes *in the first instance* is realestate.com.au specifically (36%) and the act of searching on the internet generally (46%).

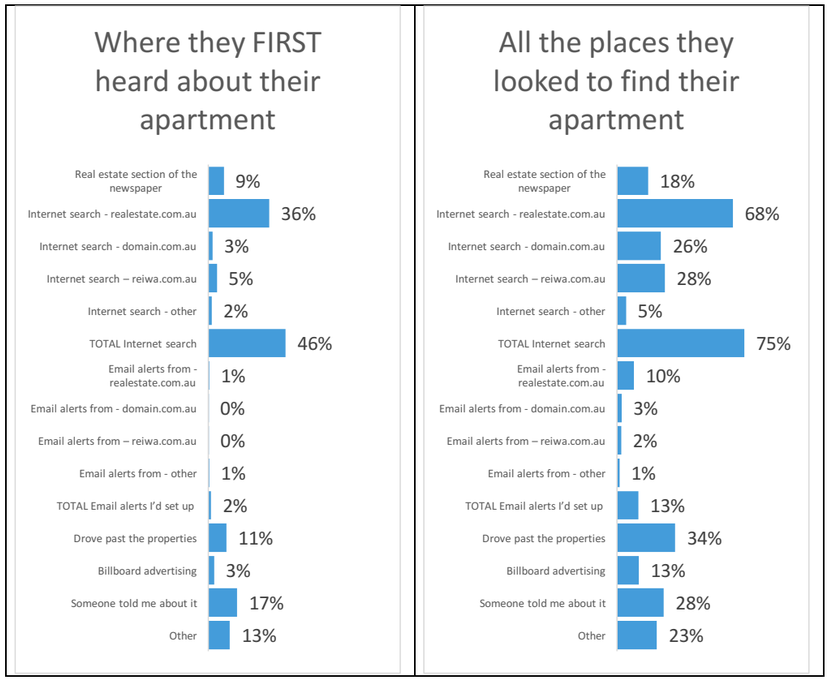
When all media are taken into account, the internet is the main place WA people looked for the apartment they bought or rented (75%).

And the most popular website they looked on was realestate.com.au (68%).

This is the specific action of looking. Fewer than 1 in 9 had set up email alerts for properties.

Amongst the rest … driving past the property and word of mouth played a smaller role.

WA SURVEY PARTICIPANTS



How did you FIRST hear about the apartment you bought / rented? How ELSE did you find out about the properties you looked at? (n=1158 WA survey participants)

Renters were the most reliant on internet search for finding out about the properties they looked at (94%). Resident owners were the most likely to have found them through driving past the property (42%). Otherwise, the three groups were similar in how they found out about the properties they looked at.

Change over time: The prevalence of internet search has increased over time. In the 2017 WA Apartment Survey, 65% of resident owners found out about the properties they looked at from internet search. Today this is up to 73%. It has also risen for investors (up from 57% to 73%) and remains high for renters.

Where they looked

State by state

Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Real estate section of the newspaper	26%	18%	18%	18%	20%
Internet search - realestate.com.au	57%	64%	65%	68%	64%
Internet search - domain.com.au	50%	29%	42%	26%	36%
Internet search – website for the local real estate institute	7%	9%	8%	28%	15%
Internet search	5%	6%	5%	5%	6%
TOTAL Internet search	**69%**	**70%**	**73%**	**75%**	**72%**
Email alerts from - realestate.com.au	12%	11%	16%	10%	12%
Email alerts from - domain.com.au	10%	4%	7%	3%	6%
Email alerts from – website for the local real estate institute	1%	1%	1%	2%	2%
Email alerts from - other	2%	3%	2%	1%	2%
TOTAL Email alerts I'd set up	**17%**	**14%**	**18%**	**13%**	**15%**
Drove past the properties	33%	41%	31%	34%	34%
Billboard advertising	13%	9%	14%	13%	13%
Someone told me about it	31%	34%	32%	28%	30%
Other	29%	35%	30%	23%	28%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
How did you FIRST hear about the apartment you bought / rented? How ELSE did you find out about the properties you looked at? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

Why they chose an apartment over another type of property and what was important to them

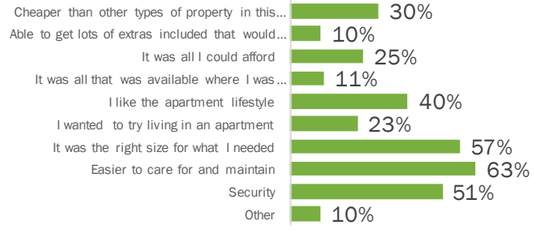
The residents and investors all chose an apartment over another type of property such as a house, townhouse, home unit, etc. They did so for different reasons.

Residents chose an apartment because it was easier to maintain, it was the right size for what they needed and for security.

Investors chose an apartment because it was easier to maintain, followed by a wide variety of reasons.

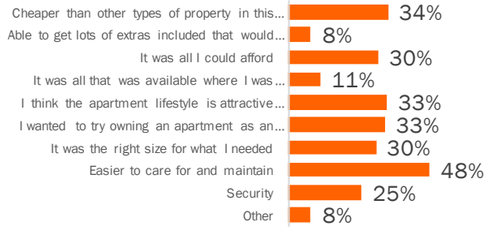
RESIDENTS

Why an apartment instead of a house, town house, etc.



INVESTORS

Why an apartment instead of a house, townhouse, etc.



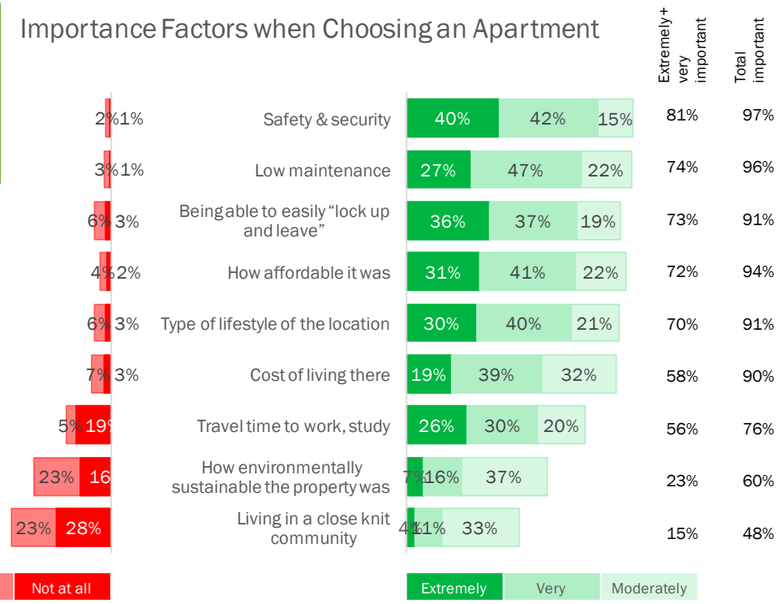
Why did you choose an apartment instead of another type of property such as a house or a town house or home unit, etc.? Please tick all that apply? (n=1158 WA survey participants)

When apartment residents (resident owners and renters) are looking for an apartment, five factors stand out as more important than others:

- Safety and security
- Low maintenance
- Lock up and leave
- Affordability
- Location

WA SURVEY PARTICIPANTS

- Safety and security
- Lock up and leave
- Affordability
- Location
- Low maintenance



How important were each of the following in choosing the apartment you just purchased / rented? (n=762 apartment residents)

Amongst the more important factors, resident owners placed even more importance on low maintenance (76% extremely or very vs. 63% for renters) and being able to lock up and leave easily (75% extremely or very vs. 54% for renters).

Amongst the moderately important factors, renters placed more importance on travel time to place or work or study (85% extremely or very vs. 52% for resident owners) and the cost of living there (69% extremely or very vs. 56% for resident owners).

The environmental sustainability credentials of the property were one of the less important factors in choosing an apartment. They were more important to resident owners (62% total importance vs. 47% for renters).

Change over time: The importance of these factors has changed little over the past two years since the 2017 WA Apartment Survey.

Why they chose an apartment over another type of property and what was important to them

State by state - % extremely or very important

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
How affordable it was	76%	70%	79%	72%	75%
Cost of living there	56%	52%	59%	58%	57%
Travel time to work, study	54%	38%	63%	56%	54%
Safety & security	76%	73%	76%	81%	78%
How environmentally sustainable the property was	23%	21%	23%	23%	23%
Low maintenance	65%	72%	63%	74%	69%
Type of lifestyle of the location	70%	75%	72%	70%	71%
Being able to easily "lock up and leave"	66%	72%	62%	73%	69%
Living in a close knit community	20%	13%	14%	15%5	16
Sample size:	*730*	*336*	*433*	*762*	*2369*

Nine separate measures are reported. Percentages will not add to 100%.
How important were each of the following in choosing the apartment you just purchased / rented? (n=apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

Buying off the plan (for those who bought their apartment)

31% of apartment owners (resident owners and investors) bought their apartment off the plan. The rest bought a completed apartment, either brand new or from the previous owner.

30% of apartment owners were able to see a display apartment, so they could see its size and how it was fitted out. Seeing a display apartment had no impact on whether or not they bought off the plan. Those who did and didn't see a display apartment bought off the plan in similar proportions.

THE APARTMENT THEY CHOSE

SUMMARY

Most residents ended up choosing a 2-bedroom, 2-bathroom apartment with 1 or 2 bays, similar to what they were looking for. It typically has a study space, has either a laundry room or a cupboard laundry, has the meals as part of an open plan space, has a balcony and comes with 1 lockable store room.

63% were in apartment complexes that had an elevator. 73% were in apartment complexes that came with facilities and amenities, with a communal garden, gym, BBQ, swimming pool, outdoor entertaining and outdoor relaxation area the more popular features.

52% of residents had apartments with views of other apartments or rooftops from their main windows or balcony. 24% had water views. 35% had views of trees and parklands. And 23% had views of the city skyline.

Most were in apartments well served by cafes and restaurants, grocery shops, other services, and high frequency bus services.

(From earlier) we know that most residents were looking for a 2 or 3 bed home, with 2 bathrooms and 2 or 1 car bays.

Most residents ended up choosing a 2 bed, 2 bathroom apartment with 1 or 2 bays.

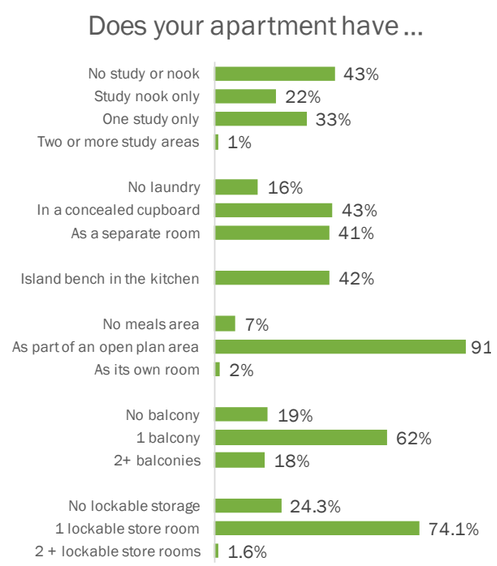
And whilst almost one in ten were looking for a 4 bed or larger apartment, only 3% ended up getting one.

0-1.	29%	**2.**	52%	**3.**	16%	**4+.**	3%
1.	41%	**2.**	51%	**3+.**	8%		
0.	4%	**1.**	53%	**2.**	40%	**3+.**	3%

How many rooms of living spaces does your apartment have? (n=759 WA apartment residents)

WA SURVEY PARTICIPANTS

The typical apartment has a study space, has either a laundry room or a cupboard laundry, has the meals as part of an open plan space, has a balcony and comes with 1 lockable store room.



Does your apartment have? (n=762 WA apartment residents)

63% of residents reported that their apartment complex had an elevator.

Apartment complexes often come with additional facilities and amenities for residents.

27% of residents reported not having any facilities and amenities.

Amongst the residents who were living in apartment complexes with facilities and amenities, the most common were:

- Communal garden
- Gym
- BBQ
- Pool
- Outdoor entertaining
- Outdoor relaxation area

These were also the facilities and amenities residents liked having.

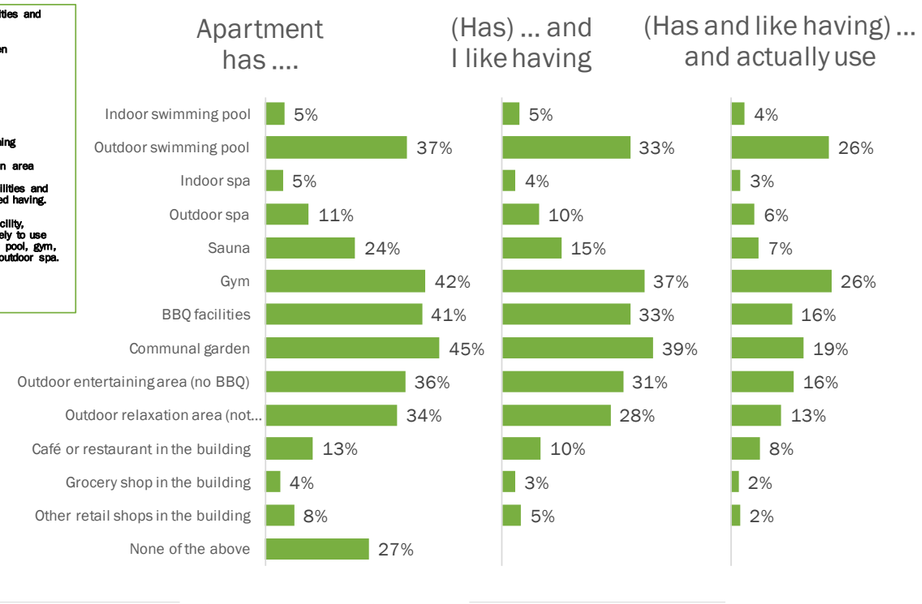
However when it came to actually using the facilities, the outdoor pool and the gym were the facilities that residents had, liked having and said they actually used.

The most common facilities and amenities were

- **Communal garden**
- **Gym**
- **BBQ**
- **Pool**
- **Outdoor entertaining**
- **Outdoor relaxation area**

These were also the facilities and amenities residents liked having.

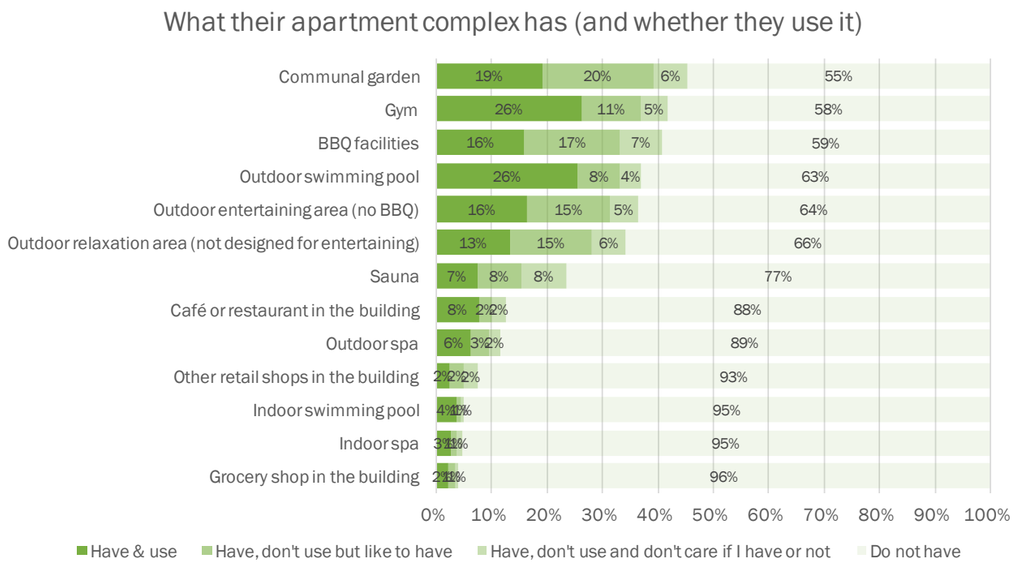
Where they have this facility, residents were most likely to use the indoor pool, outdoor pool, gym, café or restaurant and outdoor spa.



What does your apartment complex have (and do you use them)? (n=762 WA apartment residents)

Whilst facilities were relatively available to WA residents, it begs the question … if they were more widely available would residents they use them? The facilities that had the highest level of usage (amongst those who had them) were the indoor pool (5% have, 4% use, usage rate of 73%), outdoor pool (usage rate of 69%), gym (usage rate of 62%), café or restaurant (59%) and outdoor spa (usage rate of 57%).

WA SURVEY PARTICIPANTS



What does your apartment complex have (and do you use them)? (n=762 WA apartment residents)

The apartment they chose

Residents

State by state - % have & use + % have, don't use but like to have + % have, don't use and don't care if have or not

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	9%	14%	21%	5%	11%
Outdoor swimming pool	22%	68%	13%	37%	32%
Indoor spa	6%	10%	12%	5%	7%
Outdoor spa	6%	29%	8%	11%	12%
Sauna	11%	31%	17%	23%	19%
Gym	16%	41%	31%	42%	31%
BBQ facilities	23%	63%	18%	41%	33%
Communal garden	57%	56%	43%	45%	50%
Outdoor entertaining area (no BBQ)	29%	40%	24%	36%	32%
Outdoor relaxation area (not designed for entertaining)	40%	39%	34%	34%	37%
Café or restaurant in the building	15%	18%	17%	12%	15%
Grocery shop in the building	7%	8%	6%	4%	6%
Other retail shops in the building	13%	15%	8%	7%	11%
None of the above	25%	12%	34%	27%	26%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Thirteen separate measures are reported. Percentages will not add to 100%.
What does your apartment complex have (and do you use them)? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

State by state - % have & use

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	6%	10%	13%	4%	7%
Outdoor swimming pool	16%	51%	7%	26%	22%
Indoor spa	3%	6%	6%	3%	4%
Outdoor spa	3%	16%	4%	6%	6%
Sauna	4%	12%	7%	7%	7%
Gym	9%	26%	17%	26%	19%
BBQ facilities	7%	30%	7%	16%	13%
Communal garden	27%	32%	19%	19%	23%
Outdoor entertaining area (no BBQ)	13%	20%	10%	16%	15%
Outdoor relaxation area (not designed for entertaining)	19%	21%	14%	13%	16%
Café or restaurant in the building	11%	14%	11%	8%	10%
Grocery shop in the building	5%	7%	4%	2%	4%
Other retail shops in the building	7%	10%	3%	2%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Thirteen separate measures are reported. Percentages will not add to 100%.
What does your apartment complex have (and do you use them)? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

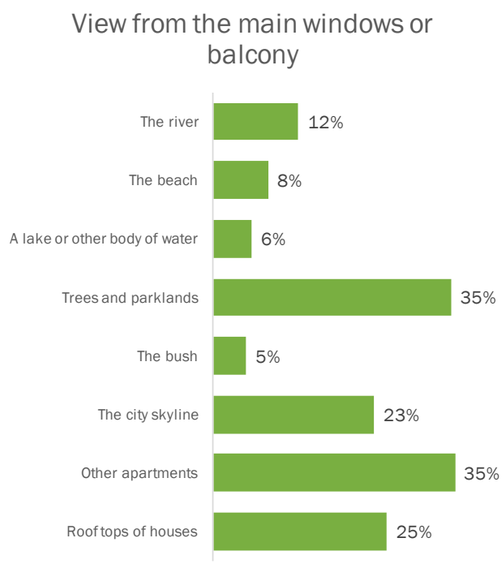
WA SURVEY PARTICIPANTS

24% of those living in apartments report they have views of water (river, beach, harbour, lake or other body of water).

35% have green views (trees and parklands).

23% see the city skyline.

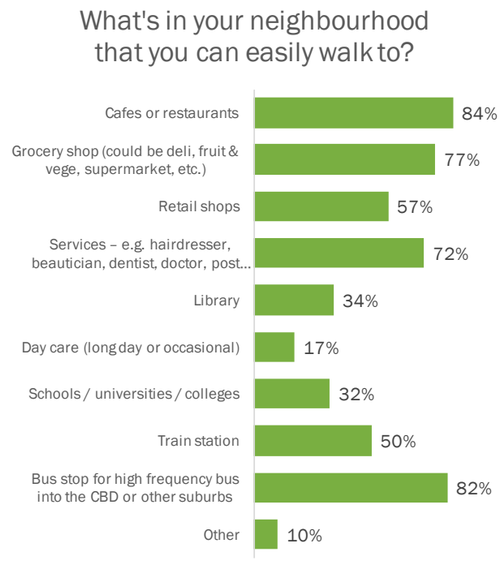
More than half (52%), however, have views of other apartments or of the rooves of houses.



When you look out of the main windows or balcony of your apartment, what you do mainly see? (n=762 WA apartment residents)

People living in apartments are well served by:

- Cafes and restaurants
- Public transport
- Grocery shops
- Services



What is in your local neighbourhood that you can easily walk to? (n=762 WA apartment residents)

WA SURVEY PARTICIPANTS

SUMMARY

Most investors ended up choosing a 2-bedroom, 1-bathroom apartment with 1 car bay, similar to what they were looking for.

44% reported their investment apartment was in an apartment complex that had an elevator. 65% had investment in an apartment complex that came with facilities and amenities. These were similar to the ones reported by residents.

Also similar to the residents, investors reported their investment apartment was well served by cafes and restaurants, grocery shops, other services, and high frequency bus services.

(From earlier) we know that investors were generally looking for smaller properties than residents. They were looking for 2 bed (not 2 and 3 bed), 1 bath (not 2 bath) and 1 car bay.

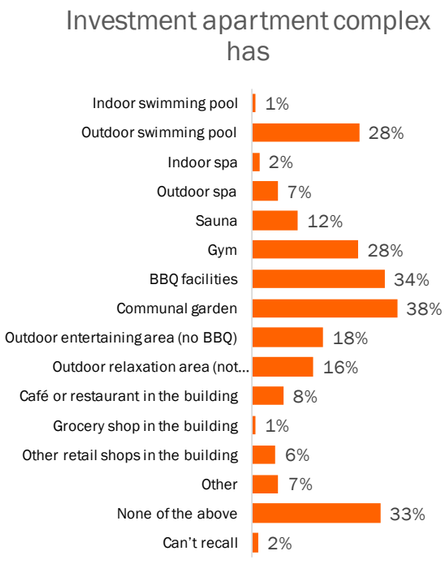
Most investors ended up choosing a 2 bed, 1 bath apartment with 1 car bay.

1.	27%	**2.**	56%	**3.**	16%	**4+.**	1%
1.	63%	**2.**	36%	**3+.**	1%		
0.	3%	**1.**	72%	**2.**	24%	**3+.**	1%

How many bedrooms, bathrooms and car bays does your investment apartment have? (n=394 investors in WA apartments)

44% of investors reported that their apartment complex had an elevator.

65% of investors reported that their apartment complexes came with facilities and amenities and these were similar to those reported by the residents.

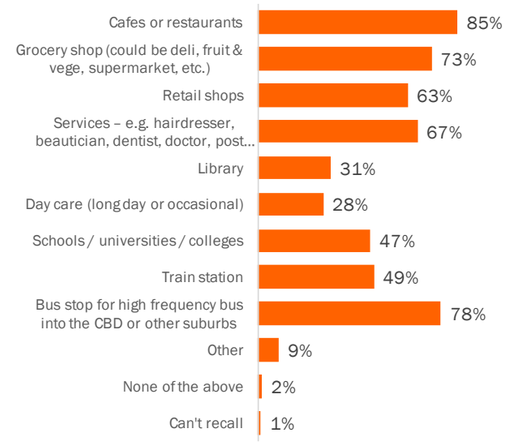


What facilities and amenities does the apartment complex your investment apartment is located in have? (n=396 investors in WA apartments)

State by state Investors in apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	9%	6%	27%	1%	8%
Outdoor swimming pool	15%	61%	5%	28%	24%
Indoor spa	2%	9%	13%	2%	5%
Outdoor spa	3%	22%	5%	7%	7%
Sauna	7%	17%	19%	12%	12%
Gym	17%	33%	33%	28%	26%
BBQ facilities	18%	59%	30%	34%	32%
Communal garden	36%	55%	44%	38%	41%
Outdoor entertaining area (no BBQ)	16%	22%	19%	18%	18%
Outdoor relaxation area (not designed for entertaining)	18%	22%	16%	16%	17%
Café or restaurant in the building	12%	22%	15%	8%	12%
Grocery shop in the building	6%	7%	5%	1%	3%
Other retail shops in the building	11%	11%	6%	6%	8%
None of the above	33%	15%	31%	33%	30%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
What facilities and amenities does the apartment complex your investment apartment is located in have? (n=investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*



What is in the local neighbourhood where your investment apartment is located? (n=396 investors in WA apartments)

The apartments bought by investors are well served by:

- Cafes and restaurants
- Public transport
- Grocery shops
- Services
- Retail shops.

WA SURVEY PARTICIPANTS

THE APARTMENT, THE APARTMENT COMPLEX AND THE LOCATION
WHAT THEY WOULD CHANGE ABOUT IT

SUMMARY

Most WA survey participants are happy with the location of their apartment complex, but could find things they'd like to change about their apartment and the apartment complex.

And whilst they'd make a change, there is little agreement on what they would change.

Within the apartment, the area to attract the most attention was the need for more storage (34%). For the apartment complex, it was more visitor parking (37%).

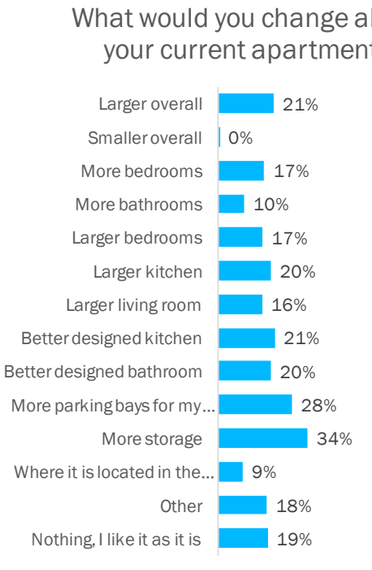
Overall, getting to know the neighbours is not particularly important for resident owners and renters. Only 16% rate this as extremely or very important.

The apartment

Almost 1 in 5 are happy with their current apartment and wouldn't change a thing.

And those who would change something don't agree at about what they would change, evidence that apartments and how you live in them are unique to the individual.

The aspect to garner the most attention … more storage.



What would you change about your current apartment? (n=1158 WA survey participants)

The apartment

State by state Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Larger overall	23%	22%	31%	21%	23%
Smaller overall	0%	0%	1%	0%	0%
More bedrooms	21%	17%	20%	17%	19%
More bathrooms	11%	10%	13%	10%	10%
Larger bedrooms	20%	15%	22%	17%	18%
Larger kitchen	22%	13%	22%	20%	20%
Larger living room	18%	15%	22%	16%	18%
Better designed kitchen	23%	19%	26%	21%	22%
Better designed bathroom	21%	17%	22%	20%	20%
More parking bays for my apartment	25%	25%	26%	28%	26%
More storage	36%	40%	43%	34%	37%
Where it is located in the apartment building or apartment complex	10%	8%	9%	9%	9%
Other	16%	17%	14%	18%	17%
Nothing, I like it as it is	20%	20%	17%	19%	19%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
What would you change about your current apartment? (n= survey participants)

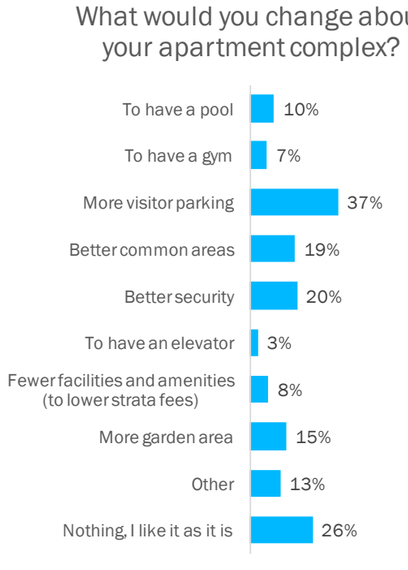
** National includes all survey participants, including those in the smaller states not separately tabled.*

The apartment complex

1 in 4 are happy with their apartment complex and wouldn't change a thing.

As with their apartment, those who would change something don't agree at about what they would change.

The aspect to garner the most attention … more visitor parking.



What would you change about the apartment complex you live in? (n=1158 WA survey participants)

WA SURVEY PARTICIPANTS

The apartment complex

State by state Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
To have a pool	6%	5%	8%	10%	8%
To have a gym	6%	8%	7%	7%	7%
More visitor parking	28%	30%	30%	37%	32%
Better common areas	20%	20%	22%	19%	20%
Better security	16%	12%	19%	20%	17%
To have an elevator	3%	3%	2%	3%	3%
Fewer facilities and amenities (to lower strata fees)	5%	8%	8%	8%	7%
More garden area	14%	11%	22%	15%	15%
Other	12%	16%	11%	13%	13%
Nothing, I like it as it is	38%	35%	30%	26%	31%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

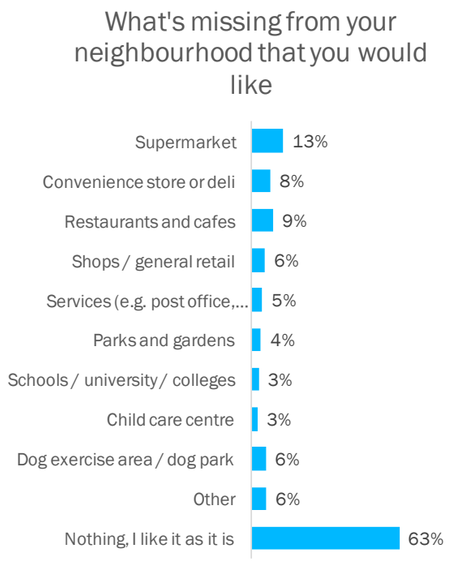
Multiple responses allowed. Percentages will not add to 100%.
What would you change about the apartment complex you live in? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

The neighbourhood

More than 3 in 5 would not change the neighbourhood where their apartment complex is located.

And amongst those who would, nothing stands out as consistently missing.



What is missing from your neighbourhood that you would like? (n=1158 WA survey participants)

State by state Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Supermarket	6%	7%	9%	13%	10%
Convenience store or deli	6%	4%	4%	8%	6%
Restaurants and cafes	5%	4%	3%	9%	6%
Shops / general retail	5%	5%	3%	6%	5%
Services (e.g. post office, hair dresser, etc.)	4%	4%	4%	5%	4%
Parks and gardens	6%	5%	7%	4%	5%
Schools / university / colleges	1%	1%	2%	3%	2%
Child care centre	2%	2%	3%	3%	2%
Dog exercise area / dog park	5%	6%	5%	6%	6%
Other	7%	5%	5%	6%	6%
Nothing, I like it as it is	72%	71%	72%	63%	68%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

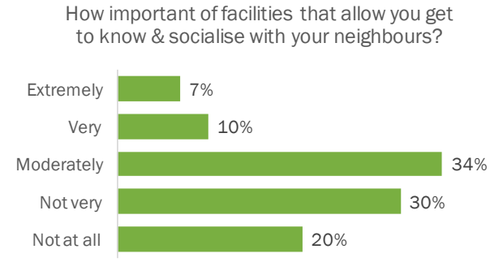
Multiple responses allowed. Percentages will not add to 100%.
What is missing from your neighbourhood that you would like? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

Getting to know the neighbours

Apartment residents are not particularly needing of facilities to help them to get to know their neighbours.

Only 16% rate this as extremely or very important. A total of 51% rate it as at least moderately important.



How important is it for your apartment complex to have facilities that allow you get to know your neighbours and socialise with them? (n=762 WA apartment residents)

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very important	15%	17%	17%	16%	16%
Extremely, very or moderately important	52%	54%	42%	51%	50%
Sample size:	*730*	*336*	*433*	*762*	*2369*

How important is it for your apartment complex to have facilities that allow you get to know your neighbours and socialise with them? (n= apartment residents)

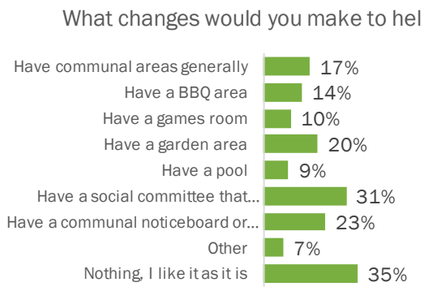
** National includes all survey participants, including those in the smaller states not separately tabled.*

The 51% who see such facilities as extremely, very or moderately important are split on what changes they'd make to their apartment complex to facilitate that.

Just over 1 in 3 believe their apartment is fine as is.

After that, the social committee is the next most valued addition.

WA SURVEY PARTICIPANTS



What changes would you make to your apartment complex that would help you to get to know and socialise with your neighbours? (n=385 WA apartment residents who believe it's extremely, very or moderately important for their apartment complex to have facilities that allow them to get to know their neighbours and socialise with them)

An apartment somewhere else

Only 16% of WA apartment residents feel there is somewhere else they would like to live that doesn't currently have many options for those wanting an apartment lifestyle.

However, as evidence of the uniqueness of each apartment resident, they mentioned places that are already well served by apartments (Perth, East Perth, Fremantle, for example) as well as places that are less well served (e.g. City Beach, Rossmoyne, Peppermint Grove).

OWNING AN APARTMENT
VIEWS OF THE FINANCIAL SIDE

SUMMARY

4 in 5 apartment owners pay up to $1500 a quarter in strata fees.

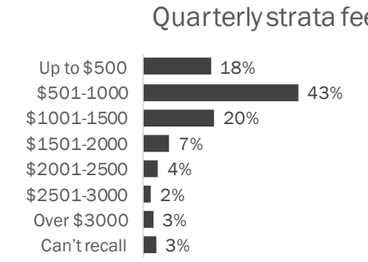
They are split in terms of whether they consider this value for money. The largest group (44%) consider it fair value for money. This is not related to the dollar value of the strata fees they pay.

When it comes to maintaining the condition of their apartment complex and its value, most people would pay the same (61%) or less (32%) than they do now.

Despite the media commentary on property values, and particularly apartment values, most investors are fairly bullish about the value of their investment apartments in the longer term. 86% believe their investment will have increased in value in 10 years' time.

Strata fees

3 in 5 apartment owners (resident owners and investors) pay up to $1000 each quarter in strata fees. 4 in 5 pay up to $1500 a quarter.



What do you pay in strata fees each quarter? (n=1065 owners of WA apartments – resident owners and investors)

They are split on whether they consider this value for money.

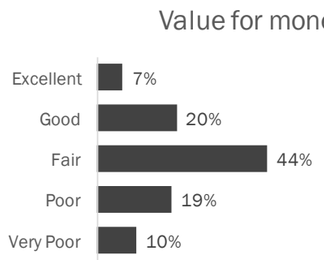
28% consider it excellent or good value.

29% consider it very poor or poor value.

The largest group (44%) consider it fair value for money.

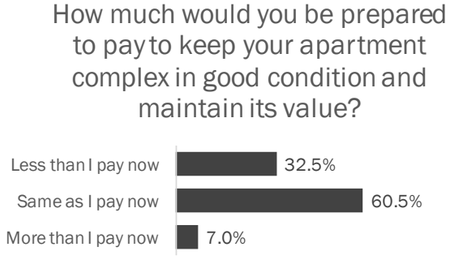
Value for money is not related to the dollar value of strata fees, however, with those paying lower fees just as likely to rate their fees as being good or poor value for money as those paying higher fees.

WA SURVEY PARTICIPANTS



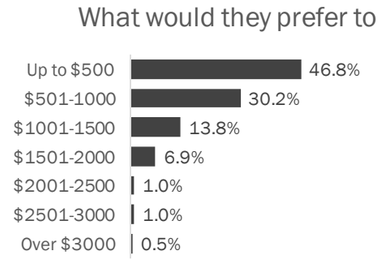
How would you rate your strata fees in terms of value for money? (n=1039 owners of WA apartments – resident owners and investors; 26 don't know excluded)

When it comes to maintaining the condition of their apartment complex and its value, most people would pay the same or less than they do now.



How much would you be prepared to pay in strata fees each quarter to keep your apartment complex in good condition and maintain its value? (n=1065 owners of WA apartments – resident owners and investors)

3 in 4 of those who would pay a different amount to what they pay now would prefer to pay up to $1000 each quarter.



You said you'd prefer to pay a different amount to what you pay now … how much would you be prepared to pay each quarter to keep your apartment in good condition and maintain its value? (n=421 owners of WA apartments – resident owners and investors who would pay less or more than they currently pay)

Those who would prefer to pay less preferred to pay up to $500 per quarter (50%). Those who were prepared to pay more were evenly split between the three sub-$1501 categories.

In fact, for the most part the shift was within the $500 per quarter category. Most people would prefer to pay slightly less or would be prepared to pay slightly more than they do now.

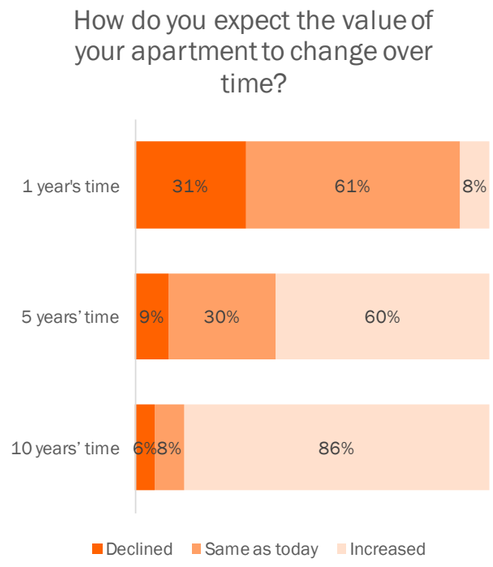
The outlook for their investment

Despite the media commentary on property values, and particularly apartment values, most investors are fairly bullish about the value of their investment apartments in the longer term.

Most see them remaining the same (61%) or falling (31%) in a year's time.

They see the situation reversing in 5 years, believing values will increase (60%) or stay the same (30%).

In 10 years' time, more than 4 in 5 believe values will have increased.



How do you expect the value of your apartment to change over time? How do you believe its value will have changed in… (n=396 investors in WA apartments)

Change over time: The outlook for the value of their investment was similar to that from the 2017 WA Apartment Survey.

WA SURVEY PARTICIPANTS

NEXT TIME

SUMMARY

In their housing journey, most residents downsized when they moved into their apartment. However, it may have been a step too far with many opting to increase the number of bedrooms and car bays, and to a lesser extent bathrooms, if they were to move again.

Investors, too, would consider a place with more bedrooms, more bathrooms and more car bays if they were to buy another investment property.

Few (15%) apartment owners (resident owners and investors) were extremely or very comfortable buying off the plan.

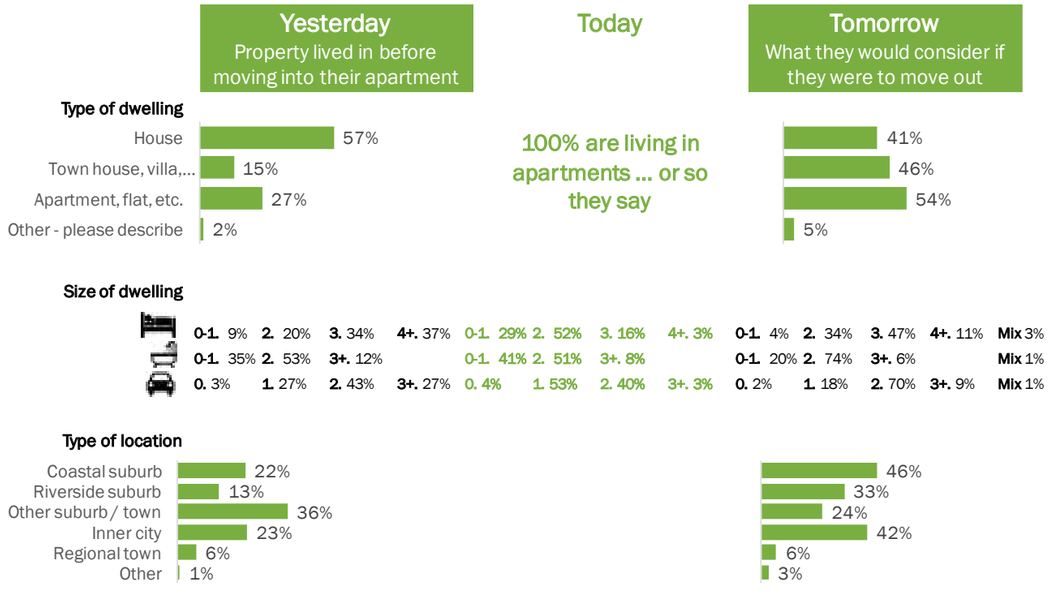
Apartment residents – their housing journey

Most residents – resident owners and renters – came from a house. Only 27% moved from an apartment into their current apartment. And whilst more than half would consider an apartment for their next home, they were also similarly likely to consider other property types.

This may be partly driven by a need for more space. Generally they moved into an apartment with fewer bedrooms, bathrooms and car bays than their previous home. Their next home was typically going to be larger – more bedrooms, more bathrooms and more car bays.

And there was a definite overall trend towards more lifestyle-oriented locations.

WHERE THEIR APARTMENT FITS INTO THEIR PROPERTY JOURNEY



Apartment residents – their housing journey

State by state – What would they consider if they were to move out

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
House	41%	40%	42%	41%	41%
Town house, villa, quadruplex, triplex, etc.	48%	39%	55%	46%	47%
Apartment, flat, etc.	58%	64%	60%	54%	58%
Other	6%	7%	4%	5%	5%
1 bed	5%	3%	4%	4%	4%
2 bed	37%	40%	53%	34%	40%
3 bed	46%	45%	36%	47%	44%
4+ bed	7%	7%	3%	11%	8%
Mix of # bedrooms	4%	5%	3%	3%	4%
1 bath	20%	10%	26%	20%	20%
2 bath	72%	80%	66%	74%	72%
3+ bath	6%	9%	6%	6%	6%
Mix of # bathrooms	1%	1%	2%	1%	1%
0 car bay	3%	1%	4%	2%	3%
1 car bay	34%	22%	39%	18%	27%
2 car bay	56%	66%	50%	70%	61%
3+ car bay	6%	9%	6%	9%	8%
Mix of # car bars	2%	1%	1%	1%	1%
Coastal suburb	53%	64%	40%	46%	50%
Riverside suburb	15%	28%	18%	33%	23%
Other suburb / town	28%	18%	30%	24%	26%
Inner city	30%	26%	52%	42%	38%
Regional town	10%	7%	9%	6%	8%
Other	6%	5%	5%	3%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Bed, bath, bay: Percentages may not add to 100% due to rounding error.
Type of dwelling, type of location: Multiple responses allowed. Percentages will not add to 100%.
If you were to move out of your current apartment, which would you consider? (n=apartment residents)
** National includes all survey participants, including those in the smaller states not separately tabled.*

WA SURVEY PARTICIPANTS

Investors – their investment journey

42% would buy another investment property (apartment or otherwise) again. 35% were sitting on the fence.

That 42% were equally open to all types of property. Apartments were part of the mix, but so too were houses and townhouses.

Like the residents, they were also interested in larger properties – more bedrooms, more bathroom and more car bays.

And they were willing to consider a variety of locations, with lifestyle-oriented locations definitely popular.

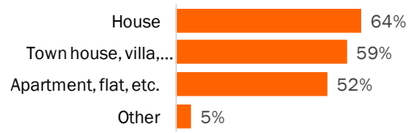
Today
Their current investment

Tomorrow
What they would consider if they were to invest again

Type of dwelling

100% own an investment apartment

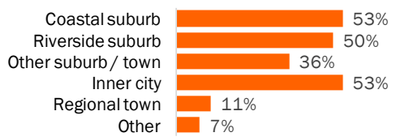
... or so they say



Size of dwelling

	Today				Tomorrow				
0-1.	27%	2. 56%	3. 16%	4+. 1%	0-1. 5%	2. 28%	3. 37%	4+. 18%	Mix 12%
0-1.	63%	2. 36%	3+. 1%		0-1. 19%	2. 70%	3+. 4%		Mix 7%
0.	3%	1. 72%	2. 24%	3+. 1%	0. 1%	1. 18%	2. 71%	3+. 5%	Mix 5%

Type of location



State by state – What would they consider if they were to invest again

Investors in apartments located in:	NSW	QLD	VIC	WA	National*
House	41%	43%	52%	64%	51%
Town house, villa, quadruplex, triplex, etc.	52%	60%	62%	59%	57%
Apartment, flat, etc.	75%	83%	65%	52%	65%
Other	6%	2%	4%	5%	5%
1 bed	7%	2%	10%	5%	6%
2 bed	38%	38%	46%	28%	36%
3 bed	30%	40%	22%	37%	33%
4+ bed	9%	2%	5%	18%	10%
Mix of # bedrooms	15%	19%	17%	12%	15%
1 bath	21%	10%	29%	19%	20%
2 bath	67%	76%	57%	70%	68%
3+ bath	2%	5%	3%	4%	3%
Mix of # bathrooms	10%	10%	11%	7%	9%
0 car bay	2%	0%	2%	1%	1%
1 car bay	30%	24%	42%	18%	27%
2 car bay	59%	62%	46%	71%	61%
3+ car bay	0%	2%	0%	6%	2%
Mix of # car bars	10%	13%	10%	5%	9%
Coastal suburb	50%	67%	38%	53%	51%
Riverside suburb	23%	49%	17%	50%	35%
Other suburb / town	36%	37%	39%	36%	37%
Inner city	47%	60%	65%	53%	54%
Regional town	22%	14%	16%	11%	16%
Other	5%	5%	8%	7%	6%
Sample size:	*125*	*63*	*93*	*163*	*468*

Bed, bath, bay: Percentages may not add to 100% due to rounding error.
Type of dwelling, type of location: Multiple responses allowed. Percentages will not add to 100%.
If you were to buy another investment property, which would you consider? (n=investors in apartments who would buy another investment property again)
** National includes all survey participants, including those in the smaller states not separately tabled.*

Buying an apartment in the next 12 months

Fewer than 5% of apartment residents are extremely or very likely to buy an apartment in the next 12 months.

State by state

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very likely	6%	4%	6%	4%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

How likely are you to buy an apartment in the next 12 months? (n=apartment residents)
** National includes all survey participants, including those in the smaller states not separately tabled.*

Buying an apartment as an investment

26% of investors in WA apartments would buy an apartment as an investment property again. 37% were sitting on the fence – they might. This is down from the 2017 WA Apartment Survey, where 55% would buy an apartment as an investment property again.

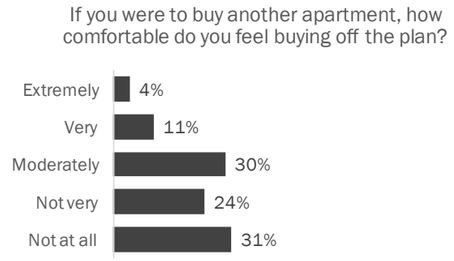
WA SURVEY PARTICIPANTS

Buying off the plan

Apartment owners are not particularly comfortable buying off the plan.

15% are extremely or very comfortable with it.

Only 4 in 9 are extremely, very or moderately comfortable with buying off the plan.



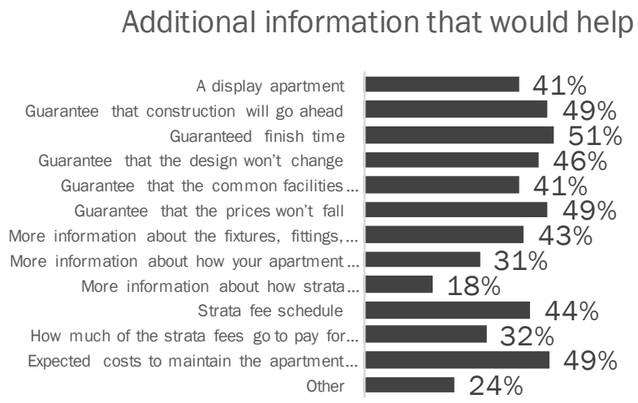
Many new apartments are sold off the plan as the developers need to get sufficient sales for the bank to lend them the money to finish the development. If you were to buy another apartment, how comfortable do you feel buying off the plan? (n=1065 owners of WA apartments – resident owners and investors)

State by state

Owners of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very comfortable	9%	14%	17%	15%	14%
Extremely, very or moderately comfortable	31%	40%	39%	45%	39%
Sample size:	*903*	*435*	*573*	*1065*	*3124*

The 5 in 9 who feel not very or not at all comfortable buying off the plan would like more information to make them feel more comfortable.

They were interested in a variety of additional information.



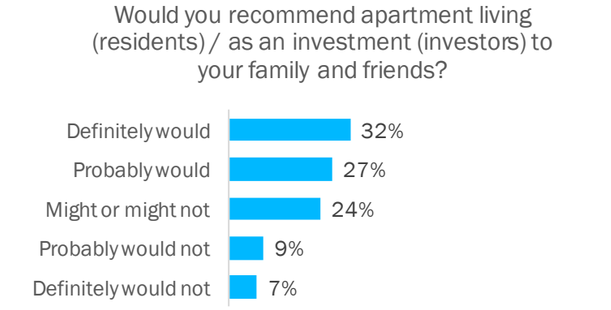
What additional information would you need to help you feel more comfortable buying off the plan? (n=590 owners of WA apartments – resident owners and investors – who were not very or not at all comfortable buying off the plan)

APARTMENT ADVOCACY

Apartment owners and residents are definitely advocates for the apartment lifestyle.

60% would recommend the apartment lifestyle.

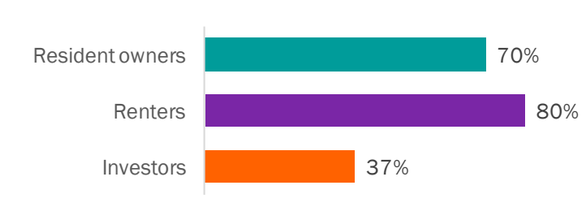
16% would not.



Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n=1158 WA survey participants)

Advocacy is strongest for resident owners (70%) and renters (80%).

Investors are more evenly split between advocates (37%), fence sitters (34%) and those who probably would not recommend apartments as an investment (29%).



Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n=1158 WA survey participants)

Change over time: Apartment advocacy has tempered over the past two years amongst resident owners, falling from 84% definitely or probably would in the 2017 WA Apartment Survey to 70% today. It has also fallen for investors, down from 69%. Advocacy is unchanged for renters.

State by state – Definitely or probably recommend

Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Resident owners	60%	67%	62%	70%	65%
Renters	57%	75%	81%	80%	74%
Investors	60%	60%	57%	37%	50%
All survey participants	60%	65%	62%	59%	61%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

AUSTRALIAN APARTMENT ADVOCACY

WA SURVEY PARTICIPANTS

SATISFACTION RATES

Satisfaction rates with apartment living/ownership was very high across all States, with 93% positive rating in Victoria through to 98% in QLD.

Column %	NSW	QLD	Victoria	WA	NET
Not at all satisfied	3%	1%	2%	2%	2%
Slightly satisfied	3%	1%	5%	2%	3%
Moderately satisfied	23%	22%	21%	27%	23%
Very satisfied	42%	53%	51%	42%	46%
Extremely satisfied	29%	24%	22%	26%	26%
NET	100%	100%	100%	100%	100%

How satisfied are you with your apartment? by Which state is your apartment located in (the one you referred to when you took part in the 2019 Apartment Survey n 2500)

SHORT STAY TRENDS

Short stay trends

What was interesting to note was that across most of the states, 50% or more survey respondents were affected by short stay accommodation in a negative way. The only variation was WA at just 39%. This related mostly to noise, parking, wear and tear and concerns over security.

Column %	NSW	QLD	Victoria	WA	NET
Extremely negative	20%	15%	15%	15%	17%
Moderately negative	12%	17%	18%	10%	14%
Slightly negative	16%	21%	17%	14%	16%
No impact at all	30%	23%	36%	37%	32%
Slightly positive	2%	1%	1%	1%	1%
Moderately positive	1%	6%	1%	1%	2%
Extremely positive	3%	5%	2%	3%	3%
Don't know	16%	13%	11%	18%	15%
NET	100%	100%	100%	100%	100%

What sort of impact does short stay accommodation have on you and your apartment? by Which state is your apartment located in (the one you referred to when you took part in the 2019 Apartment Survey)

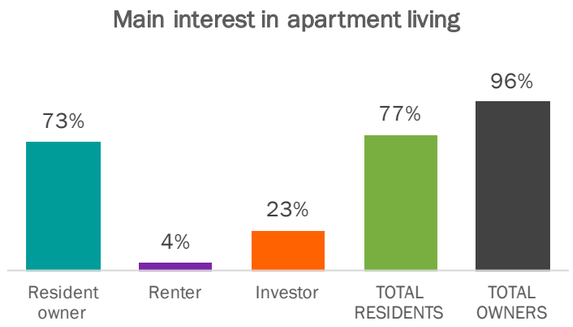
NSW
SURVEY PARTICIPANTS

NSW SURVEY PARTICIPANTS

WHO ARE THEY?

96% were owners – either resident owners or investors.

77% were residents – either resident owners or renters.



To start with … what is your main interest in apartment living? Please the one that best applies to your situation. (n=945 NSW survey participants)

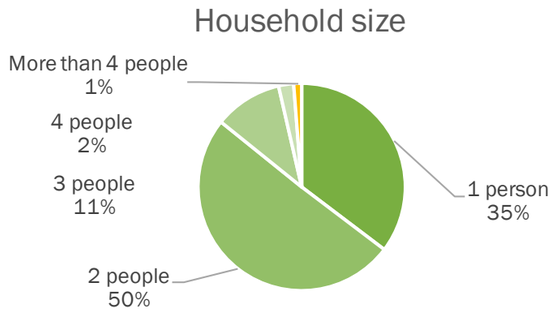
SUMMARY

Whilst the NSW apartment residents surveyed were mainly living in one and two person households, this is possibly related more to the size of apartment available than a household choice. The lack of larger apartments limits the options for larger households.

The majority of residents are in working age households and from professional occupations.

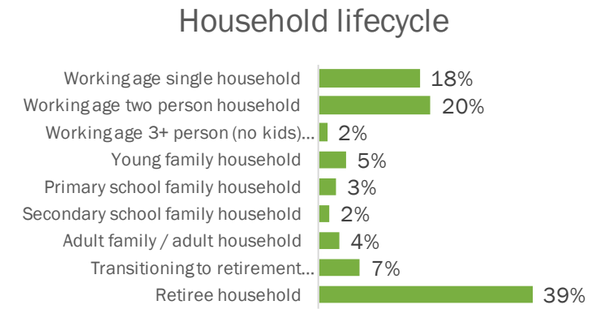
77% of survey participants were living in an apartment. 73% were resident owners and 4% were renting.

85% lived in 1 or 2 person households.



How many people are living in your household? (n=730 NSW apartment residents)

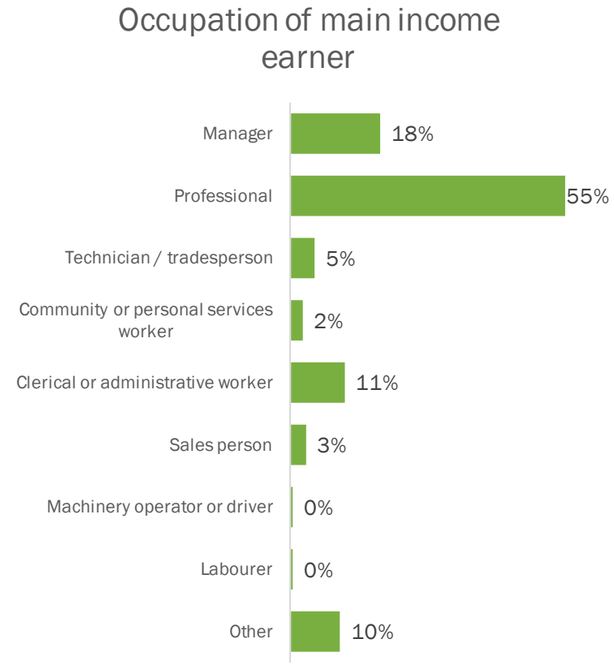
54% were working age adult or family households. 10% of households had children and these were spread across the age groups.



Household lifecycle was created using number of people in the household, their employment status and the presence of children in the household. (n=723 NSW apartment residents)

NSW SURVEY PARTICIPANTS

The residents who were not from retiree households are mostly in professional occupations.



Which of the following best describes the occupation of the main income earner in your household? (n=451 NSW apartment residents who were not from retiree households.)

SUMMARY

Investors (23% of survey participants):

Most of the investors in NSW apartments surveyed had purchased their investment as an investment.

55% had a residential investment portfolio comprising two of more properties. These portfolios were diversified in their property type, with apartments figuring prominently amongst the other properties.

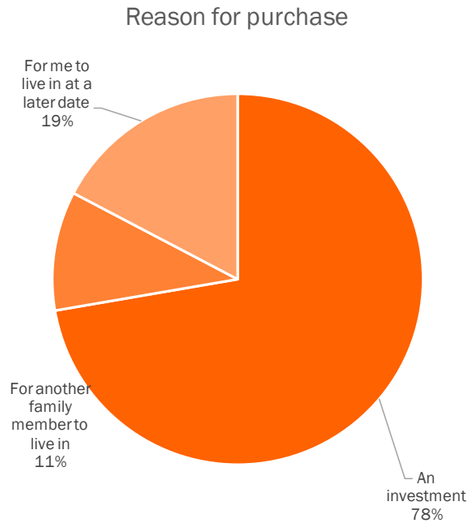
Most investors chose to invest close to home, with most of them living in NSW.

23% of survey participants were investors, owning an apartment as an investment.

The majority of investors in NSW apartments purchased their apartment as an investment.

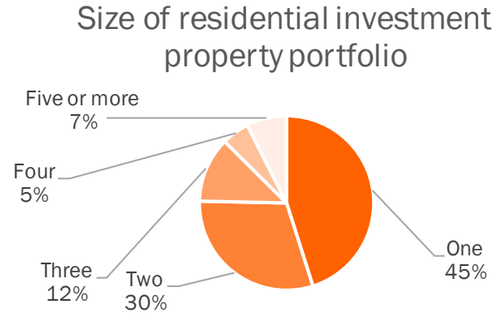
THE INVESTORS

The majority of investors in NSW apartments purchased their apartment as an investment.



Was your apartment purchased as an investment or for another family member to live in? (n=215 investors in NSW apartments)

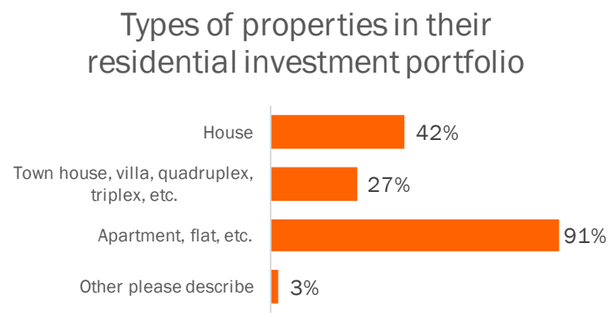
55% of the investors surveyed owned two or more investment properties, with most of that group owning two.



How many residential investment properties do you own? (n=215 investors in NSW apartments)

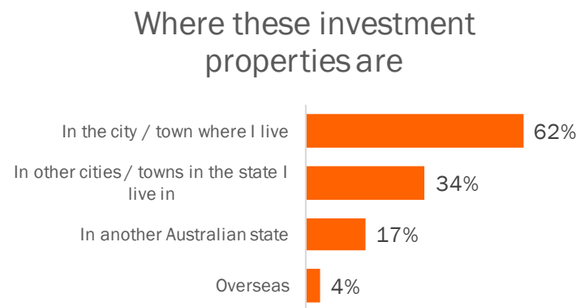
NSW SURVEY PARTICIPANTS

Amongst that 55%, their other investments cover the full range of property types.



What type(s) of dwellings do you have in your residential investment portfolio? (n=118 investors in NSW apartments who own more than one investment property)

Most investors choose to invest close to home.



Where do you own apartments as investment properties? Please give more than one response if you own investment apartments in different locations. (n=215 investors in NSW apartments).

Investors – Where are their investment properties?

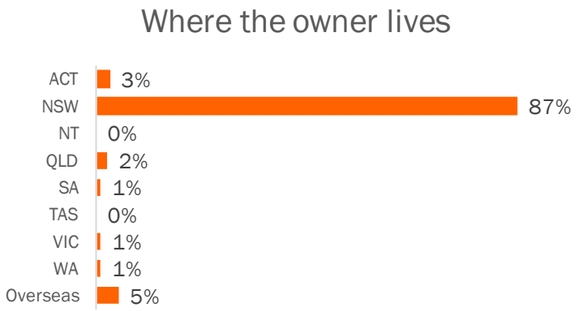
State by state

Investors in apartments located in:	NSW	QLD	VIC	WA	National*
In the city / town where I live	62%	55%	72%	72%	68%
In other cities / towns in the state I live in	34%	34%	25%	25%	28%
In another Australian state	17%	36%	19%	18%	21%
Overseas	4%	7%	5%	2%	3%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
Where do you own apartments as investment properties? Please give more than one response if you own investment apartments in different locations. (n= investors in apartments).

** National includes all survey participants, including those in the smaller states not separately tabled.*

And most of those investing in NSW apartments live in NSW themselves.



Where do you live? (n=215 investors in NSW apartments)

NSW SURVEY PARTICIPANTS

SAMPLE PROFILE: THE APARTMENTS
WHERE WERE THE APARTMENTS AND WHAT WERE THEY LIKE

SUMMARY

NSW survey participants tend to have had their apartment for longer. Almost 1 in 3 have had it for 10 years or longer.

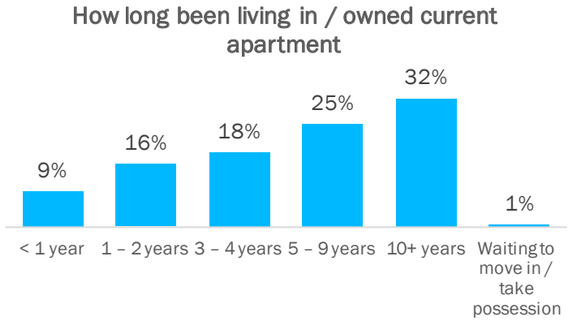
The majority describe their apartment as being within walking distance of facilities and amenities such as public transports, shops, and cafes and restaurants.

Almost 3 in 5 describe where they live as being a residential area.

Residents and investors alike mostly chose their apartments for its location, followed by its proximity to public transport.

When choosing where to live, residents can factor in the apartment, the apartment complex and where the apartment complex is located. What they like about the apartment they chose was its location in the apartment complex, its design, the views, the size and number of rooms rather that it's low maintenance. They like their apartment complex because of its residents parking, its height, its security and its size. And they like the location of their apartment complex for its proximity to public transport, shops, cafes and restaurants, as well as the particular suburb it's located in.

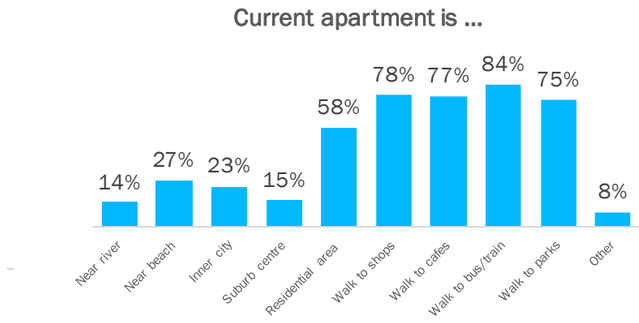
NSW survey participants tended to have had their apartment for longer. Just under one in ten have owned or been living in their current apartment for less than a year. Almost one in three have had their apartment for ten years or longer.



How long have you been living in / owned (investors) your current (investment) apartment? (n=945 NSW survey participants)

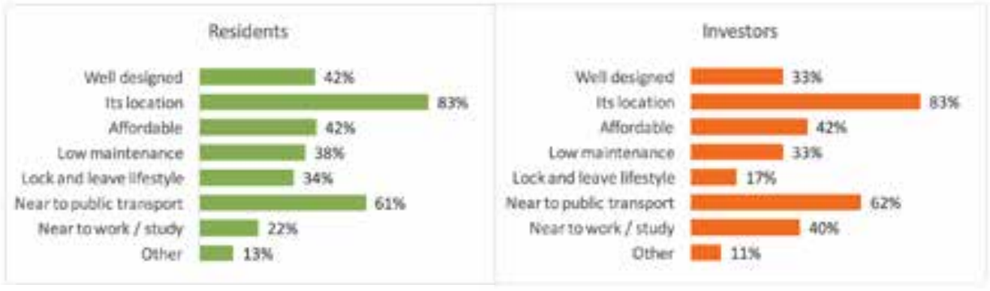
Renters tended to have had their current apartment for a shorter period of time (74% up to 4 years, compared to 42% of resident owners and 38% of investors).

Most of the apartments are in residential areas and more than three in four apartments are walkable to shops or cafes or public transport or parks.



Where is your current apartment? Please tick all that apply (n=945 NSW survey participants)

Residents and investors chose their apartments for similar reasons. First and foremost was their location, followed by proximity to public transport.



Why did you choose your current (investment) apartment? (n=945 NSW survey participants)

Amongst the residents, more resident owners than renters were attracted by good design (44% vs. 21%).

NSW SURVEY PARTICIPANTS

Why they chose their apartment

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Well designed	42%	48%	41%	35%	40%
Because of its location	83%	91%	88%	86%	85%
Affordable	42%	35%	40%	37%	39%
Low maintenance	38%	46%	44%	50%	45%
Means I can have a lock and leave lifestyle	34%	50%	37%	52%	44%
Near to public transport	61%	44%	66%	49%	55%
Near to work / study	22%	19%	32%	32%	27%
Other	13%	12%	13%	9%	12%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
Why did you choose your current (investment) apartment? (n= apartment residents)

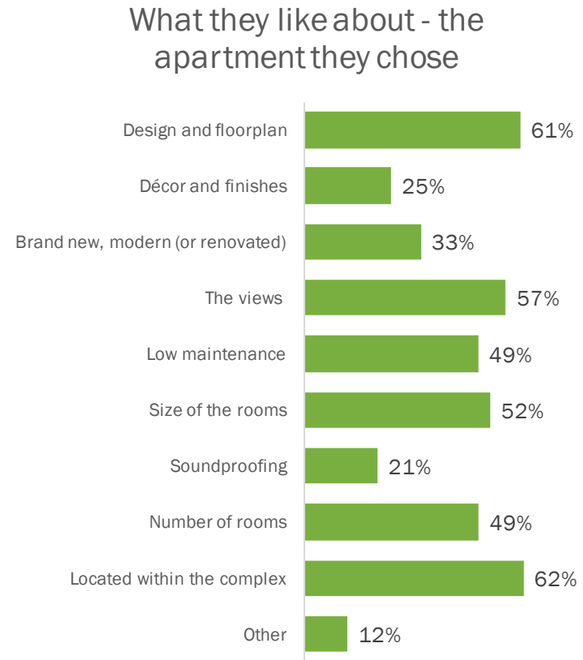
State by state Investors in apartments located in:	NSW	QLD	VIC	WA	National*
Well designed	33%	39%	27%	26%	30%
Because of its location	83%	86%	87%	83%	84%
Affordable	42%	43%	44%	39%	41%
Low maintenance	33%	37%	36%	39%	38%
Means I can have a lock and leave lifestyle	17%	25%	23%	30%	24%
Near to public transport	62%	54%	63%	50%	56%
Near to work / study	40%	43%	46%	39%	41%
Other	11%	12%	10%	8%	10%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
Why did you choose your current (investment) apartment? (n= investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*

When people choose an apartment to live in, the decision relates to the apartment, the apartment complex their apartment is located in, and the location of their apartment.

NSW residents liked their apartment for where it was located in the apartment complex, the design and floorplan, the views from the balcony or windows, the size and number of rooms and the fact that it was low maintenance.



What do you like about - The apartment you chose? Please tick all that apply (n=730 NSW apartment residents)

Mirroring the differences in reasons they chose their current apartment, more resident owners liked the design and floorplan of their apartment than renters (62% vs. 36%).

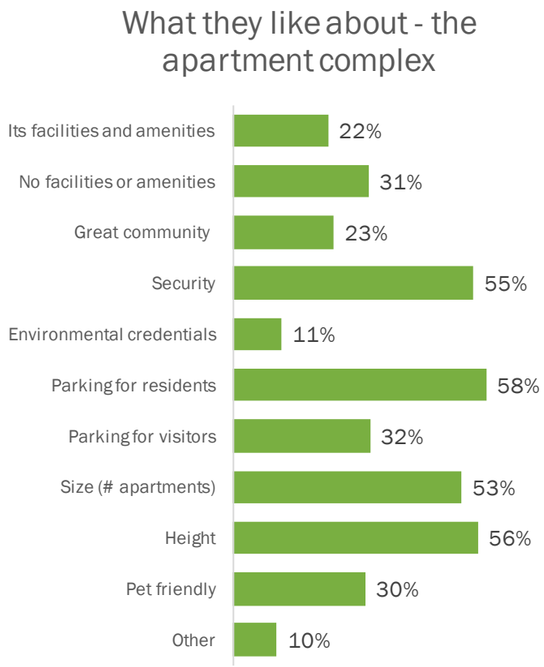
State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
The design and floorplan	61%	64%	55%	51%	57%
The décor and finishes	25%	25%	24%	26%	25%
Brand new, modern (or renovated)	33%	33%	34%	43%	37%
The views out of the window / from the balcony	57%	70%	52%	51%	56%
Low maintenance	49%	61%	52%	63%	57%
The size of the rooms	52%	53%	52%	41%	49%
The soundproofing	21%	24%	24%	19%	21%
The number of rooms	49%	46%	42%	41%	45%
Where my apartment is located within the complex	62%	62%	58%	56%	59%
Other	12%	7%	12%	9%	10%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - The apartment you chose? Please tick all that apply (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

NSW SURVEY PARTICIPANTS

They liked their apartment complex for its ample parking for residents, its height (low rise, mid-rise or high rise), its security and its size (number of apartments).



What do you like about - The apartment complex your apartment is located in? Please tick all that apply (n=730 NSW apartment residents)

There was little difference between resident owners and renters in what they liked about their apartment complex.

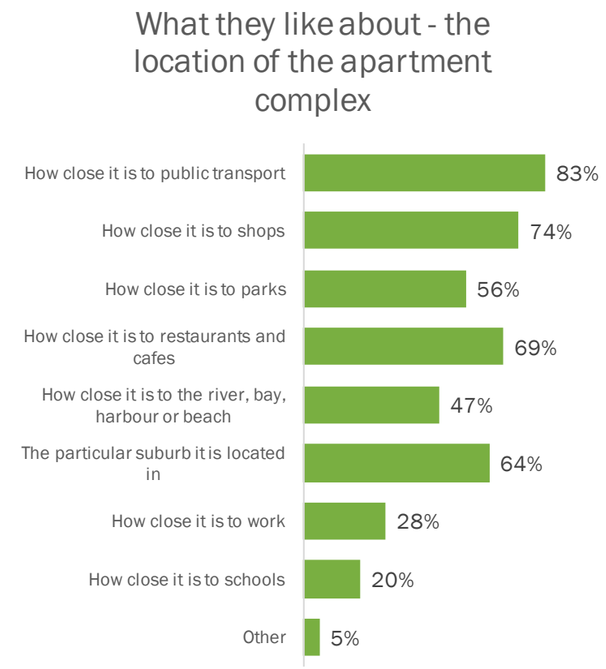
State by state

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Its facilities and amenities (e.g. pool, gym, etc.)	22%	45%	25%	33%	29%
That it doesn't have any facilities and amenities	31%	15%	26%	23%	25%
It's a great community of people to belong to	23%	20%	17%	19%	20%
Security	55%	60%	55%	58%	57%
Its environmental credentials	11%	11%	12%	9%	11%
The parking for residents	58%	49%	50%	49%	52%
The parking for visitors	32%	30%	12%	20%	24%
Its size (number of apartments)	53%	43%	47%	40%	46%
Its height (low rise, medium rise, high rise)	56%	48%	51%	42%	49%
It's pet friendly	30%	32%	28%	22%	27%
Other	10%	8%	9%	7%	9%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - The apartment complex your apartment is located in? Please tick all that apply (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

What they liked about where their apartment complex is located is the convenience of that location – close to public transport, shops, and restaurants and cafes. They also liked the suburb that their apartment complex was located in, underscoring the importance of location in choosing a home.



What do you like about - Where the apartment complex is located? Please tick all that apply (n=730 NSW apartment residents)

Whilst the proximity of their apartment to work was not a key like overall, it was liked by more renters (50%) than resident owners (27%).

State by state

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
How close it is to public transport	83%	68%	85%	70%	77%
How close it is to shops	74%	70%	79%	64%	71%
How close it is to parks	56%	60%	60%	57%	58%
How close it is to restaurants and cafes	69%	71%	76%	63%	68%
How close it is to the river, bay, harbour or beach	47%	72%	46%	52%	52%
The particular suburb it is located in	64%	62%	65%	57%	61%
How close it is to where I work	28%	27%	34%	38%	33%
How close it is to schools / universities / colleges	20%	15%	17%	13%	17%
Other	5%	6%	5%	5%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - Where the apartment complex is located? Please tick all that apply (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

NSW SURVEY PARTICIPANTS

THE PURCHASE CHOICE DECISION PROCESS
HOW THEY CHOSE THEIR CURRENT APARTMENT

SUMMARY

Residents who moved into an apartment moved out of their previous home for a variety of reasons. It is much more diverse than downsizing or living closer to the city, and no particular reason dominates.

Residents were mostly looking for 2 or 3 bed home, with 2 or 1 bathrooms and 1 or 2 car bays.

Investors were looking for smaller properties than residents – mostly 2 x 1 with 1 car bay. Most of those who invested in apartments were looking for an apartment; much fewer were looking for other types of properties.

Internet search is dominating the promotion of NSW apartments. It is the main place NSW people looked for the apartment they bought or rented (69%).

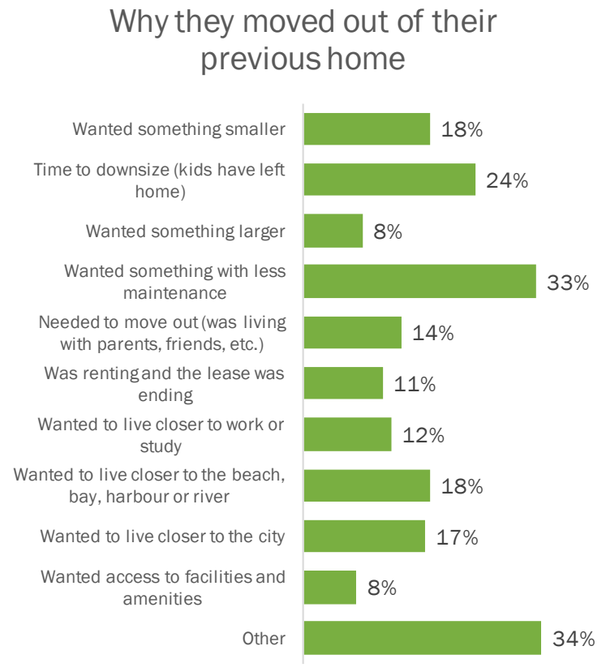
The residents and investors all chose an apartment over another type of property such as a house, townhouse, home unit, etc. They did so for different reasons. Residents chose an apartment because it was easier to maintain and was the right size for what they needed. Investors chose an apartment because it was easier to maintain, price, affordability and the perception that the apartment lifestyle would be attractive to tenants.

When apartment residents (resident owners and renters) are looking for an apartment, three factors stand out as more important than others: affordability, safety and security, and the location.

22% of apartment owners (resident owners and investors) bought their apartment off the plan. The rest bought a completed apartment, either brand new or from the previous owner.

Why they moved

Most residents moved out of their previous home for a myriad of reasons … all very unique and particular to them. One of the key reasons was to find something with less maintenance. Another was believing it was time for them to downsize. This is about lifestyle and location.



Why did you decide to move out of your previous home … the one you were living in or owned before you bought your apartment? (n=730 NSW apartment residents)

Perhaps not surprisingly, renters were more likely than resident owners to have experienced push factors as a reason to move out of their previous accommodation (24% were at the end of their lease). In contrast, resident owners were more likely to want something with less maintenance (34%) or to downsize (26%).

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Wanted something smaller	18%	21%	16%	20%	19%
Time to downsize (kids have left home)	24%	32%	17%	21%	23%
Wanted something larger	8%	5%	9%	4%	7%
Wanted something with less maintenance	33%	42%	29%	41%	37%
Needed to move out (was living with parents, friends, etc.)	14%	7%	15%	20%	15%
Was renting and the lease was ending / being terminated	11%	9%	18%	14%	13%
Wanted to live closer to work or study	12%	11%	18%	20%	16%
Wanted to live closer to the beach / bay / harbour / river	18%	38%	12%	19%	20%
Wanted to live closer to the city	17%	24%	30%	31%	25%
Wanted access to facilities and amenities (e.g. pool, tennis court, etc.)	8%	16%	8%	10%	10%
Other	34%	27%	32%	26%	30%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
Why did you decide to move out of your previous home … the one you were living in or owned before you bought your apartment? (n= apartment residents)

NSW SURVEY PARTICIPANTS

What they were looking for

Most residents were looking for a 2 or 3 bed home, with 2 or 1 bathrooms and 1 or 2 car bays. 7% were looking for a 4 bed or larger apartment.

	1.	13%	**2.**	48%	**3.**	32%	**4+.**	7%
	1.	31%	**2.**	47%	**3+.**	22%		
	0.	11%	**1.**	54%	**2.**	34%	**3+.**	1%

What sort of property were you looking for before you bought your current apartment? (n=725 NSW apartment residents)

State by state **Residents of apartments located in:**	NSW	QLD	VIC	WA	National*
1 bed	13%	8%	18%	16%	14%
2 bed	48%	43%	58%	45%	49%
3 bed	32%	41%	20%	30%	30%
4+ bed	7%	8%	4%	9%	7%
1 bath	31%	13%	39%	26%	28%
2 bath	47%	64%	48%	53%	51%
3+ bath	22%	23%	14%	21%	20%
0 car bay	11%	4%	12%	5%	8%
1 car bay	54%	43%	61%	44%	50%
2 car bay	34%	50%	26%	49%	40%
3+ car bay	1%	4%	1%	2%	2%
Sample size:	*725*	*333*	*430*	*759*	*2342*

Percentages may not add to 100% due to rounding error.
What sort of property were you looking for before you bought your current apartment? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

Investors, in contrast, were generally looking for smaller properties. They were looking for 2 bed (not 2 and 3 bed), 1 bath (not 2 or 1 bath) and 1 car bay.

	1.	22%	**2.**	56%	**3.**	14%	**4+.**	1%	**Mix**	7%
	1.	55%	**2.**	37%	**3+.**	0%			**Mix**	8%
	0.	4%	**1.**	73%	**2.**	18%	**3+.**	0%	**Mix**	4%

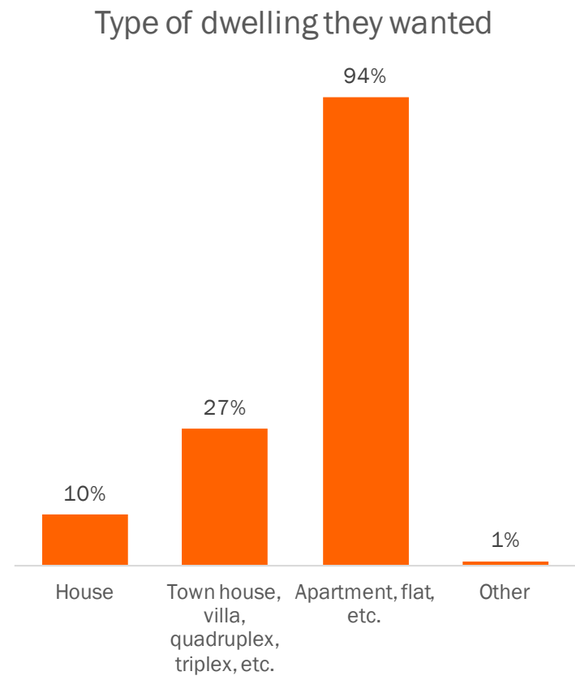
What size property were you looking for? (n=214 investors in NSW apartments)

State by state **Investors in apartments located in:**	NSW	QLD	VIC	WA	National*
1 bed	22%	13%	26%	17%	20%
2 bed	56%	54%	55%	52%	54%
3 bed	14%	21%	5%	19%	15%
4+ bed	1%	0%	0%	2%	1%
Mix of # bedrooms	7%	12%	13%	10%	10%
1 bath	55%	30%	65%	53%	53%
2 bath	37%	58%	27%	40%	39%
3+ bath	0%	0%	1%	1%	1%
Mix of # bathrooms	8%	11%	7%	6%	8%
0 car bay	4%	3%	9%	1%	3%
1 car bay	73%	63%	66%	55%	62%
2 car bay	18%	26%	16%	36%	27%
3+ car bay	0%	1%	1%	1%	1%
Mix of # car bars	4%	8%	8%	8%	7%
Sample size:	*214*	*115*	*167*	*392*	*938*

Percentages may not add to 100% due to rounding error.
What size property were you looking for? (n=investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*

Most of the investors in the 2019 Apartment Survey were looking for apartments.



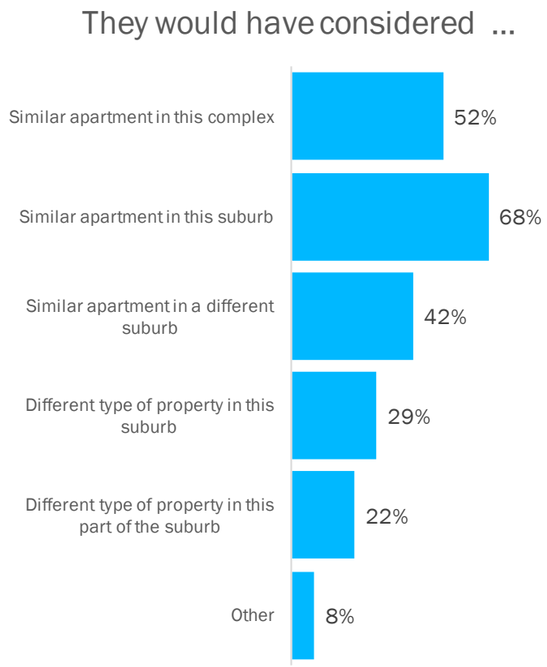
What type(s) of dwelling were you considering? Please select all that apply. (n=215 investors in NSW apartments)

Understanding the location vs property dynamic is important for understanding how apartments compete against other property types and locations.

90% would have considered a similar apartment to the one they got, with most preferring that the apartment be in the same suburb. 42% would have considered a different type of property.

Overall, 88% were looking for a property in the suburb they ended up in.

NSW SURVEY PARTICIPANTS



Would you have considered … (n=945 NSW survey participants)

Where they looked

No single medium has the eyes and ears of NSW apartment owners and residents.

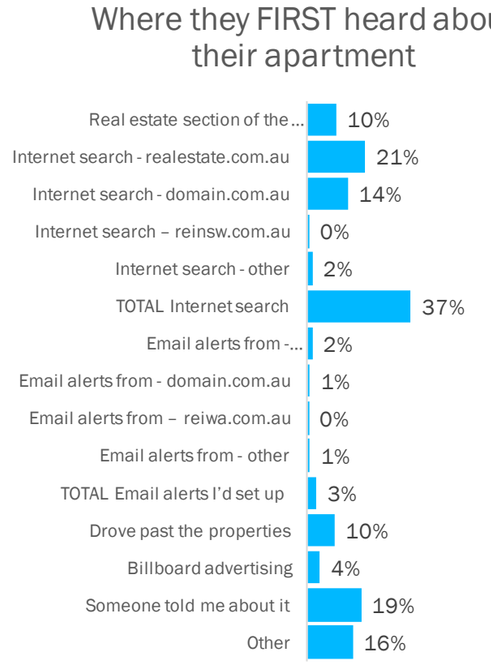
The medium that has garnered the most eyes *in the first instance* is the act of searching on the internet (37%), with a preference for realestate.com.au (21%) over domain.com.au (14%) secondly.

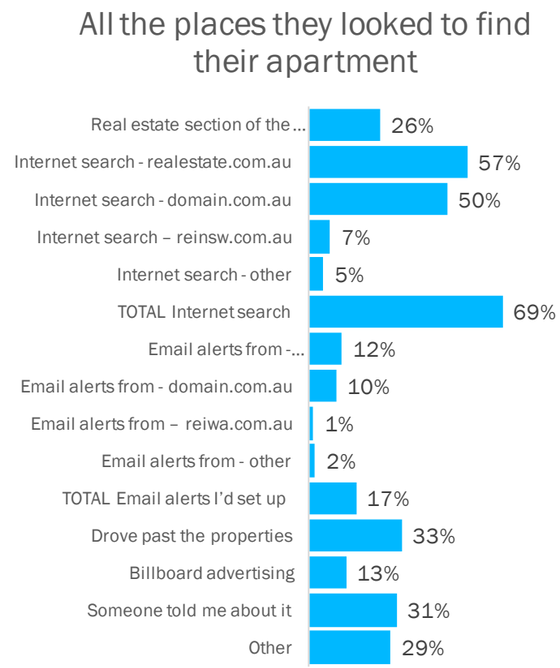
When all media are taken into account, the internet is the main place NSW people looked for their apartment they bought or rented (69%).

And the most popular websites they looked on were realestate.com.au (57%) and domain.com.au (50%).

This is the specific action of looking. Around 1 in 6 had set up email alerts for properties.

Amongst the rest … driving past the property, word of mouth and the real estate section of the local newspaper played a smaller role.





How did you FIRST hear about the apartment you bought / rented? How ELSE did you find out about the properties you looked at? (n=945 NSW survey participants)

Renters were the most reliant on internet search as the place they first found out about the properties they rented (71%). And they were most reliant on realestate.com.au (48%). When it came to total places they looked to find out about properties, the three groups were similar in how they found out about the properties they looked at.

State by state **Survey participants with apartments located in:**	NSW	QLD	VIC	WA	National*
Real estate section of the newspaper	26%	18%	18%	18%	20%
Internet search - realestate.com.au	57%	64%	65%	68%	64%
Internet search - domain.com.au	50%	29%	42%	26%	36%
Internet search – website for the local real estate institute	7%	9%	8%	28%	15%
Internet search	5%	6%	5%	5%	6%
TOTAL Internet search	**69%**	**70%**	**73%**	**75%**	**72%**
Email alerts from - realestate.com.au	12%	11%	16%	10%	12%
Email alerts from - domain.com.au	10%	4%	7%	3%	6%
Email alerts from – website for the local real estate institute	1%	1%	1%	2%	2%
Email alerts from - other	2%	3%	2%	1%	2%
TOTAL Email alerts I'd set up	**17%**	**14%**	**18%**	**13%**	**15%**
Drove past the properties	33%	41%	31%	34%	34%
Billboard advertising	13%	9%	14%	13%	13%
Someone told me about it	31%	34%	32%	28%	30%
Other	29%	35%	30%	23%	28%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
How did you FIRST hear about the apartment you bought / rented? How ELSE did you find out about the properties you looked at? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

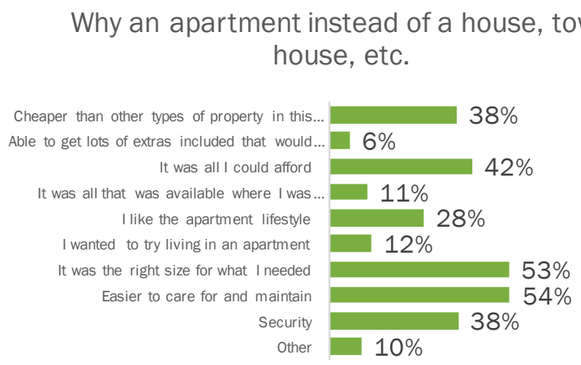
NSW SURVEY PARTICIPANTS

Why they chose an apartment over another type of property and what was important to them

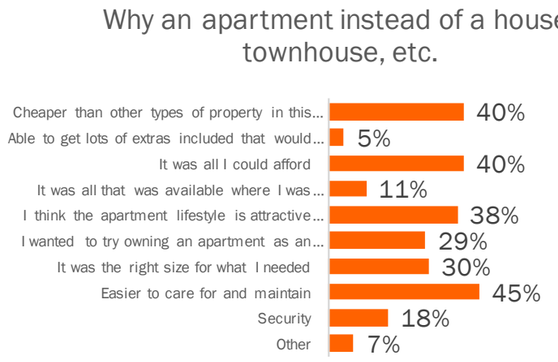
The residents and investors all chose an apartment over another type of property such as a house, townhouse, home unit, etc. They did so for different reasons.

Residents chose an apartment because it was easier to maintain and it was the right size for what they needed.

Investors chose an apartment because it was easier to maintain, price, affordability and the perception that the apartment lifestyle is attractive to tenants.



RESIDENTS



INVESTORS

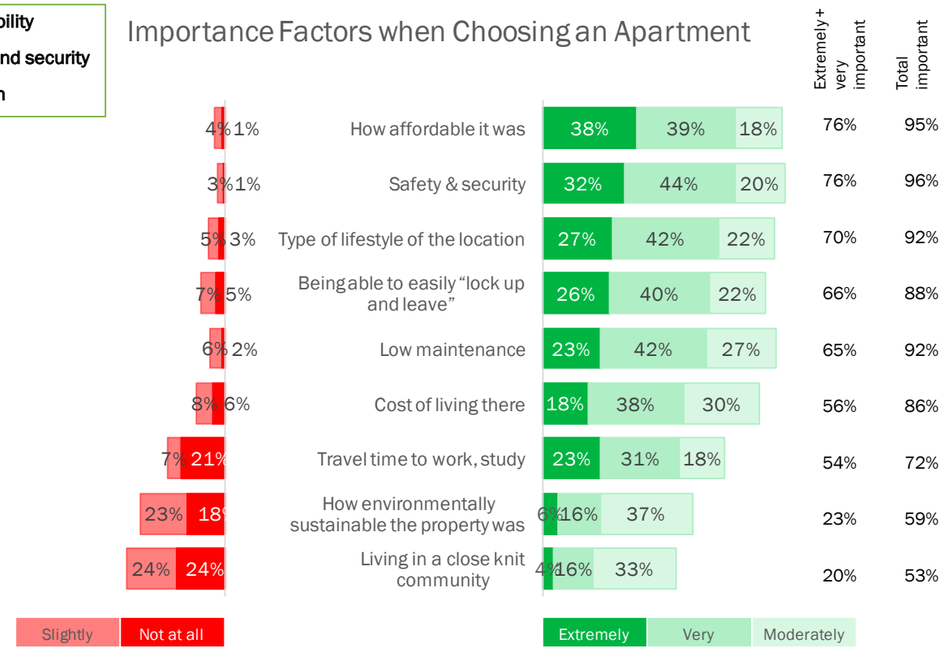
Why did you choose an apartment instead of another type of property such as a house or a town house or home unit, etc.? Please tick all that apply? (n=945 NSW survey participants)

More renters (67%) than resident owners (36%) chose an apartment over other property types at that location for price reasons.

When apartment residents (resident owners and renters) are looking for an apartment, three factors stand out as more important than others:

- Affordability
- Safety and security
- Location.

- **Affordability**
- **Safety and security**
- **Location**



How important were each of the following in choosing the apartment you just purchased / rented? (n=730 apartment residents)

Amongst the more important factors, there were no differences in the level of importance placed on them by resident owners compared to renters.

Amongst the moderately important factors, renters placed more importance on travel time to place or work or study (81% extremely or very vs. 53% for resident owners).

The environmental sustainability credentials of the property were one of the less important factors in choosing an apartment. They were more important to resident owners (61% total importance vs. 38% for renters).

NSW SURVEY PARTICIPANTS

State by state - % extremely or very important

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
How affordable it was	76%	70%	79%	72%	75%
Cost of living there	56%	52%	59%	58%	57%
Travel time to work, study	54%	38%	63%	56%	54%
Safety & security	76%	73%	76%	81%	78%
How environmentally sustainable the property was	23%	21%	23%	23%	23%
Low maintenance	65%	72%	63%	74%	69%
Type of lifestyle of the location	70%	75%	72%	70%	71%
Being able to easily "lock up and leave"	66%	72%	62%	73%	69%
Living in a close knit community	20%	13%	14%	15%5	16
Sample size:	*730*	*336*	*433*	*762*	*2369*

Nine separate measures are reported. Percentages will not add to 100%.

How important were each of the following in choosing the apartment you just purchased / rented? (n=apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

Buying off the plan (for those who bought their apartment)

22% of apartment owners (resident owners and investors) bought their apartment off the plan. The rest bought a completed apartment, either brand new or from the previous owner.

29% of apartment owners were able to see a display apartment, so they could see its size and how it was fitted out. Whilst more of those who saw a display apartment bought off the plan (39%) than those who didn't see a display apartment (14%), we don't know how many bought their apartment brand new. It is likely that a large proportion of those who didn't see a display apartment bought their apartment from the previous owner.

THE APARTMENT THEY CHOSE

SUMMARY

Most residents ended up choosing a 2-bedroom, 1 or 2-bathroom apartment with 1 car bay, a little smaller than what they were looking for. It typically has a study space, a laundry room, has the meals as part of an open plan space, has a balcony and comes with 1 lockable store room.

57% were in apartment complexes that had an elevator. 75% were in apartment complexes that came with facilities and amenities, although this was mostly limited to a communal garden and an outdoor relaxation area.

59% of residents had apartments with views of other apartments or rooftops from their main windows or balcony. 22% had water views. 38% had views of trees and parklands. And 20% had views of the city skyline.

Most were in apartments well served by cafes and restaurants, grocery shops, other services, and high frequency bus services.

(From earlier) we know that most residents were looking for a 2 or 3 bed home, with 2 or 1 bathrooms and 1 or 2 car bays.

Most residents ended up choosing a 2 bed, 1 or 2 bathroom apartment with 1 car bay.

And whilst almost 7% were looking for a 4 bed or larger apartment, only 3% ended up getting one.

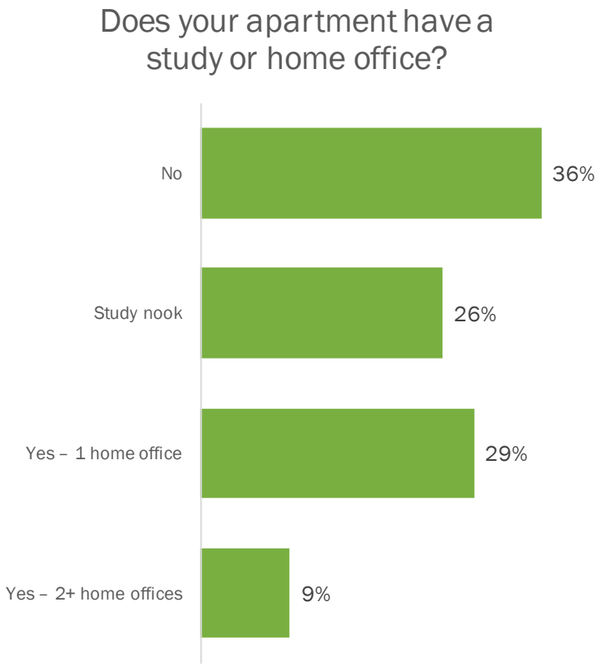
0-1.	24%	**2.**	54%	**3.**	20%	**4+.**	2%
1.	43%	**2.**	49%	**3+.**	8%		
0.	10%	**1.**	59%	**2.**	30%	**3+.**	1%

How many rooms of living spaces does your apartment have? (n=730 NSW apartment residents)

Overall, renters tended to have smaller apartments than resident owners.

NSW SURVEY PARTICIPANTS

The typical apartment has a study space, a laundry room, has the meals as part of an open plan space, has a balcony and comes with 1 lockable store room.



Does your apartment have? (n=730 NSW apartment residents)

57% of residents reported that their apartment complex had an elevator.

Apartment complexes often come with additional facilities and amenities for residents.

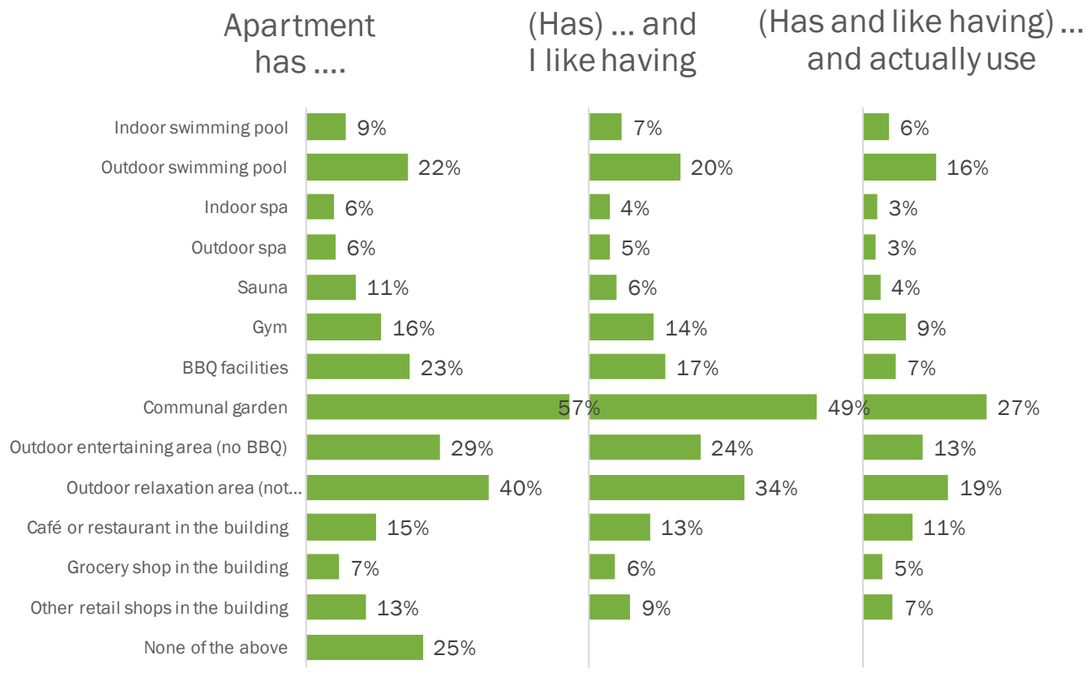
25% of residents reported not having any facilities and amenities.

Amongst the residents who were living in apartment complexes with facilities and amenities, the most common were:

- Communal garden
- Outdoor relaxation area.

These were also the facilities and amenities residents liked having.

When it came to actually using the facilities, the communal garden was the facility that residents had, liked having and said they actually used.



The most common facilities and amenities were

- **Communal garden**
- **Outdoor relaxation area**

These were also the facilities and amenities residents liked having.

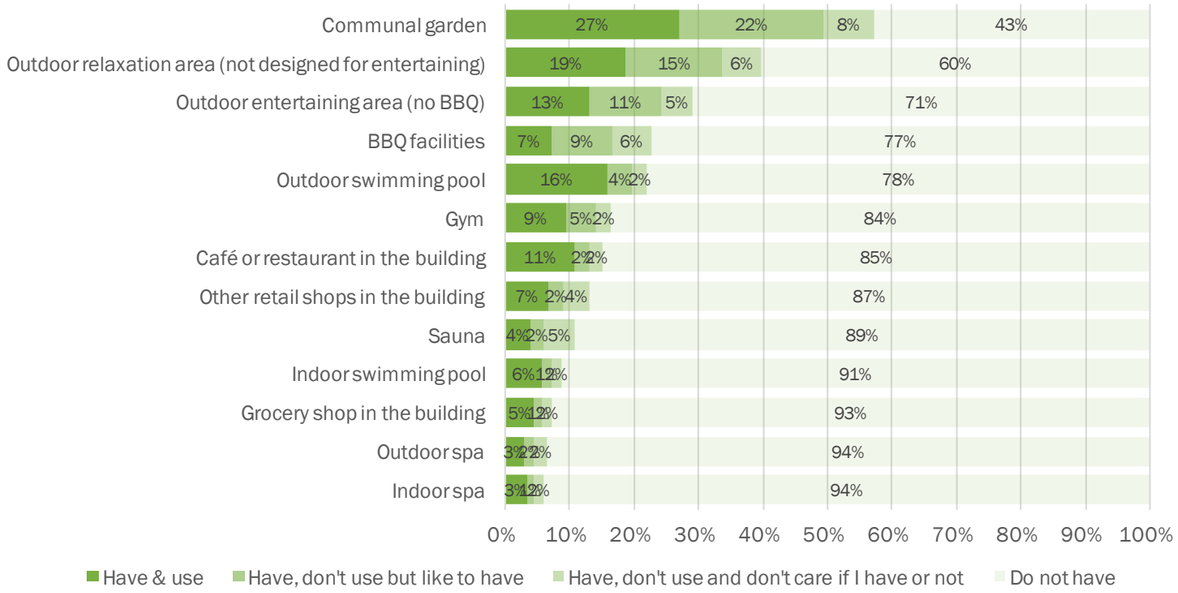
Where they have this facility, residents were most likely to use the outdoor pool, café or restaurant, grocery shop and indoor pool.

What does your apartment complex have (and do you use them)? (n=730 NSW apartment residents)

Most facilities were not widely available to NSW residents, which begs the question … if they were available would residents use it? The facilities that had the highest level of usage (amongst the few that had them) were the outdoor pool (22% have, 16% use, usage rate of 72%), café or restaurant (usage rate of 72%), grocery shop (usage rate of 65%) and indoor pool (64%).

NSW SURVEY PARTICIPANTS

What their apartment complex has (and whether they use it)



What does your apartment complex have (and do you use them)? (n=730 NSW apartment residents)

The apartment they chose

Residents

State by state - % have & use + % have, don't use but like to have + % have, don't use and don't care if have or not

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	9%	14%	21%	5%	11%
Outdoor swimming pool	22%	68%	13%	37%	32%
Indoor spa	6%	10%	12%	5%	7%
Outdoor spa	6%	29%	8%	11%	12%
Sauna	11%	31%	17%	23%	19%
Gym	16%	41%	31%	42%	31%
BBQ facilities	23%	63%	18%	41%	33%
Communal garden	57%	56%	43%	45%	50%
Outdoor entertaining area (no BBQ)	29%	40%	24%	36%	32%
Outdoor relaxation area (not designed for entertaining)	40%	39%	34%	34%	37%
Café or restaurant in the building	15%	18%	17%	12%	15%
Grocery shop in the building	7%	8%	6%	4%	6%
Other retail shops in the building	13%	15%	8%	7%	11%
None of the above	25%	12%	34%	27%	26%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Thirteen separate measures are reported. Percentages will not add to 100%.
What does your apartment complex have (and do you use them)? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

State by state - % have & use

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	6%	10%	13%	4%	7%
Outdoor swimming pool	16%	51%	7%	26%	22%
Indoor spa	3%	6%	6%	3%	4%
Outdoor spa	3%	16%	4%	6%	6%
Sauna	4%	12%	7%	7%	7%
Gym	9%	26%	17%	26%	19%
BBQ facilities	7%	30%	7%	16%	13%
Communal garden	27%	32%	19%	19%	23%
Outdoor entertaining area (no BBQ)	13%	20%	10%	16%	15%
Outdoor relaxation area (not designed for entertaining)	19%	21%	14%	13%	16%
Café or restaurant in the building	11%	14%	11%	8%	10%
Grocery shop in the building	5%	7%	4%	2%	4%
Other retail shops in the building	7%	10%	3%	2%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Thirteen separate measures are reported. Percentages will not add to 100%.
What does your apartment complex have (and do you use them)? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

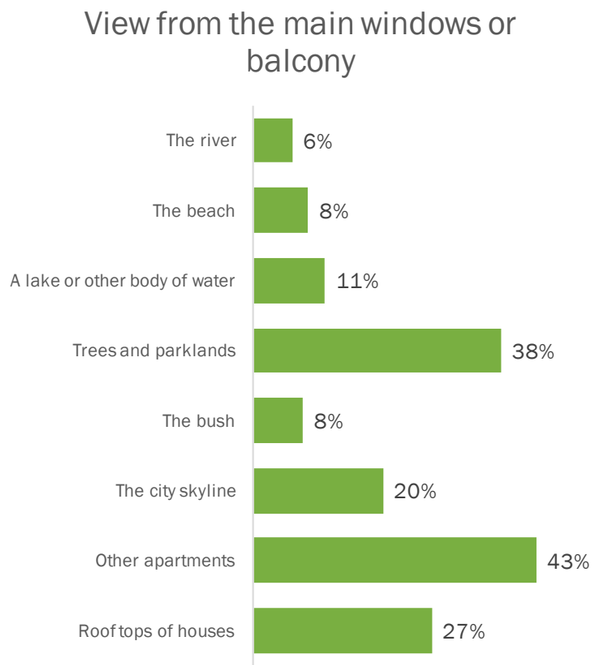
NSW SURVEY PARTICIPANTS

22% of those living in apartments report they have views of water (river, beach, harbour, lake or other body of water).

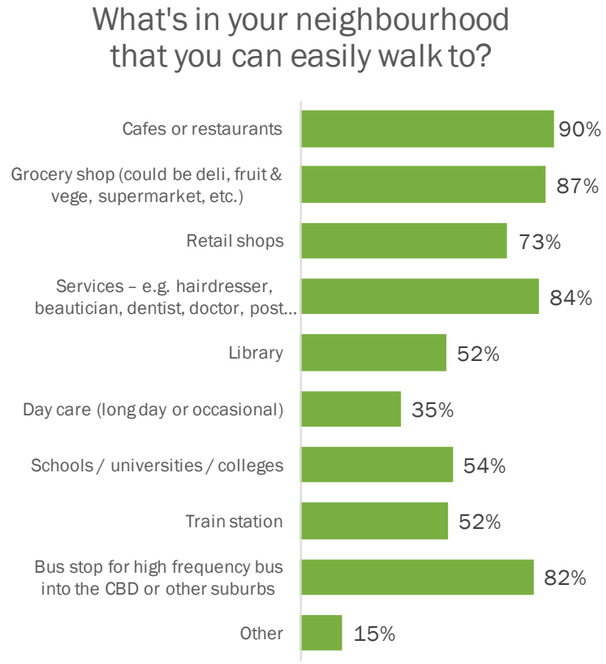
38% have green views (trees and parklands).

20% see the city skyline.

Almost three in five (59%), however, have views of other apartments or of the rooves of houses.



When you look out of the main windows or balcony of your apartment, what you do mainly see? (n=730 NSW apartment residents)



What is in your local neighbourhood that you can easily walk to? (n=730 NSW apartment residents)

People living in apartments are well served by:

- Cafes and restaurants
- Grocery shops
- Services
- Public transport.

SUMMARY

Most investors ended up choosing a 2-bedroom, 1-bathroom apartment with 1 car bay, similar to what they were looking for.

52% reported their investment apartment was in an apartment complex that had an elevator. 65% had investment in an apartment complex that came with facilities and amenities. These were similar to the ones reported by residents.

Also similar to the residents, investors reported their investment apartment was well served by cafes and restaurants, grocery shops, other services, high frequency bus services and retail shops.

NSW SURVEY PARTICIPANTS

(From earlier) we know that investors were generally looking for smaller properties than residents. They were looking for 2 bed (not 2 and 3 bed), 1 bath (not 2 or 1 bath) and 1 car bay.

Most investors ended up choosing a 2 bed, 1 bath apartment with 1 car bay.

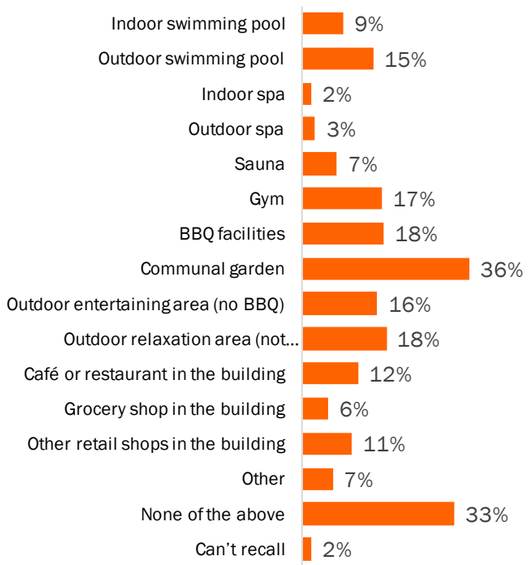
	1.	29%	**2.**	54%	**3.**	16%	**4+.** 1%
	1.	65%	**2.**	34%	**3+.**	1%	
	0.	12%	**1.**	70%	**2.**	17%	**3+.** 1%

How many bedrooms, bathrooms and car bays does your investment apartment have? (n=215 investors in NSW apartments)

52% of investors reported that their apartment complex had an elevator.

65% of investors reported that their apartment complexes came with facilities and amenities and these were similar to those reported by the residents.

Investment apartment complex has



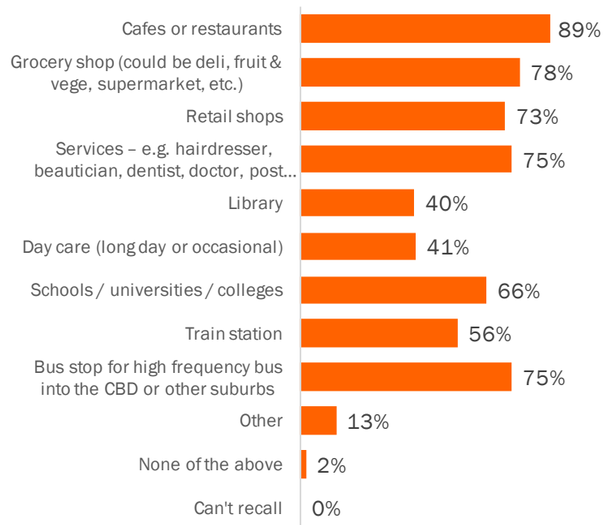
What facilities and amenities does the apartment complex your investment apartment is located in have? (n=215 investors in NSW apartments)

State by state Investors in apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	9%	6%	27%	1%	8%
Outdoor swimming pool	15%	61%	5%	28%	24%
Indoor spa	2%	9%	13%	2%	5%
Outdoor spa	3%	22%	5%	7%	7%
Sauna	7%	17%	19%	12%	12%
Gym	17%	33%	33%	28%	26%
BBQ facilities	18%	59%	30%	34%	32%
Communal garden	36%	55%	44%	38%	41%
Outdoor entertaining area (no BBQ)	16%	22%	19%	18%	18%
Outdoor relaxation area (not designed for entertaining)	18%	22%	16%	16%	17%
Café or restaurant in the building	12%	22%	15%	8%	12%
Grocery shop in the building	6%	7%	5%	1%	3%
Other retail shops in the building	11%	11%	6%	6%	8%
None of the above	33%	15%	31%	33%	30%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
What facilities and amenities does the apartment complex your investment apartment is located in have? (n=investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*

What is in the local neighbourhood where your investment apartment is located



The apartments bought by investors are well served by:

- Cafes and restaurants
- Grocery shops
- Services
- Public transport
- Retail shops.

What is in the local neighbourhood where your investment apartment is located? (n=215 investors in NSW apartments)

NSW SURVEY PARTICIPANTS

THE APARTMENT, THE APARTMENT COMPLEX AND THE LOCATION

WHAT THEY WOULD CHANGE ABOUT IT

SUMMARY

Most NSW survey participants are happy with the location of their apartment complex, but could find things they'd like to change about their apartment and the apartment complex.

And whilst they'd make a change, there is little agreement on what they would change.

Within the apartment, the area to attract the most attention was the need for more storage (36%). For the apartment complex, it was more visitor parking (28%).

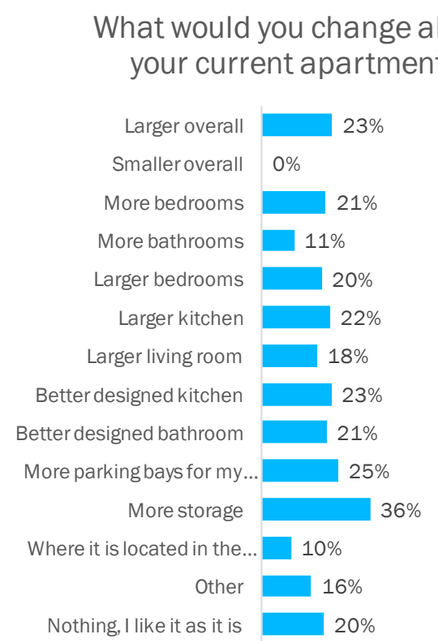
Overall, getting to know the neighbours is not particularly important for resident owners and renters. Only 15% rate this as extremely or very important.

The apartment

Almost 1 in 5 are happy with their current apartment and wouldn't change a thing.

And those who would change something don't agree at about what they would change, evidence that apartments and how you live in them are unique to the individual.

The aspect to garner the most attention … more storage.



What would you change about your current apartment? (n=945 NSW survey participants)

Reflecting their smaller apartments, more renters than owners (investors and owner occupiers) would change their apartment to be larger overall (41% vs. 23%), with larger bedrooms (36% vs. 19%), a larger living room (45% vs. 17%) and a better designed kitchen (48% vs. 22%).

The apartment

State by state Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Larger overall	23%	22%	31%	21%	23%
Smaller overall	0%	0%	1%	0%	0%
More bedrooms	21%	17%	20%	17%	19%
More bathrooms	11%	10%	13%	10%	10%
Larger bedrooms	20%	15%	22%	17%	18%
Larger kitchen	22%	13%	22%	20%	20%
Larger living room	18%	15%	22%	16%	18%
Better designed kitchen	23%	19%	26%	21%	22%
Better designed bathroom	21%	17%	22%	20%	20%
More parking bays for my apartment	25%	25%	26%	28%	26%
More storage	36%	40%	43%	34%	37%
Where it is located in the apartment building or apartment complex	10%	8%	9%	9%	9%
Other	16%	17%	14%	18%	17%
Nothing, I like it as it is	20%	20%	17%	19%	19%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
What would you change about your current apartment? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

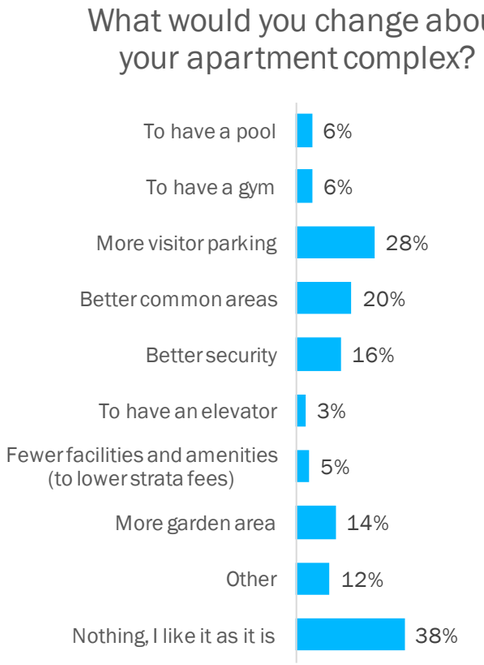
The apartment complex

Almost 2 in 5 are happy with their apartment complex and wouldn't change a thing.

As with their apartment, those who would change something don't agree at about what they would change.

The aspect to garner the most attention … more visitor parking.

NSW SURVEY PARTICIPANTS



What would you change about the apartment complex you live in? (n=945 NSW survey participants)

State by state Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
To have a pool	6%	5%	8%	10%	8%
To have a gym	6%	8%	7%	7%	7%
More visitor parking	28%	30%	30%	37%	32%
Better common areas	20%	20%	22%	19%	20%
Better security	16%	12%	19%	20%	17%
To have an elevator	3%	3%	2%	3%	3%
Fewer facilities and amenities (to lower strata fees)	5%	8%	8%	8%	7%
More garden area	14%	11%	22%	15%	15%
Other	12%	16%	11%	13%	13%
Nothing, I like it as it is	38%	35%	30%	26%	31%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

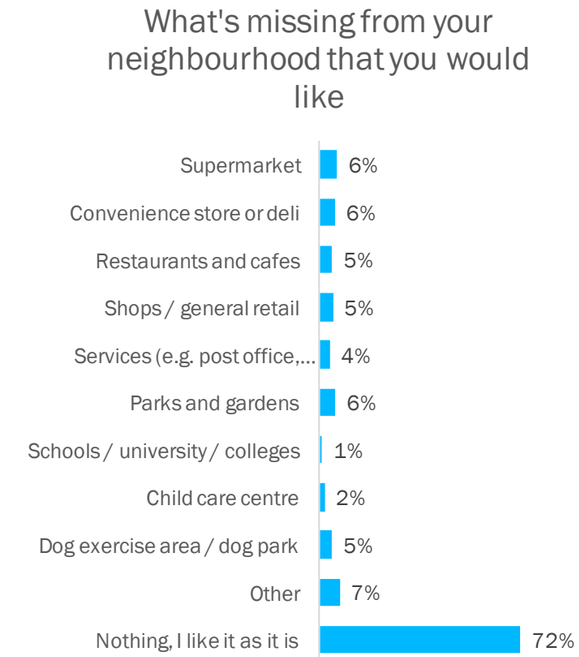
Multiple responses allowed. Percentages will not add to 100%.
What would you change about the apartment complex you live in? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

The neighbourhood

More than 7 in 10 would not change the neighbourhood where their apartment complex is located.

And amongst those who would, nothing stands out as consistently missing.



What is missing from your neighbourhood that you would like? (n=945 NSW survey participants)

State by state Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Supermarket	6%	7%	9%	13%	10%
Convenience store or deli	6%	4%	4%	8%	6%
Restaurants and cafes	5%	4%	3%	9%	6%
Shops / general retail	5%	5%	3%	6%	5%
Services (e.g. post office, hair dresser, etc.)	4%	4%	4%	5%	4%
Parks and gardens	6%	5%	7%	4%	5%
Schools / university / colleges	1%	1%	2%	3%	2%
Child care centre	2%	2%	3%	3%	2%
Dog exercise area / dog park	5%	6%	5%	6%	6%
Other	7%	5%	5%	6%	6%
Nothing, I like it as it is	72%	71%	72%	63%	68%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
What is missing from your neighbourhood that you would like? (n= survey participants)

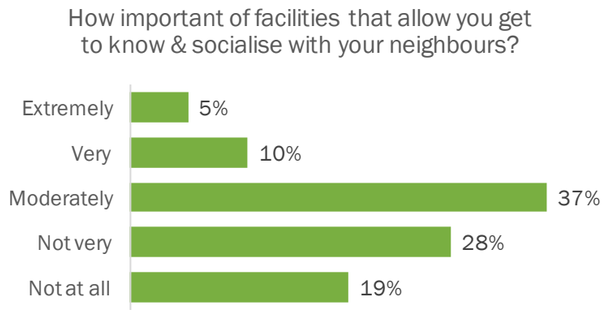
** National includes all survey participants, including those in the smaller states not separately tabled.*

Getting to know the neighbours

Apartment residents are not particularly needing of facilities to help them to get to know their neighbours.

Only 15% rate this as extremely or very important. A total of 52% rate it as at least moderately important.

NSW SURVEY PARTICIPANTS



How important is it for your apartment complex to have facilities that allow you get to know your neighbours and socialise with them? (n=730 NSW apartment residents)

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very important	15%	17%	17%	16%	16%
Extremely, very or moderately important	52%	54%	42%	51%	50%
Sample size:	*730*	*336*	*433*	*762*	*2369*

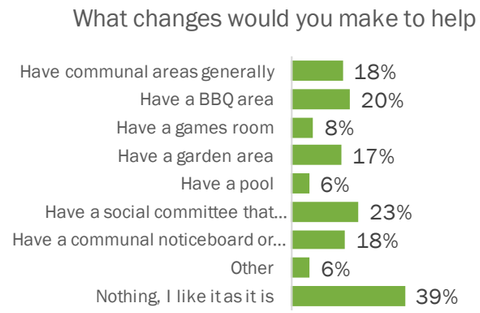
How important is it for your apartment complex to have facilities that allow you get to know your neighbours and socialise with them? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

The 52% who see such facilities as extremely, very or moderately important are split on what changes they'd make to their apartment complex to facilitate that.

35% believe their apartment is fine as is.

After that, the social committee is the next most valued addition.



What changes would you make to your apartment complex that would help you to get to know and socialise with your neighbours? (n=382 NSW apartment residents who believe it's extremely, very or moderately important for their apartment complex to have facilities that allow them to get to know their neighbours and socialise with them)

An apartment somewhere else

Only 13% of NSW apartment residents feel there is somewhere else they would like to live that doesn't currently have many options for those wanting an apartment lifestyle.

However, as evidence of the uniqueness of each apartment resident, there was a wide variety of suburbs and towns stretching from the central coast and northern beaches down into the eastern suburbs and further south, and inland through the inner west to the western suburbs.

NSW SURVEY PARTICIPANTS

OWNING AN APARTMENT
VIEWS OF THE FINANCIAL SIDE

SUMMARY

2 in 3 apartment owners pay up to $500-$1500 a quarter in strata fees.

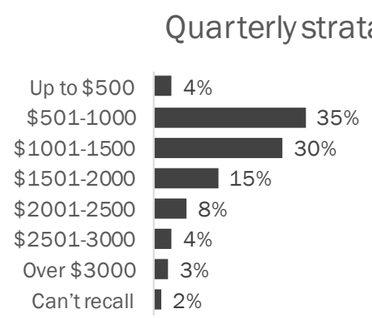
They are split in terms of whether they consider this value for money. The largest group (42%) consider it fair value for money. Except in the $500/quarter category, value for money is not related to the dollar value of the strata fees they pay.

When it comes to maintaining the condition of their apartment complex and its value, most people would pay the same (64%) or less (23%) than they do now.

Despite the media commentary on property values, and particularly apartment values, most investors are fairly bullish about the value of their investment apartments in the longer term. 94% believe their investment will have increased in value in 10 years' time.

Strata fees

Almost 2 in 3 apartment owners (investors and resident owners) pay $500-$1500 each quarter in strata fees.



What do you pay in strata fees each quarter? (n=903 owners of NSW apartments – resident owners and investors)

Investors report paying less in strata fees than resident owners. 51% of investors pay up to $1000/quarter and 80% pay up to $1500/quarter compared to 35% and 65% of resident owners respectively.

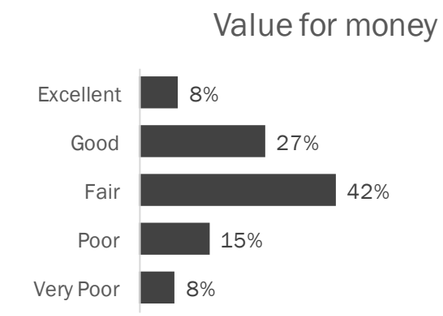
The largest group (42%) consider this fair value for money.

Amongst the rest, they more inclined to consider this value for money than not.

35% consider it excellent or good value.

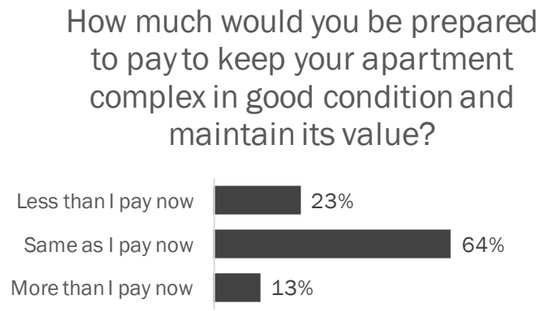
23% consider it very poor or poor value.

Value for money is strongly not related to the dollar value of strata fees for most apartment owners. Only those paying up to $500 a quarter are more likely to consider their strata fees excellent or good value for money (62%). Amongst the rest, those paying lower fees are just as likely to rate their fees as being good or poor value for money as those paying higher fees.



How would you rate your strata fees in terms of value for money? (n=889 owners of NSW apartments – resident owners and investors; 14 don't know excluded)

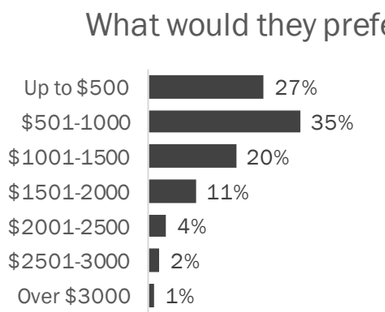
When it comes to maintaining the condition of their apartment complex and its value, most people would pay the same or less than they do now.



How much would you be prepared to pay in strata fees each quarter to keep your apartment complex in good condition and maintain its value? (n=903 owners of NSW apartments – resident owners and investors)

NSW SURVEY PARTICIPANTS

Three in 5 of those who would pay a different amount to what they pay now would prefer to pay up to $1000 each quarter.



You said you'd prefer to pay a different amount to what you pay now … how much would you be prepared to pay each quarter to keep your apartment in good condition and maintain its value? (n=324 owners of NSW apartments – resident owners and investors who would pay less or more than they currently pay)

Those who would prefer to pay less congregated around the three lowest strata fee categories. When analysed against what they currently pay, most of those preferred to drop down to the $500/quarter category below what they are paying now.

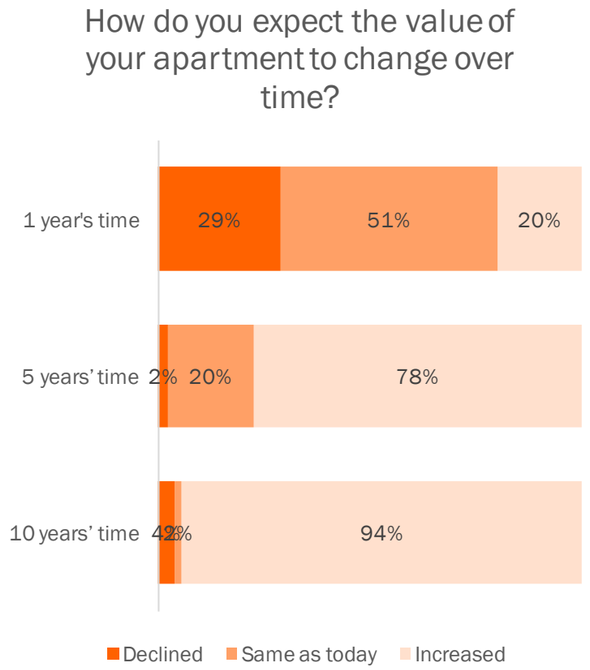
The outlook for their investment

Despite the media commentary on property values, and particularly apartment values, investors are fairly bullish about the value of their investment apartments in the longer term.

Most see them remaining the same (51%) or falling (29%) in a year's time.

They see the situation reversing in 5 years, believing values will increase (78%) or stay the same (20%).

In 10 years' time, more than 9 in 10 believe values will have increased.



How do you expect the value of your apartment to change over time? How do you believe its value will have changed in… (n=215 investors in NSW apartments)

NSW SURVEY PARTICIPANTS

NEXT TIME

SUMMARY

In their housing journey, most residents downsized when they moved into their apartment. However, it may have been a step too far with many opting to increase the number of bedrooms and car bays if they were to move again.

Investors, too, would consider a place with more bedrooms, more bathrooms and more car bays if they were to buy another investment property.

Few (9%) apartment owners (resident owners and investors) were extremely or very comfortable buying off the plan.

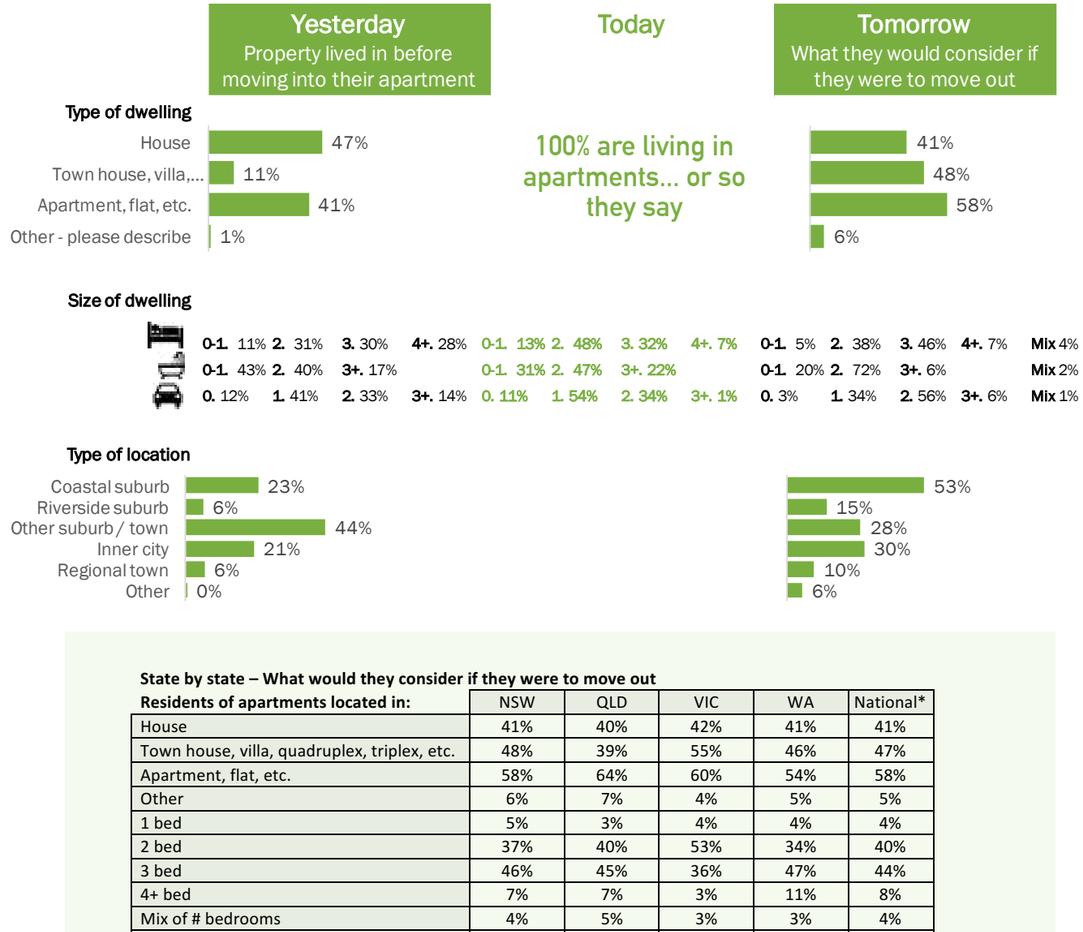
Apartment residents – their housing journey

Apartment residents – resident owners and renters – mostly came from houses (47%) or apartments (41%) before they moved into their current apartment. And whilst more than half would consider an apartment for their next home, they were similarly likely to consider other forms of higher density living.

This may be partly driven by a need for more space. Generally they moved into an apartment with fewer bedrooms and car bays than their previous home. Their next home was typically going to be larger – more bedrooms and more car bays.

There was a definite trend towards more coastal locations for their next home.

WHERE THEIR APARTMENT FITS INTO THEIR PROPERTY JOURNEY



State by state – What would they consider if they were to move out

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
House	41%	40%	42%	41%	41%
Town house, villa, quadruplex, triplex, etc.	48%	39%	55%	46%	47%
Apartment, flat, etc.	58%	64%	60%	54%	58%
Other	6%	7%	4%	5%	5%
1 bed	5%	3%	4%	4%	4%
2 bed	37%	40%	53%	34%	40%
3 bed	46%	45%	36%	47%	44%
4+ bed	7%	7%	3%	11%	8%
Mix of # bedrooms	4%	5%	3%	3%	4%
1 bath	20%	10%	26%	20%	20%
2 bath	72%	80%	66%	74%	72%
3+ bath	6%	9%	6%	6%	6%
Mix of # bathrooms	1%	1%	2%	1%	1%
0 car bay	3%	1%	4%	2%	3%
1 car bay	34%	22%	39%	18%	27%
2 car bay	56%	66%	50%	70%	61%
3+ car bay	6%	9%	6%	9%	8%
Mix of # car bars	2%	1%	1%	1%	1%
Coastal suburb	53%	64%	40%	46%	50%
Riverside suburb	15%	28%	18%	33%	23%
Other suburb / town	28%	18%	30%	24%	26%
Inner city	30%	26%	52%	42%	38%
Regional town	10%	7%	9%	6%	8%
Other	6%	5%	5%	3%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Bed, bath, bay: Percentages may not add to 100% due to rounding error.
Type of dwelling, type of location: Multiple responses allowed. Percentages will not add to 100%.
If you were to move out of your current apartment, which would you consider? (n=apartment residents)
** National includes all survey participants, including those in the smaller states not separately tabled.*

NSW SURVEY PARTICIPANTS

Investors – their investment journey

59% would buy another investment property (apartment or otherwise) again. 32% were sitting on the fence.

That 59% were more inclined to choose an apartment, but were also open to other types of property.

Like the residents, they were also interested in larger properties – more bedrooms, more bathroom and more car bays.

And they were willing to consider a variety of locations, with lifestyle-oriented locations definitely popular.

CURRENT INVESTMENT....

Today
Their current investment

Type of dwelling

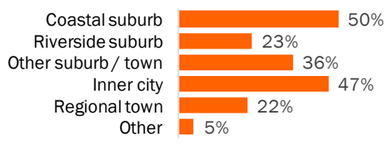
100% own an investment apartment

... or so they say

Size of dwelling

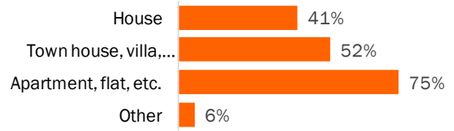
0-1. 29%	**2.** 54%	**3.** 16%	**4+.** 1%	
0-1. 64%	**2.** 34%	**3+.** 2%		
0. 12%	**1.** 70%	**2.** 17%	**3+.** 1%	

Type of location



NEXT TIME...

Tomorrow
What they would consider if they were to invest again



0-1. 7%	**2.** 38%	**3.** 31%	**4+.** 9%	**Mix** 15%
0-1. 21%	**2.** 67%	**3+.** 2%		**Mix** 10%
0. 2%	**1.** 29%	**2.** 59%	**3+.** 0%	**Mix** 10%

State by state – What would they consider if they were to invest again

Investors in apartments located in:	NSW	QLD	VIC	WA	National*
House	41%	43%	52%	64%	51%
Town house, villa, quadruplex, triplex, etc.	52%	60%	62%	59%	57%
Apartment, flat, etc.	75%	83%	65%	52%	65%
Other	6%	2%	4%	5%	5%
1 bed	7%	2%	10%	5%	6%
2 bed	38%	38%	46%	28%	36%
3 bed	30%	40%	22%	37%	33%
4+ bed	9%	2%	5%	18%	10%
Mix of # bedrooms	15%	19%	17%	12%	15%
1 bath	21%	10%	29%	19%	20%
2 bath	67%	76%	57%	70%	68%
3+ bath	2%	5%	3%	4%	3%
Mix of # bathrooms	10%	10%	11%	7%	9%
0 car bay	2%	0%	2%	1%	1%
1 car bay	30%	24%	42%	18%	27%
2 car bay	59%	62%	46%	71%	61%
3+ car bay	0%	2%	0%	6%	2%
Mix of # car bars	10%	13%	10%	5%	9%
Coastal suburb	50%	67%	38%	53%	51%
Riverside suburb	23%	49%	17%	50%	35%
Other suburb / town	36%	37%	39%	36%	37%
Inner city	47%	60%	65%	53%	54%
Regional town	22%	14%	16%	11%	16%
Other	5%	5%	8%	7%	6%
Sample size:	*125*	*63*	*93*	*163*	*468*

Bed, bath, bay: Percentages may not add to 100% due to rounding error.
Type of dwelling, type of location: Multiple responses allowed. Percentages will not add to 100%.
If you were to buy another investment property, which would you consider? (n=investors in apartments who would buy another investment property again)
** National includes all survey participants, including those in the smaller states not separately tabled.*

Buying an apartment in the next 12 months

Only 6% of apartment residents are extremely or very likely to buy an apartment in the next 12 months.

State by state

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very likely	6%	4%	6%	4%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

How likely are you to buy an apartment in the next 12 months? (n=apartment residents)
** National includes all survey participants, including those in the smaller states not separately tabled.*

Buying an apartment as an investment

52% of investors in NSW apartments would buy an apartment as an investment property again. 32% were sitting on the fence – they might.

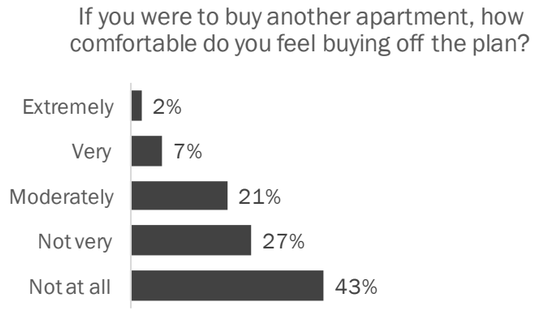
NSW SURVEY PARTICIPANTS

Buying off the plan

Apartment owners are not particularly comfortable buying off the plan.

9% are extremely or very comfortable with it.

Only 3 in 10 are extremely, very or moderately comfortable with buying off the plan.



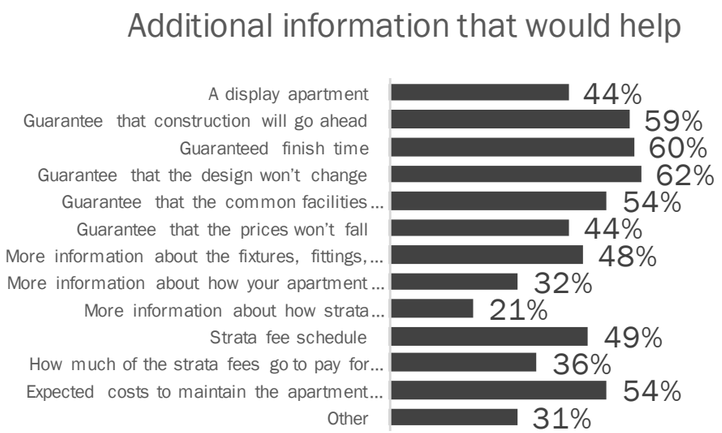
Many new apartments are sold off the plan as the developers need to get sufficient sales for the bank to lend them the money to finish the development. If you were to buy another apartment, how comfortable do you feel buying off the plan? (n=903 owners of NSW apartments – resident owners and investors)

State by state

Owners of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very comfortable	9%	14%	17%	15%	14%
Extremely, very or moderately comfortable	31%	40%	39%	45%	39%
Sample size:	*903*	*435*	*573*	*1065*	*3124*

The 7 in 10 who feel not very or not at all comfortable buying off the plan would like more information to make them feel more comfortable.

They were interested in a variety of additional information.



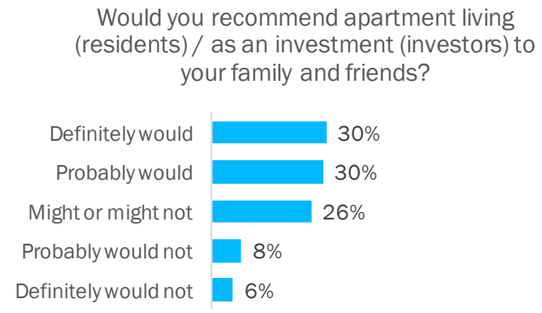
What additional information would you need to help you feel more comfortable buying off the plan? (n=627owners of NSW apartments – resident owners and investors – who were not very or not at all comfortable buying off the plan)

APARTMENT ADVOCACY

Apartment owners and residents are definitely advocates for the apartment lifestyle.

60% would recommend the apartment lifestyle.

13% would not.



Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n=945 NSW survey participants)

Advocacy is strongest for resident owners, renters and investors.

Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n=945 NSW survey participants)

State by state – Definitely or probably recommend

Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Resident owners	60%	67%	62%	70%	65%
Renters	57%	75%	81%	80%	74%
Investors	60%	60%	57%	37%	50%
All survey participants	60%	65%	62%	59%	61%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

AUSTRALIAN APARTMENT ADVOCACY

NSW SURVEY PARTICIPANTS

SATISFACTION RATES

Satisfaction rates with apartment living/ownership was very high across all States, with 93% positive rating in Victoria through to 98% in QLD.

Column %	NSW	QLD	Victoria	WA	NET
Not at all satisfied	3%	1%	2%	2%	2%
Slightly satisfied	3%	1%	5%	2%	3%
Moderately satisfied	23%	22%	21%	27%	23%
Very satisfied	42%	53%	51%	42%	46%
Extremely satisfied	29%	24%	22%	26%	26%
NET	100%	100%	100%	100%	100%

How satisfied are you with your apartment? by Which state is your apartment located in (the one you referred to when you took part in the 2019 Apartment Survey n 2500)

SHORT STAY TRENDS

Short stay trends

What was interesting to note was that across most of the states, 50% or more survey respondents were affected by short stay accommodation in a negative way. The only variation was WA at just 39%. This related mostly to noise, parking, wear and tear and concerns over security.

Column %	NSW	QLD	Victoria	WA	NET
Extremely negative	20%	15%	15%	15%	17%
Moderately negative	12%	17%	18%	10%	14%
Slightly negative	16%	21%	17%	14%	16%
No impact at all	30%	23%	36%	37%	32%
Slightly positive	2%	1%	1%	1%	1%
Moderately positive	1%	6%	1%	1%	2%
Extremely positive	3%	5%	2%	3%	3%
Don't know	16%	13%	11%	18%	15%
NET	100%	100%	100%	100%	100%

What sort of impact does short stay accommodation have on you and your apartment? by Which state is your apartment located in (the one you referred to when you took part in the 2019 Apartment Survey)

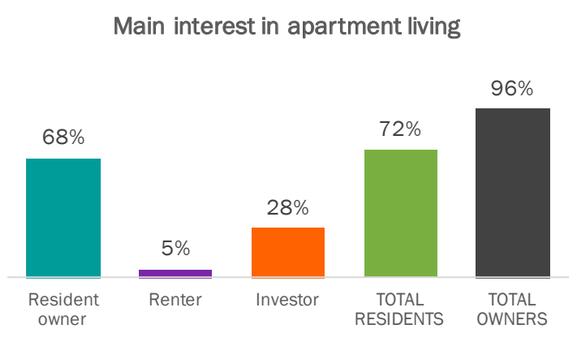
VIC
SURVEY PARTICIPANTS

VIC SURVEY PARTICIPANTS

WHO ARE THEY?

96% were owners – either resident owners or investors.

72% were residents – either resident owners or renters.



To start with … what is your main interest in apartment living? Please the one that best applies to your situation. (n=600 VIC survey participants)

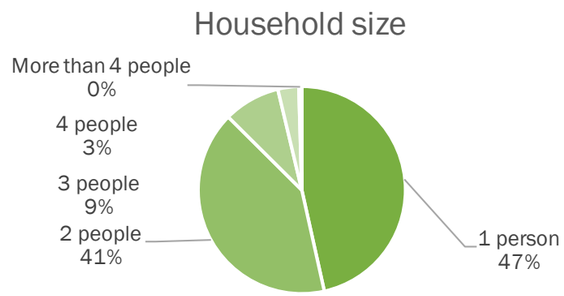
SUMMARY

Residents (72% of survey participants):

Whilst the apartment residents surveyed from Victoria were mainly living in one and two person households, this is possibly related more to the size of apartment available than a household choice. The lack of larger apartments limits the options for larger households. The majority of residents are in working age households and from professional occupations.

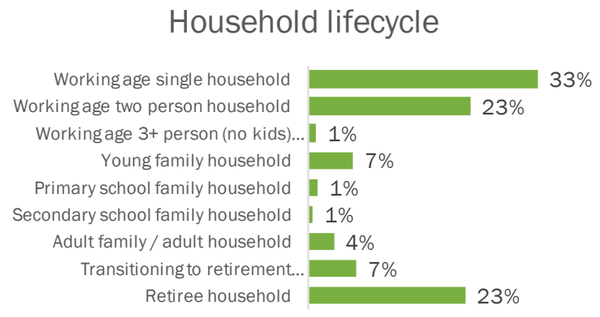
72% of survey participants were living in an apartment. 68% were resident owners and 5% were renting.

87% lived in 1 or 2 person households.



How many people are living in your household? (n=433 VIC apartment residents)

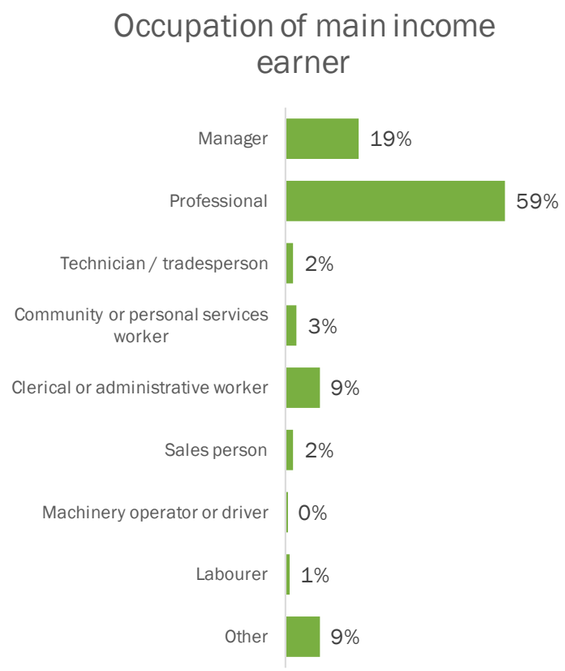
70% were working age adult or family households. Fewer than 10% of households had children and these were mostly below school age children or adult children / dependents.



Household lifecycle was created using number of people in the household, their employment status and the presence of children in the household. (n=430 VIC apartment residents)

VIC SURVEY PARTICIPANTS

The residents who were not from retiree households are mostly in professional occupations.



Which of the following best describes the occupation of the main income earner in your household? (n=335 VIC apartment residents who were not from retiree households.)

SUMMARY

Investors (28% of survey participants):

Most of the investors in apartments in Victoria surveyed had purchased their investment as an investment.

62% had a residential investment portfolio comprising two of more properties. These portfolios were diversified in their property type, with apartments figuring prominently amongst the other properties.

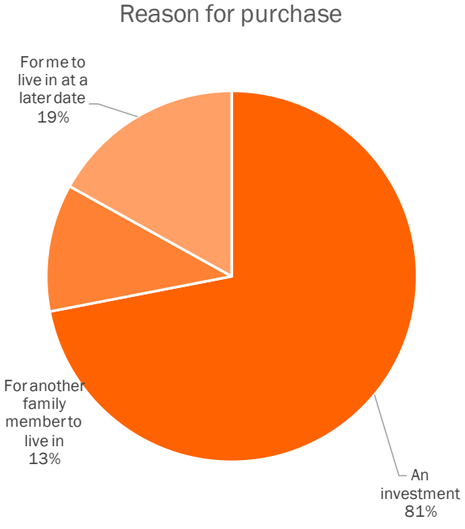
Most investors chose to invest close to home, with most of them living in Victoria.

28% of survey participants were investors, owning an apartment as an investment.

The majority of investors in apartments in Victoria purchased their apartment as an investment.

THE INVESTORS

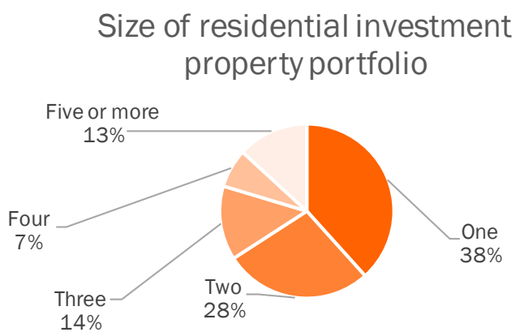
The majority of investors in apartments in Victoria purchased their apartment as an investment.



Was your apartment purchased as an investment or for another family member to live in? (n=167 investors in VIC apartments)

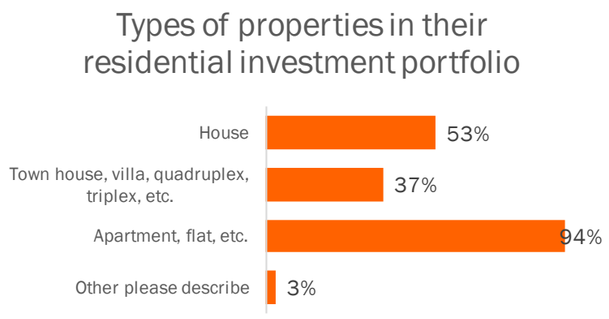
VIC SURVEY PARTICIPANTS

62% of the investors surveyed owned two or more investment properties, with most of that group owning two.



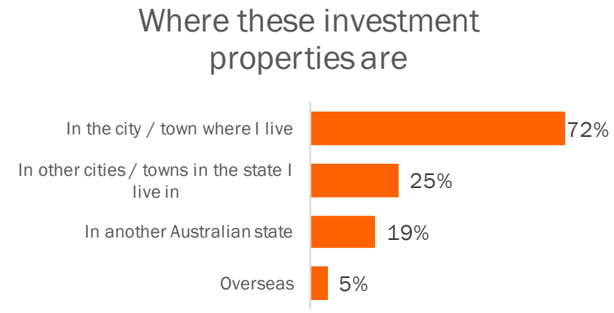
How many residential investment properties do you own? (n=167 investors in VIC apartments)

Amongst that 62%, their other investments cover the full range of property types.



What type(s) of dwellings do you have in your residential investment portfolio? (n=103 investors in VIC apartments who own more than one investment property)

Most investors choose to invest close to home.



Where do you own apartments as investment properties? Please give more than one response if you own investment apartments in different locations. (n=167 investors in VIC apartments).

Investors – Where are their investment properties?

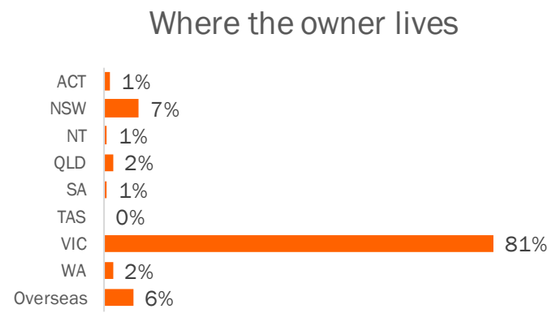
State by state

Investors in apartments located in:	NSW	QLD	VIC	WA	National*
In the city / town where I live	62%	55%	72%	72%	68%
In other cities / towns in the state I live in	34%	34%	25%	25%	28%
In another Australian state	17%	36%	19%	18%	21%
Overseas	4%	7%	5%	2%	3%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
Where do you own apartments as investment properties? Please give more than one response if you own investment apartments in different locations. (n= investors in apartments).

** National includes all survey participants, including those in the smaller states not separately tabled.*

And most of those investing in apartments in Victoria live in Victoria themselves.



Where do you live? (n=167 investors in VIC apartments)

VIC SURVEY PARTICIPANTS

SAMPLE PROFILE: THE APARTMENTS
WHERE WERE THE APARTMENTS AND WHAT WERE THEY LIKE

SUMMARY

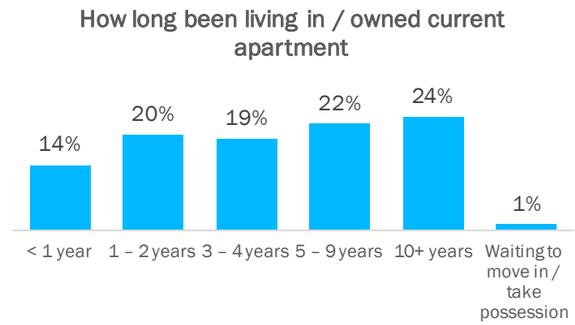
There is quite a diversity of length of tenure. 14% have had their current apartment for less than 1 year.Almost 1 in 4 have had their apartment for 10 years or longer.

The majority describe their apartment as being within walking distance of facilities and amenities such as shops, cafes and restaurants, public transport and green space. Half describe where they live as inner city or suburb centre.

Residents and investors alike mostly chose their apartments for its location, followed by its proximity to public transport.

When choosing where to live, residents can factor in the apartment, the apartment complex and where the apartment complex is located. What they like about the apartment they chose was its location in the apartment complex, its design, the views, that it's low maintenance and the size of the rooms. They like their apartment complex because of its security, its height, residents parking and its size. And they like the location of their apartment complex for its proximity to public transport, shops, cafes and restaurants, and parks, as well as the particular suburb it's located in.

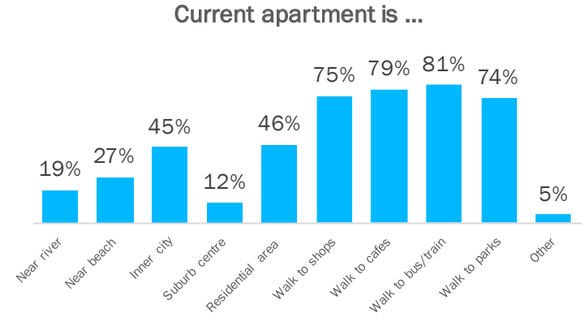
There is a mix of apartment tenures. 14% have owned or been living in their current apartment for less than a year. Almost one in four have had their apartment for ten years or longer and almost 2 in 3 have had theirs for 5 years or longer.



How long have you been living in / owned (investors) your current (investment) apartment? (n=600 VIC survey participants)

Renters tended to have had their current apartment for a shorter period of time (63% up to 2 years and 82% up to 4 years, compared to 32% and 52% for owners – investors and resident owners).

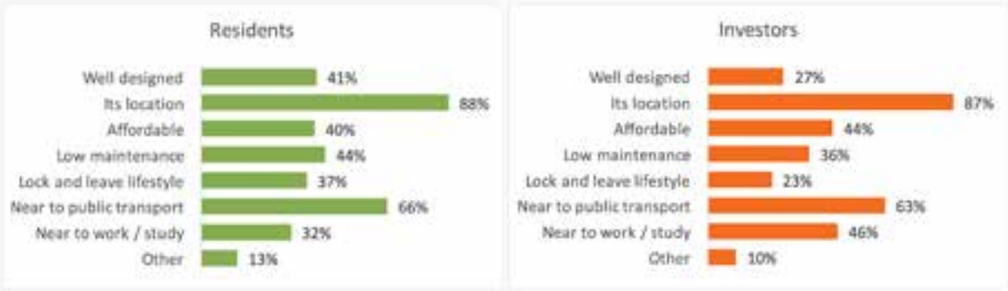
Whilst there is a real mix in terms of whether their apartment is inner city, suburb centre or residential, near the river or the beach, what is common is that more than three in four apartments are walkable to shops or cafes or public transport or parks and other amenities. Half describe their apartment as being inner city of suburb centre.



Where is your current apartment? Please tick all that apply (n=600 VIC survey participants)

VIC SURVEY PARTICIPANTS

Residents and investors chose their apartments for similar reasons. First and foremost was their location, followed by proximity to public transport.



Why did you choose your current (investment) apartment? (n=600 VIC survey participants)

Why they chose their apartment

State by state

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Well designed	42%	48%	41%	35%	40%
Because of its location	83%	91%	88%	86%	85%
Affordable	42%	35%	40%	37%	39%
Low maintenance	38%	46%	44%	50%	45%
Means I can have a lock and leave lifestyle	34%	50%	37%	52%	44%
Near to public transport	61%	44%	66%	49%	55%
Near to work / study	22%	19%	32%	32%	27%
Other	13%	12%	13%	9%	12%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
Why did you choose your current (investment) apartment? (n= apartment residents)

State by state

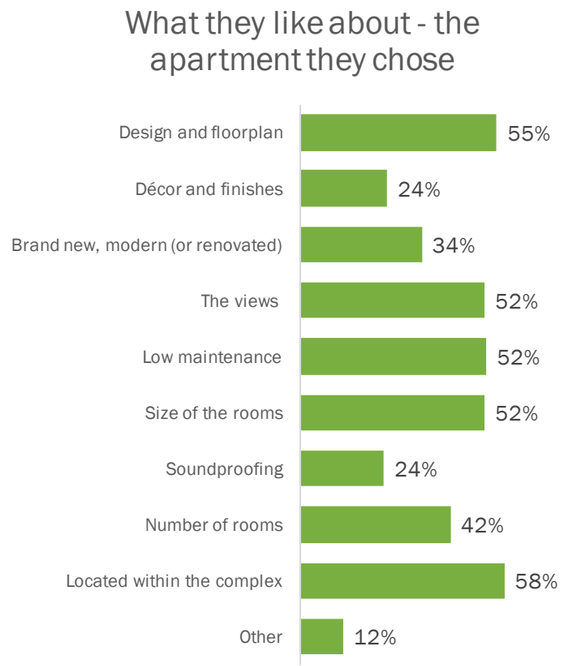
Investors in apartments located in:	NSW	QLD	VIC	WA	National*
Well designed	33%	39%	27%	26%	30%
Because of its location	83%	86%	87%	83%	84%
Affordable	42%	43%	44%	39%	41%
Low maintenance	33%	37%	36%	39%	38%
Means I can have a lock and leave lifestyle	17%	25%	23%	30%	24%
Near to public transport	62%	54%	63%	50%	56%
Near to work / study	40%	43%	46%	39%	41%
Other	11%	12%	10%	8%	10%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
Why did you choose your current (investment) apartment? (n= investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*

When people choose an apartment to live in, the decision relates to the apartment, the apartment complex their apartment is located in, and the location of their apartment.

Residents of apartments in Victoria liked their apartment for its low maintenance, where it was located in the apartment complex, the design and floorplan, the views from the balcony or windows, and the size of the rooms.



What do you like about - The apartment you chose? Please tick all that apply (n=433 VIC apartment residents)

There was little difference between resident owners and renters in what they liked about their apartment.

State by state

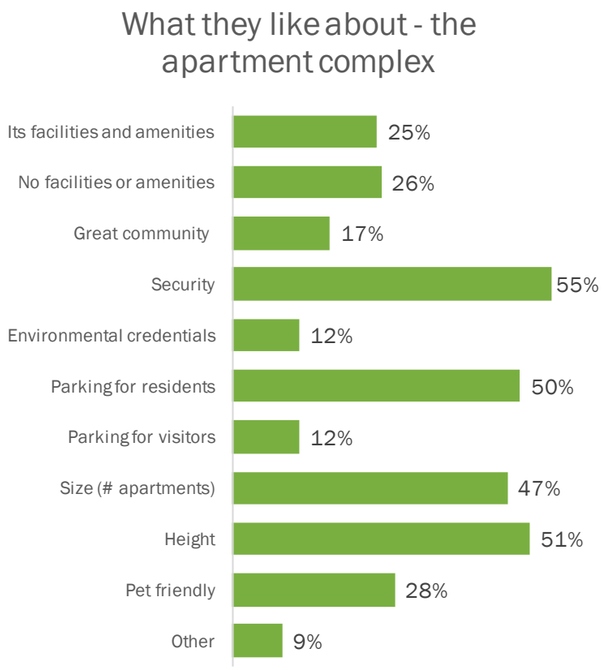
Residents of apartments located in:	NSW	QLD	VIC	WA	National*
The design and floorplan	61%	64%	55%	51%	57%
The décor and finishes	25%	25%	24%	26%	25%
Brand new, modern (or renovated)	33%	33%	34%	43%	37%
The views out of the window / from the balcony	57%	70%	52%	51%	56%
Low maintenance	49%	61%	52%	63%	57%
The size of the rooms	52%	53%	52%	41%	49%
The soundproofing	21%	24%	24%	19%	21%
The number of rooms	49%	46%	42%	41%	45%
Where my apartment is located within the complex	62%	62%	58%	56%	59%
Other	12%	7%	12%	9%	10%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - The apartment you chose? Please tick all that apply (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

VIC SURVEY PARTICIPANTS

They liked their apartment complex for its security, its height (low rise, mid-rise or high rise), ample parking for residents, and its size (number of apartments).



What do you like about - The apartment complex your apartment is located in? Please tick all that apply (n=433 VIC residents)

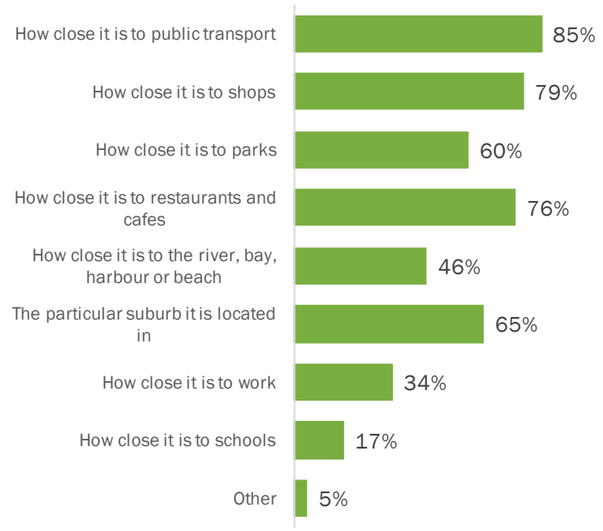
Aside from the height of their apartment complex (low rise, mid-rise or high rise), liked by more resident owners (53%) than renters (22%), there was little difference between the two groups in what they liked about their apartment complex.

State by state

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Its facilities and amenities (e.g. pool, gym, etc.)	22%	45%	25%	33%	29%
That it doesn't have any facilities and amenities	31%	15%	26%	23%	25%
It's a great community of people to belong to	23%	20%	17%	19%	20%
Security	55%	60%	55%	58%	57%
Its environmental credentials	11%	11%	12%	9%	11%
The parking for residents	58%	49%	50%	49%	52%
The parking for visitors	32%	30%	12%	20%	24%
Its size (number of apartments)	53%	43%	47%	40%	46%
Its height (low rise, medium rise, high rise)	56%	48%	51%	42%	49%
It's pet friendly	30%	32%	28%	22%	27%
Other	10%	8%	9%	7%	9%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - The apartment complex your apartment is located in? Please tick all that apply (n= apartment residents)

What they liked about where their apartment complex is located is the convenience of that location – close to public transport, shops, restaurants and cafes, and parks. They also liked the suburb that their apartment complex was located in, underscoring the importance of location in choosing a home.



What do you like about - Where the apartment complex is located? Please tick all that apply (n=433 VIC residents)

There was little difference between resident owners and renters in what they liked about the location of their apartment complex.

What they like about where the apartment complex is located

State by state

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
How close it is to public transport	83%	68%	85%	70%	77%
How close it is to shops	74%	70%	79%	64%	71%
How close it is to parks	56%	60%	60%	57%	58%
How close it is to restaurants and cafes	69%	71%	76%	63%	68%
How close it is to the river, bay, harbour or beach	47%	72%	46%	52%	52%
The particular suburb it is located in	64%	62%	65%	57%	61%
How close it is to where I work	28%	27%	34%	38%	33%
How close it is to schools / universities / colleges	20%	15%	17%	13%	17%
Other	5%	6%	5%	5%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - Where the apartment complex is located? Please tick all that apply (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

VIC SURVEY PARTICIPANTS

THE PURCHASE CHOICE DECISION PROCESS
HOW THEY CHOSE THEIR CURRENT APARTMENT

SUMMARY

Residents who moved into an apartment moved out of their previous home for a variety of reasons.

There were two more commonly cited reasons – to live closer to the city and to have something with less maintenance.

Residents were mostly looking for a 2 bed home, with 2 or 1 bathrooms and 1 car bay. Fewer were looking for anything larger.

Investors, in contrast, were generally looking for slightly smaller properties. They were looking for 2 bed, 1 bath (not 1 or 2 bath) and 1 car bay. And whilst most who invested in apartments were looking for an apartment, they were also looking at other types of properties.

Internet search is dominating the promotion of apartments in Victoria. It is the main place people looked for the apartment they bought or rented (73%).

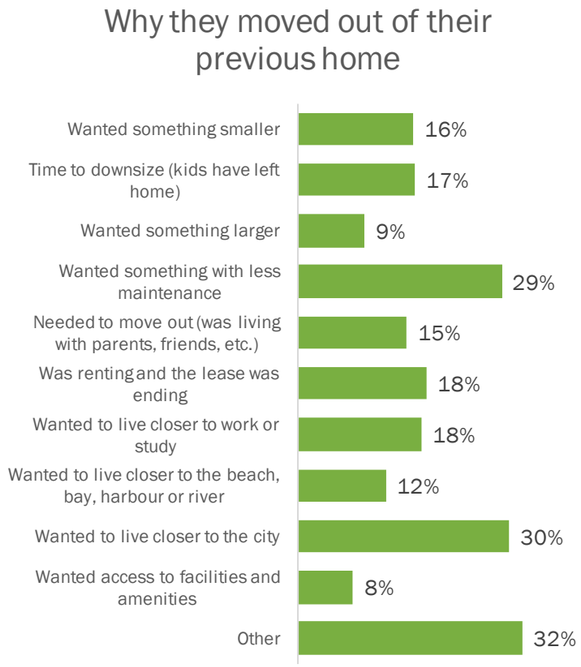
The residents and investors all chose an apartment over another type of property such as a house, townhouse, home unit, etc. They did so for slightly different reasons. Residents chose an apartment because it was the right size for what they needed, easier to care for and maintain, cheaper than other types of property, it was all they could afford, and for security. Investors chose an apartment because it was easier to maintain, it was cheaper than other types of properties, it was all they could afford and they felt the apartment lifestyle would be attractive to tenants.

When apartment residents (resident owners and renters) are looking for an apartment, four factors stand out as more important than others: affordability, safety and security, location and travel time to work.

26% of apartment owners (resident owners and investors) bought their apartment off the plan. The rest bought a completed apartment, either brand new or from the previous owner.

Why they moved

Most residents moved out of their previous home for a myriad of reasons … all very unique and particular to them. Two of the more commonly cited reasons were to live closer to the city and to find something with less maintenance. This is about lifestyle and location.



Why did you decide to move out of your previous home … the one you were living in or owned before you bought your apartment? (n=433 VIC apartment residents)

The Purchase Choice Decision Process – how they chose their current apartment

Why they moved

State by state **Residents of apartments located in:**	NSW	QLD	VIC	WA	National*
Wanted something smaller	18%	21%	16%	20%	19%
Time to downsize (kids have left home)	24%	32%	17%	21%	23%
Wanted something larger	8%	5%	9%	4%	7%
Wanted something with less maintenance	33%	42%	29%	41%	37%
Needed to move out (was living with parents, friends, etc.)	14%	7%	15%	20%	15%
Was renting and the lease was ending / being terminated	11%	9%	18%	14%	13%
Wanted to live closer to work or study	12%	11%	18%	20%	16%
Wanted to live closer to the beach / bay / harbour / river	18%	38%	12%	19%	20%
Wanted to live closer to the city	17%	24%	30%	31%	25%
Wanted access to facilities and amenities (e.g. pool, tennis court, etc.)	8%	16%	8%	10%	10%
Other	34%	27%	32%	26%	30%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
Why did you decide to move out of your previous home … the one you were living in or owned before you bought your apartment? (n= apartment residents)

VIC SURVEY PARTICIPANTS

What they were looking for

Most residents were looking for a 2 bed home, with 2 or 1 bathrooms and 1 car bay. Fewer were looking for anything larger.

	1.	18%	**2.**	58%	**3.**	20%	**4+.**	4%
	1.	39%	**2.**	48%	**3+.**	14%		
	0.	12%	**1.**	61%	**2.**	26%	**3+.**	1%

What sort of property were you looking for before you bought your current apartment? (n=433 VIC apartment residents)

State by state **Residents of apartments located in:**	NSW	QLD	VIC	WA	National*
1 bed	13%	8%	18%	16%	14%
2 bed	48%	43%	58%	45%	49%
3 bed	32%	41%	20%	30%	30%
4+ bed	7%	8%	4%	9%	7%
1 bath	31%	13%	39%	26%	28%
2 bath	47%	64%	48%	53%	51%
3+ bath	22%	23%	14%	21%	20%
0 car bay	11%	4%	12%	5%	8%
1 car bay	54%	43%	61%	44%	50%
2 car bay	34%	50%	26%	49%	40%
3+ car bay	1%	4%	1%	2%	2%
Sample size:	*725*	*333*	*430*	*759*	*2342*

Percentages may not add to 100% due to rounding error.
What sort of property were you looking for before you bought your current apartment? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

Investors, in contrast, were generally looking for slightly smaller properties. They were looking for 2 bed, 1 bath (not 1 or 2 bath) and 1 car bay.

	1.	26%	**2.**	55%	**3.**	5%	**4+.**	0%	**Mix**	13%
	1.	65%	**2.**	27%	**3+.**	1%			**Mix**	7%
	0.	9%	**1.**	66%	**2.**	16%	**3+.**	1%	**Mix**	8%

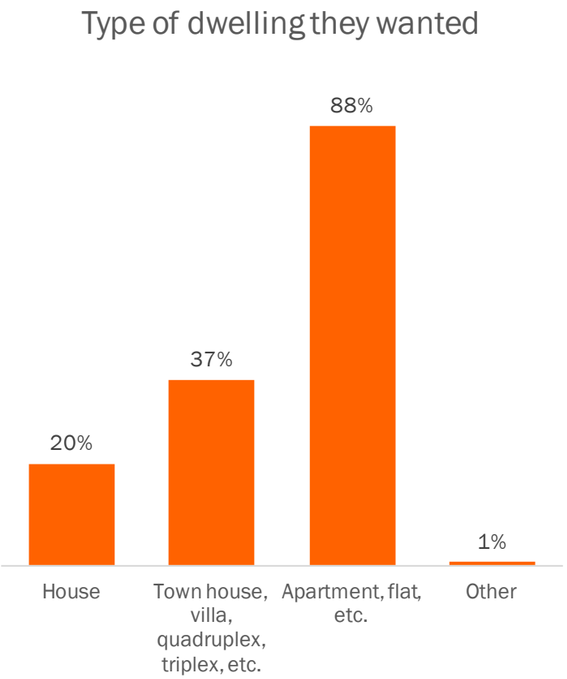
What size property were you looking for? (n=167 investors in VIC apartments)

State by state **Investors in apartments located in:**	NSW	QLD	VIC	WA	National*
1 bed	22%	13%	26%	17%	20%
2 bed	56%	54%	55%	52%	54%
3 bed	14%	21%	5%	19%	15%
4+ bed	1%	0%	0%	2%	1%
Mix of # bedrooms	7%	12%	13%	10%	10%
1 bath	55%	30%	65%	53%	53%
2 bath	37%	58%	27%	40%	39%
3+ bath	0%	0%	1%	1%	1%
Mix of # bathrooms	8%	11%	7%	6%	8%
0 car bay	4%	3%	9%	1%	3%
1 car bay	73%	63%	66%	55%	62%
2 car bay	18%	26%	16%	36%	27%
3+ car bay	0%	1%	1%	1%	1%
Mix of # car bars	4%	8%	8%	8%	7%
Sample size:	*214*	*115*	*167*	*392*	*938*

Percentages may not add to 100% due to rounding error.
What size property were you looking for? (n=investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*

And while investors were looking for a variety of properties, they were mostly looking for apartments.



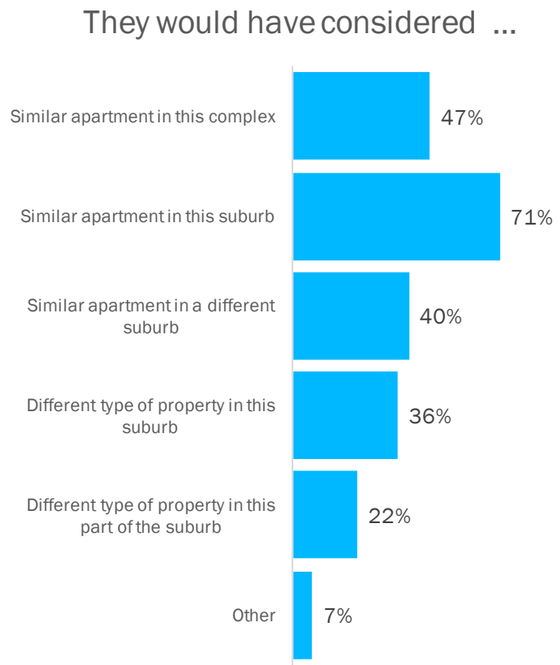
What type(s) of dwelling were you considering? Please select all that apply. (n=167 investors in VIC apartments)

Understanding the location vs property dynamic is important for understanding how apartments compete against other property types and locations.

88% would have considered a similar apartment to the one they got, with most preferring that the apartment be in the same suburb. 41% would have considered a different type of property.

Overall, 90% were looking for a property in the suburb they ended up in.

VIC SURVEY PARTICIPANTS



Would you have considered … (n=600 VIC survey participants)

Where they looked

No single medium has front runner status in promoting property to Victorian apartment owners and residents.

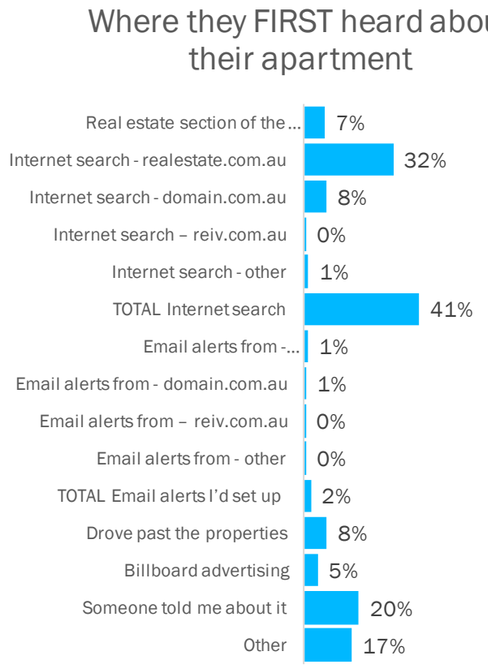
The medium that has garnered the most eyes *in the first instance* is realestate.com.au specifically (32%) and the act of searching on the internet generally (41%).

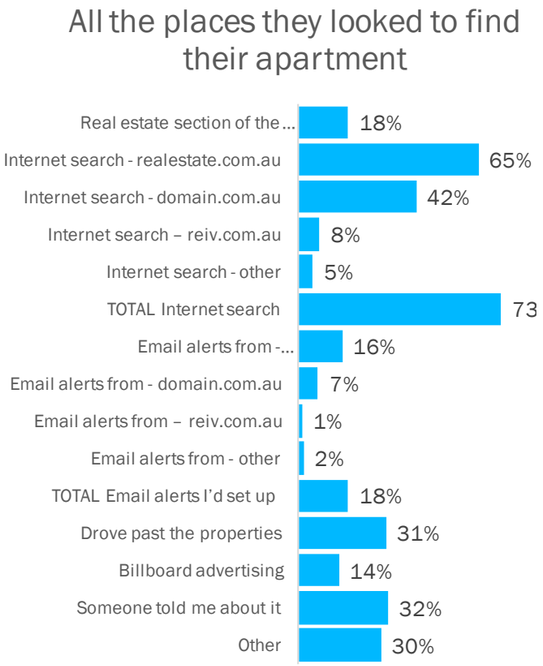
When all media are taken into account, the internet is the main place Victorian people looked for the apartment they bought or rented (73%).

And the most popular website they looked on was realestate.com.au (65%), followed by domain.com.au (42%).

This is the specific action of looking. Just under 1 in 5 had set up email alerts for properties.

Amongst the rest … driving past the property and word of mouth played a smaller role.





How did you FIRST hear about the apartment you bought / rented? How ELSE did you find out about the properties you looked at? (n=600 VIC survey participants)

More renters first heard about their apartment from an internet search (74%) than owners (40%). Otherwise, the three groups were similar in how they found out about the properties they looked at.

Where they looked

State by state

Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Real estate section of the newspaper	26%	18%	18%	18%	20%
Internet search - realestate.com.au	57%	64%	65%	68%	64%
Internet search - domain.com.au	50%	29%	42%	26%	36%
Internet search – website for the local real estate institute	7%	9%	8%	28%	15%
Internet search	5%	6%	5%	5%	6%
TOTAL Internet search	**69%**	**70%**	**73%**	**75%**	**72%**
Email alerts from - realestate.com.au	12%	11%	16%	10%	12%
Email alerts from - domain.com.au	10%	4%	7%	3%	6%
Email alerts from – website for the local real estate institute	1%	1%	1%	2%	2%
Email alerts from - other	2%	3%	2%	1%	2%
TOTAL Email alerts I'd set up	**17%**	**14%**	**18%**	**13%**	**15%**
Drove past the properties	33%	41%	31%	34%	34%
Billboard advertising	13%	9%	14%	13%	13%
Someone told me about it	31%	34%	32%	28%	30%
Other	29%	35%	30%	23%	28%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
How did you FIRST hear about the apartment you bought / rented? How ELSE did you find out about the properties you looked at? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

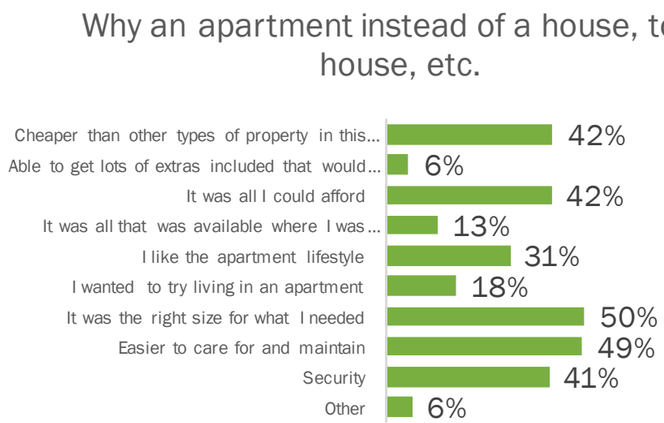
VIC SURVEY PARTICIPANTS

Why they chose an apartment over another type of property and what was important to them

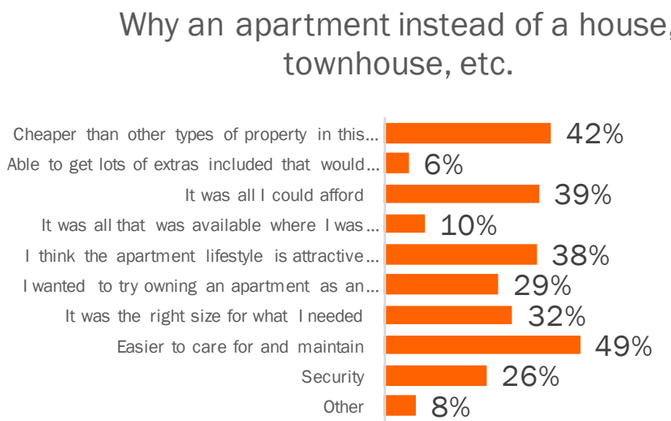
The residents and investors all chose an apartment over another type of property such as a house, townhouse, home unit, etc. They did so for slightly different reasons.

Residents chose an apartment because it was easier to maintain, it was the right size for what they needed, it was cheaper than other types of property, it was all they could afford and for security.

Investors chose an apartment because it was easier to maintain, it was cheaper than other types of property, it was all they could afford and they felt the apartment lifestyle would be attractive to tenants.



RESIDENTS

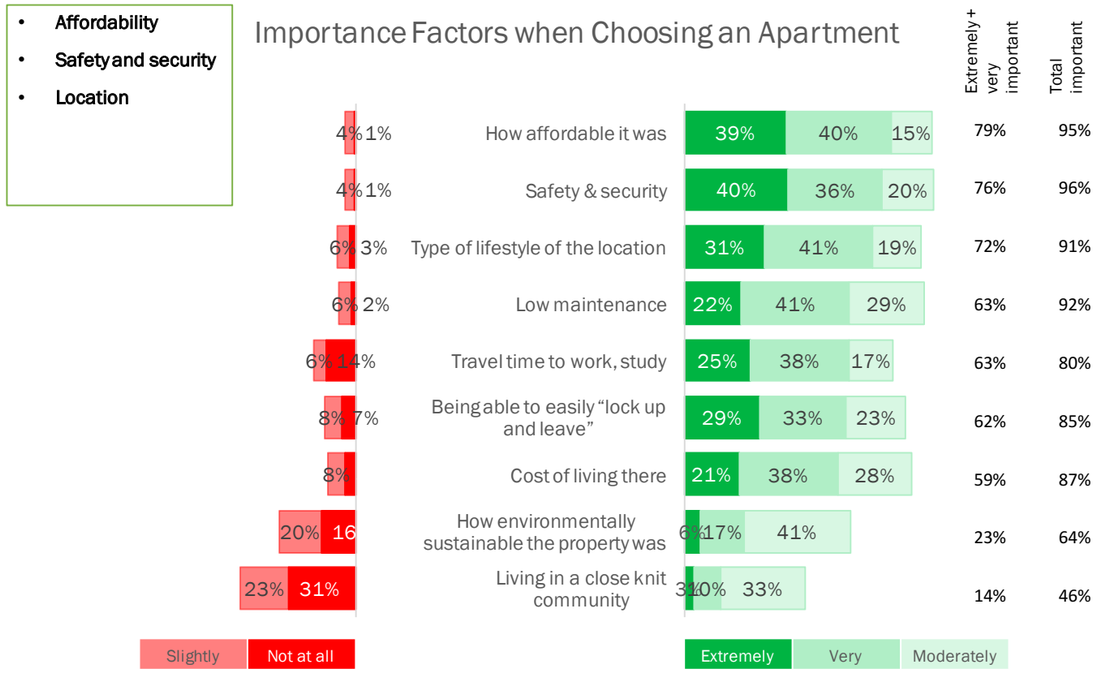


INVESTORS

Why did you choose an apartment instead of another type of property such as a house or a town house or home unit, etc.? Please tick all that apply? (n=600 VIC survey participants)

When apartment residents (resident owners and renters) are looking for an apartment, three factors stand out as more important than others:

- Affordability
- Safety and security
- Location.



How important were each of the following in choosing the apartment you just purchased / rented? (n=433 residents)

There was no difference between resident owners and renters on the more important factors.

Amongst the moderately important factors, renters placed more importance on the cost of living there (85% extremely or very vs. 57% for resident owners).

Why they chose an apartment over another type of property and what was important to them

State by state - % extremely or very important

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
How affordable it was	76%	70%	79%	72%	75%
Cost of living there	56%	52%	59%	58%	57%
Travel time to work, study	54%	38%	63%	56%	54%
Safety & security	76%	73%	76%	81%	78%
How environmentally sustainable the property was	23%	21%	23%	23%	23%
Low maintenance	65%	72%	63%	74%	69%
Type of lifestyle of the location	70%	75%	72%	70%	71%
Being able to easily "lock up and leave"	66%	72%	62%	73%	69%
Living in a close knit community	20%	13%	14%	15%5	16
Sample size:	*730*	*336*	*433*	*762*	*2369*

Nine separate measures are reported. Percentages will not add to 100%.
How important were each of the following in choosing the apartment you just purchased / rented? (n=apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

VIC SURVEY PARTICIPANTS

Buying off the plan (for those who bought their apartment)

26% of apartment owners (resident owners and investors) bought their apartment off the plan. The rest bought a completed apartment, either brand new or from the previous owner.

27% of apartment owners were able to see a display apartment, so they could see its size and how it was fitted out. Whilst more of those who saw a display apartment bought off the plan than those who didn't, we don't know how many bought their apartment brand new. It is likely that a large proportion of those who didn't see a display apartment bought their apartment from the previous owner.

More investors (38%) than resident owners (21%) bought off the plan.

THE APARTMENT THEY CHOSE

SUMMARY

Most residents ended up choosing a 2-bedroom, 1-bathroom apartment with 1 car bay, similar to what they were looking for. It typically has a study space, has a laundry in a concealed cupboard, has the meals as part of an open plan space, and has a balcony. Just over half have a lockable store room.

59% were in apartment complexes that had an elevator. 66% were in apartment complexes that came with facilities and amenities, with a communal garden, outdoor relaxation area and gym the more popular features.

61% of residents had apartments with views of other apartments or rooftops from their main windows or balcony. 16% had water views. 32% had views of trees and parklands. And 29% had views of the city skyline.

Most were in apartments well served by cafes and restaurants, grocery shops, other services, and retail shops.

(From earlier) we know that most residents were looking for a 2 bed home, with 2 or 1 bathrooms and 1 car bay.

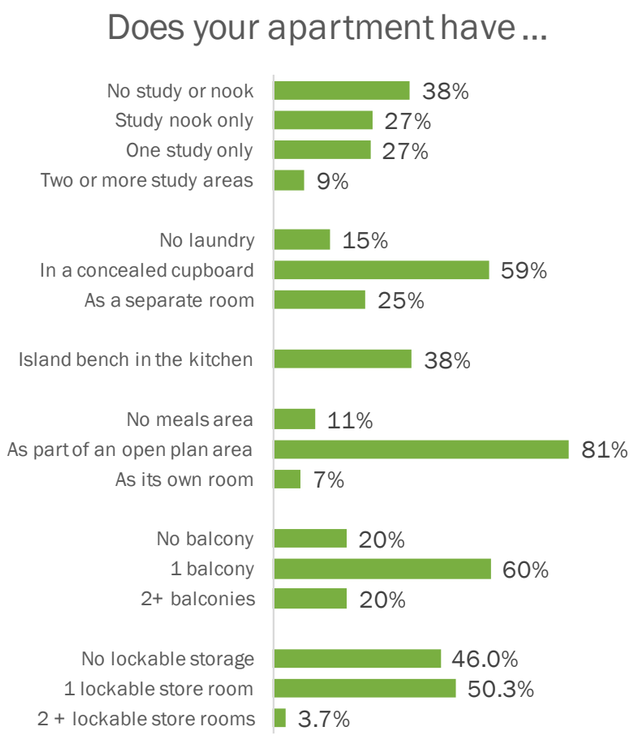
Most residents ended up choosing a 2 bed, 1 bathroom apartment with 1 car bay.

0-1.	34%	**2.**	54%	**3.**	10%	**4+.**	2%
1.	56%	**2.**	39%	**3+.**	6%		
0.	11%	**1.**	64%	**2.**	23%	**3+.**	2%

How many rooms of living spaces does your apartment have? (n=433 VIC apartment residents)

VIC SURVEY PARTICIPANTS

The typical apartment has a study space, has either a laundry in a concealed cupboard, has the meals as part of an open plan space, and has a balcony. Just over half come with a lockable store room.



Does your apartment have? (n=433 VIC apartment residents)

59% of residents reported that their apartment complex had an elevator.

Apartment complexes often come with additional facilities and amenities for residents.

34% of residents reported not having any facilities and amenities.

Amongst the residents who were living in apartment complexes with facilities and amenities, the most common were:

- Communal garden
- Outdoor relaxation area
- Gym.

These, along with the indoor pool, were also the facilities and amenities residents liked having.

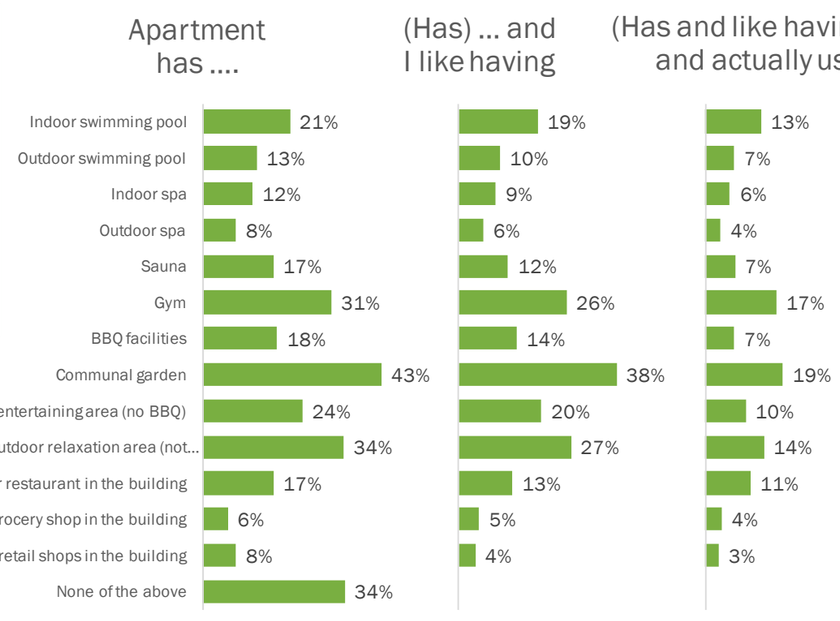
However when it came to actually using the facilities, the communal garden and the gym were the facilities that residents had, liked having and said they actually used.

The most common facilities and amenities were

- **Communal garden**
- **Outdoor relaxation area**
- **Gym.**

These, along with the indoor pool, were also the facilities and amenities residents liked having.

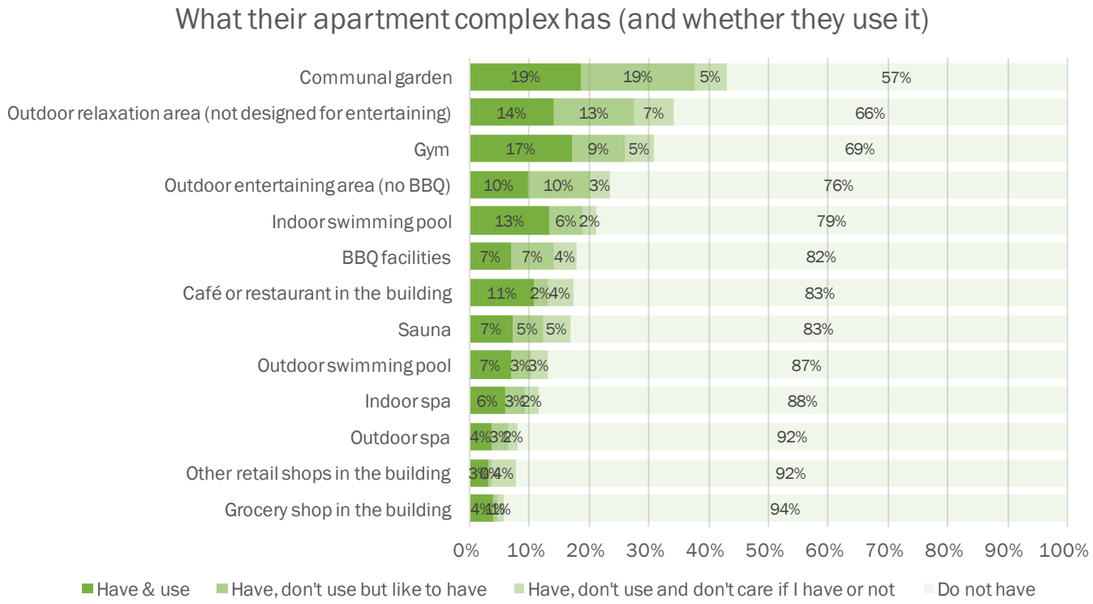
Where they have this facility, residents were most likely to use the grocery shop, indoor pool and café or restaurant.



What does your apartment complex have (and do you use them)? (n=433 VIC apartment residents)

Most facilities were not widely available to residents of apartments in Victoria, it begs the question … if they were more widely available would residents they use them? The facilities that had the highest level of usage (amongst those who had them) were the grocery shop (6% have, 4% use, usage rate of 68%), indoor pool (usage rate of 63%), and café or restaurant (usage rate of 63%).

VIC SURVEY PARTICIPANTS



What does your apartment complex have (and do you use them)? (n=433 VIC apartment residents)

The apartment they chose

Residents

State by state - % have & use + % have, don't use but like to have + % have, don't use and don't care if have or not **Residents of apartments located in:**	NSW	QLD	VIC	WA	National*
Indoor swimming pool	9%	14%	21%	5%	11%
Outdoor swimming pool	22%	68%	13%	37%	32%
Indoor spa	6%	10%	12%	5%	7%
Outdoor spa	6%	29%	8%	11%	12%
Sauna	11%	31%	17%	23%	19%
Gym	16%	41%	31%	42%	31%
BBQ facilities	23%	63%	18%	41%	33%
Communal garden	57%	56%	43%	45%	50%
Outdoor entertaining area (no BBQ)	29%	40%	24%	36%	32%
Outdoor relaxation area (not designed for entertaining)	40%	39%	34%	34%	37%
Café or restaurant in the building	15%	18%	17%	12%	15%
Grocery shop in the building	7%	8%	6%	4%	6%
Other retail shops in the building	13%	15%	8%	7%	11%
None of the above	25%	12%	34%	27%	26%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Thirteen separate measures are reported. Percentages will not add to 100%.
What does your apartment complex have (and do you use them)? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

State by state - % have & use **Residents of apartments located in:**	NSW	QLD	VIC	WA	National*
Indoor swimming pool	6%	10%	13%	4%	7%
Outdoor swimming pool	16%	51%	7%	26%	22%
Indoor spa	3%	6%	6%	3%	4%
Outdoor spa	3%	16%	4%	6%	6%
Sauna	4%	12%	7%	7%	7%
Gym	9%	26%	17%	26%	19%
BBQ facilities	7%	30%	7%	16%	13%
Communal garden	27%	32%	19%	19%	23%
Outdoor entertaining area (no BBQ)	13%	20%	10%	16%	15%
Outdoor relaxation area (not designed for entertaining)	19%	21%	14%	13%	16%
Café or restaurant in the building	11%	14%	11%	8%	10%
Grocery shop in the building	5%	7%	4%	2%	4%
Other retail shops in the building	7%	10%	3%	2%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Thirteen separate measures are reported. Percentages will not add to 100%.
What does your apartment complex have (and do you use them)? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

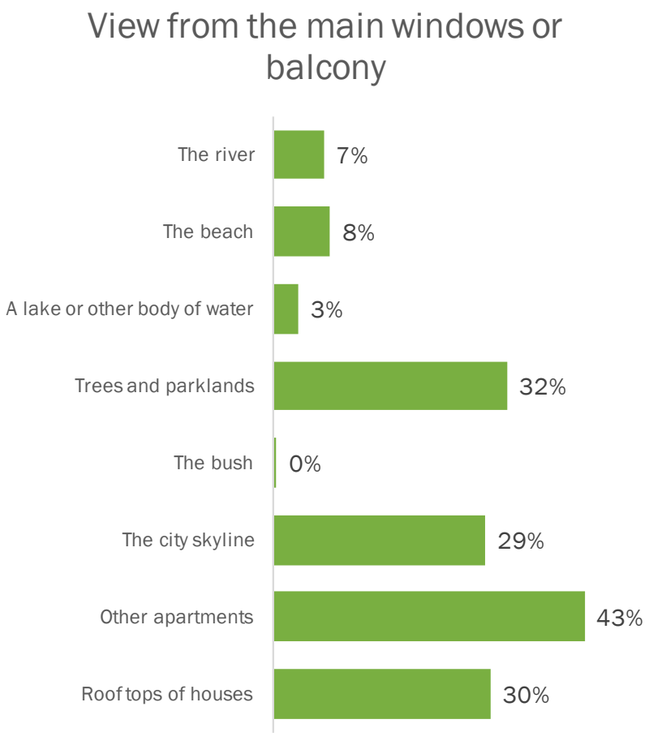
VIC SURVEY PARTICIPANTS

16% of those living in apartments report they have views of water (river, beach, harbour, lake or other body of water).

32% have green views (trees and parklands).

29% see the city skyline.

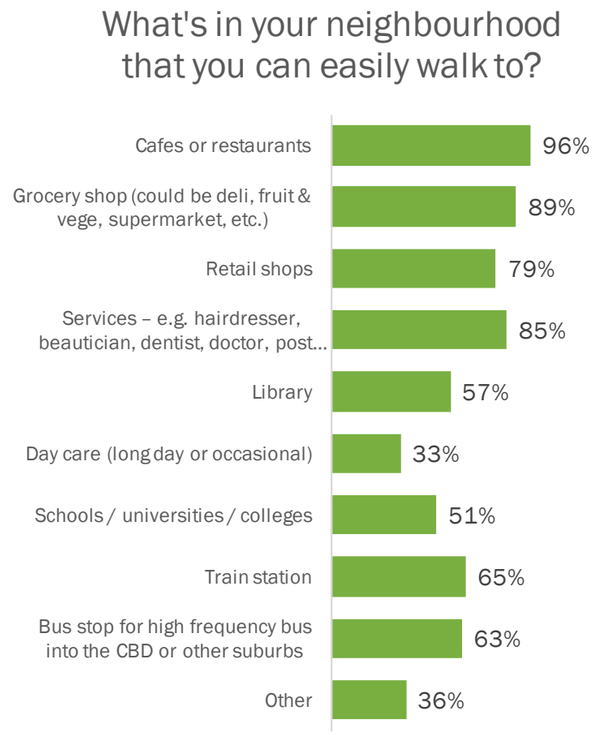
Three in five (61%), however, have views of other apartments or of the rooves of houses.



When you look out of the main windows or balcony of your apartment, what you do mainly see? (n=433 VIC apartment residents)

People living in apartments are well served by:

- Cafes and restaurants
- Grocery shops
- Services
- Retail shops



What is in your local neighbourhood that you can easily walk to? (n=433 VIC apartment residents)

VIC SURVEY PARTICIPANTS

SUMMARY

Most investors ended up choosing a 2-bedroom, 1-bathroom apartment with 1 car bay, similar to what they were looking for.

62% reported their investment apartment was in an apartment complex that had an elevator. 68% had investment in an apartment complex that came with facilities and amenities, most commonly a communal garden, gym, BBQ facilities and an indoor pool.

Also similar to the residents, investors reported their investment apartment was well served by cafes and restaurants, grocery shops, other services, and retail shops.

(From earlier) we know that investors were generally looking for slightly smaller properties than residents. They were looking for 2 bed, 1 bath apartment with 1 car bay.

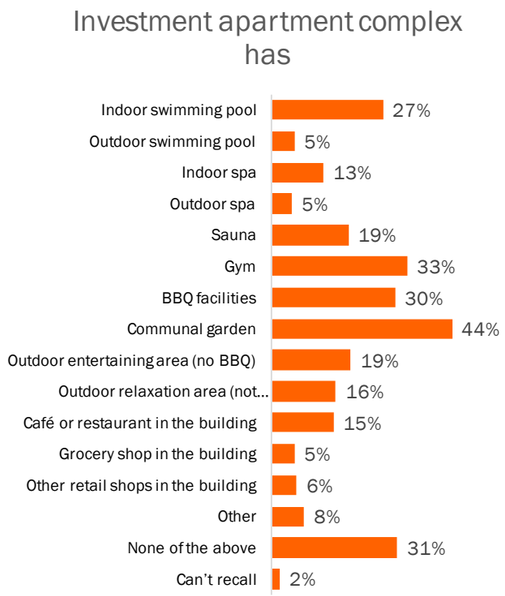
Most investors ended up choosing a 2 bed, 1 bath apartment with 1 car bay.

1.	37%	**2.**	58%	**3.**	4%	**4+.**	1%
1.	72%	**2.**	27%	**3+.**	1%		
0.	16%	**1.**	72%	**2.**	11%	**3+.**	1%

How many bedrooms, bathrooms and car bays does your investment apartment have? (n=167 investors in VIC apartments)

62% of investors reported that their apartment complex had an elevator.

68% of investors reported that their apartment complexes came with facilities and amenities. The most common were:



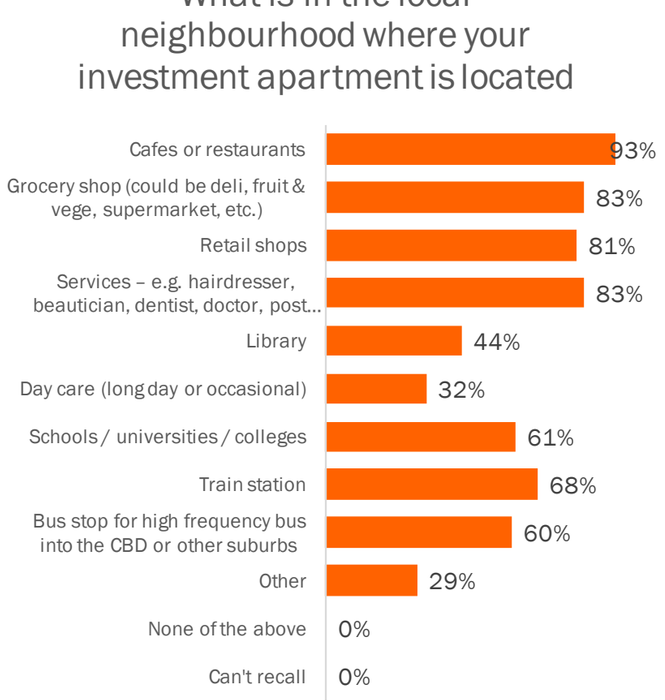
- Communal garden
- Gym
- BBQ facilities
- Indoor pool

What facilities and amenities does the apartment complex your investment apartment is located in have? (n=167 investors in VIC apartments)

State by state Investors in apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	9%	6%	27%	1%	8%
Outdoor swimming pool	15%	61%	5%	28%	24%
Indoor spa	2%	9%	13%	2%	5%
Outdoor spa	3%	22%	5%	7%	7%
Sauna	7%	17%	19%	12%	12%
Gym	17%	33%	33%	28%	26%
BBQ facilities	18%	59%	30%	34%	32%
Communal garden	36%	55%	44%	38%	41%
Outdoor entertaining area (no BBQ)	16%	22%	19%	18%	18%
Outdoor relaxation area (not designed for entertaining)	18%	22%	16%	16%	17%
Café or restaurant in the building	12%	22%	15%	8%	12%
Grocery shop in the building	6%	7%	5%	1%	3%
Other retail shops in the building	11%	11%	6%	6%	8%
None of the above	33%	15%	31%	33%	30%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
What facilities and amenities does the apartment complex your investment apartment is located in have? (n=investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*



The apartments bought by investors are well served by:

- Cafes and restaurants
- Grocery shops
- Services
- Retail shops.

What is in the local neighbourhood where your investment apartment is located? (n=167 investors in VIC apartments)

VIC SURVEY PARTICIPANTS

THE APARTMENT, THE APARTMENT COMPLEX AND THE LOCATION

WHAT THEY WOULD CHANGE ABOUT IT

SUMMARY

Most survey participants are happy with the location of their apartment complex, but could find things they'd like to change about their apartment and the apartment complex.

And whilst they'd make a change, there is little agreement on what they would change.

Within the apartment, the area to attract the most attention was the need for more storage (43%). For the apartment complex, it was more visitor parking (30%).

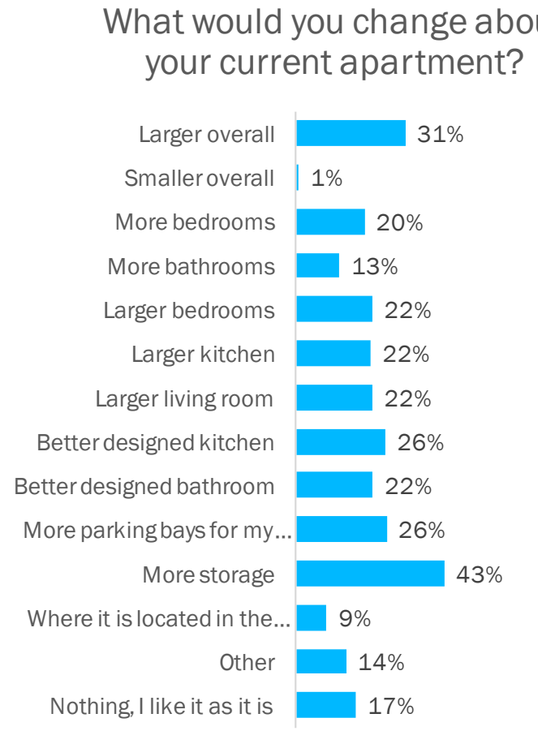
Overall, getting to know the neighbours is not particularly important for resident owners and renters. Only 17% rate this as extremely or very important.

The apartment

Just under 1 in 5 are happy with their current apartment and wouldn't change a thing.

And those who would change something don't agree at about what they would change, evidence that apartments and how you live in them are unique to the individual.

The aspect to garner the most attention … more storage.



What would you change about your current apartment? (n=600 VIC survey participants)

The apartment

State by state

Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Larger overall	23%	22%	31%	21%	23%
Smaller overall	0%	0%	1%	0%	0%
More bedrooms	21%	17%	20%	17%	19%
More bathrooms	11%	10%	13%	10%	10%
Larger bedrooms	20%	15%	22%	17%	18%
Larger kitchen	22%	13%	22%	20%	20%
Larger living room	18%	15%	22%	16%	18%
Better designed kitchen	23%	19%	26%	21%	22%
Better designed bathroom	21%	17%	22%	20%	20%
More parking bays for my apartment	25%	25%	26%	28%	26%
More storage	36%	40%	43%	34%	37%
Where it is located in the apartment building or apartment complex	10%	8%	9%	9%	9%
Other	16%	17%	14%	18%	17%
Nothing, I like it as it is	20%	20%	17%	19%	19%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
What would you change about your current apartment? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

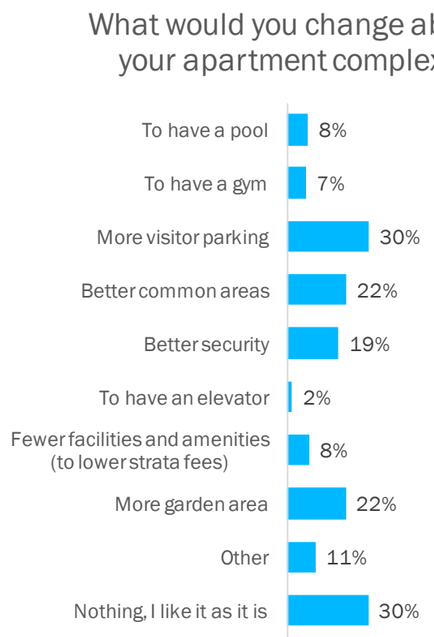
VIC SURVEY PARTICIPANTS

The apartment complex

3 in 10 are happy with their apartment complex and wouldn't change a thing.

As with their apartment, those who would change something don't agree about what they would change.

The aspect to garner the most attention … more visitor parking.



What would you change about the apartment complex you live in? (n=600 VIC survey participants)

State by state

Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
To have a pool	6%	5%	8%	10%	8%
To have a gym	6%	8%	7%	7%	7%
More visitor parking	28%	30%	30%	37%	32%
Better common areas	20%	20%	22%	19%	20%
Better security	16%	12%	19%	20%	17%
To have an elevator	3%	3%	2%	3%	3%
Fewer facilities and amenities (to lower strata fees)	5%	8%	8%	8%	7%
More garden area	14%	11%	22%	15%	15%
Other	12%	16%	11%	13%	13%
Nothing, I like it as it is	38%	35%	30%	26%	31%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

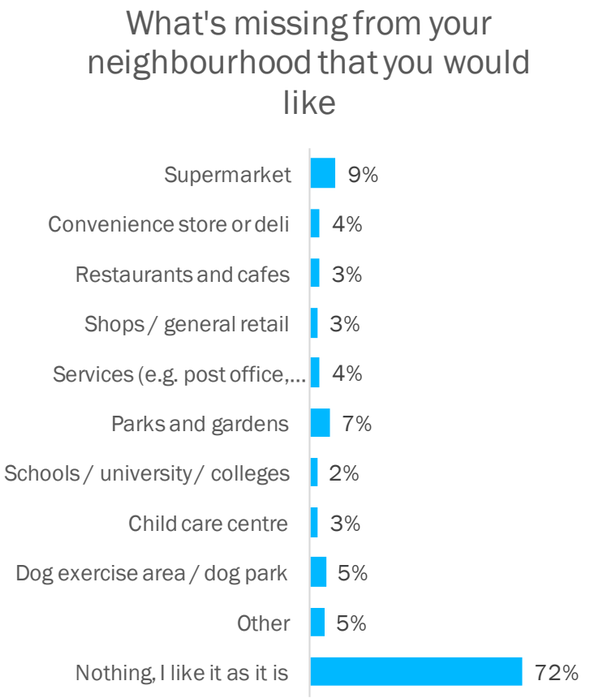
Multiple responses allowed. Percentages will not add to 100%.
What would you change about the apartment complex you live in? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

The neighbourhood

More than 7 in 10 would not change the neighbourhood where their apartment complex is located.

And amongst those who would, nothing stands out as consistently missing.



What is missing from your neighbourhood that you would like? (n=600 VIC survey participants)

State by state

Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Supermarket	6%	7%	9%	13%	10%
Convenience store or deli	6%	4%	4%	8%	6%
Restaurants and cafes	5%	4%	3%	9%	6%
Shops / general retail	5%	5%	3%	6%	5%
Services (e.g. post office, hair dresser, etc.)	4%	4%	4%	5%	4%
Parks and gardens	6%	5%	7%	4%	5%
Schools / university / colleges	1%	1%	2%	3%	2%
Child care centre	2%	2%	3%	3%	2%
Dog exercise area / dog park	5%	6%	5%	6%	6%
Other	7%	5%	5%	6%	6%
Nothing, I like it as it is	72%	71%	72%	63%	68%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
What is missing from your neighbourhood that you would like? (n= survey participants)

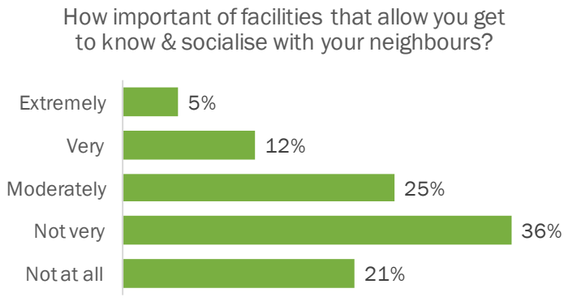
** National includes all survey participants, including those in the smaller states not separately tabled.*

VIC SURVEY PARTICIPANTS

Getting to know the neighbours

Apartment residents are not particularly needing of facilities to help them to get to know their neighbours.

Only 17% rate this as extremely or very important. A total of 42% rate it as at least moderately important.



How important is it for your apartment complex to have facilities that allow you get to know your neighbours and socialise with them? (n=433 VIC apartment residents)

Renters placed more importance on facilities to get to know their neighbours (67% rate it at least moderately important) than resident owners (41%).

State by state

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very important	15%	17%	17%	16%	16%
Extremely, very or moderately important	52%	54%	42%	51%	50%
Sample size:	*730*	*336*	*433*	*762*	*2369*

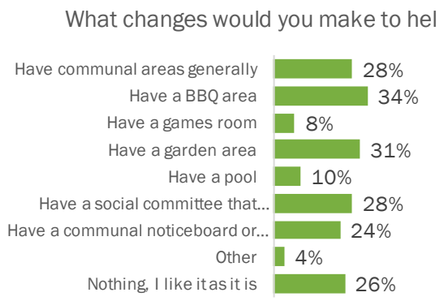
How important is it for your apartment complex to have facilities that allow you get to know your neighbours and socialise with them? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

The 42% who to see such facilities as extremely, very or moderately important are split on what changes they'd make to their apartment complex to facilitate that.

Just over 1 in 4 believe their apartment is fine as is.

After that, the BBQ area and the garden area are the next most valued additions.



What changes would you make to your apartment complex that would help you to get to know and socialise with your neighbours? (n=184 VIC apartment residents who believe it's extremely, very or moderately important for their apartment complex to have facilities that allow them to get to know their neighbours and socialise with them)

An apartment somewhere else

Only 11% of apartment residents in Victoria feel there is somewhere else they would like to live that doesn't currently have many options for those wanting an apartment lifestyle.

OWNING AN APARTMENT
VIEWS OF THE FINANCIAL SIDE

SUMMARY

3 in 4 apartment owners pay up to $1500 a quarter in strata fees.

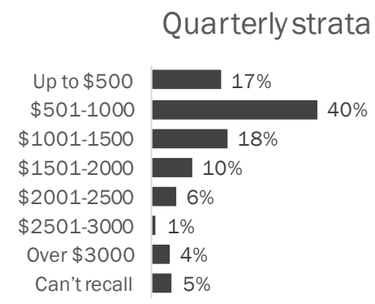
They are split in terms of whether they consider this value for money. The largest group (43%) consider it fair value for money. This is not related to the dollar value of the strata fees they pay.

When it comes to maintaining the condition of their apartment complex and its value, most people would pay the same (61%) or less (30%) than they do now.

Despite the media commentary on property values, and particularly apartment values, most investors are fairly bullish about the value of their investment apartments in the longer term. 89% believe their investment will have increased in value in 10 years' time.

Strata fees

Just over half the apartment owners (resident owners and investors) pay up to $1000 each quarter in strata fees. 3 in 4 pay up to $1500 a quarter.



What do you pay in strata fees each quarter? (n=573 owners of VIC apartments – resident owners and investors)

VIC SURVEY PARTICIPANTS

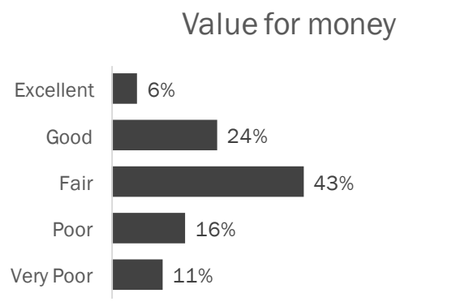
They are split on whether they consider this value for money.

29% consider it excellent or good value.

28% consider it very poor or poor value.

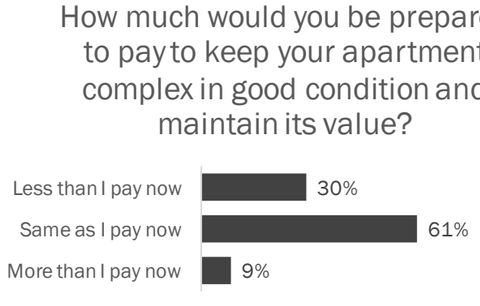
The largest group (43%) consider it fair value for money.

Value for money is not related to the dollar value of strata fees, however, with those paying lower fees just as likely to rate their fees as being good or poor value for money as those paying higher fees.



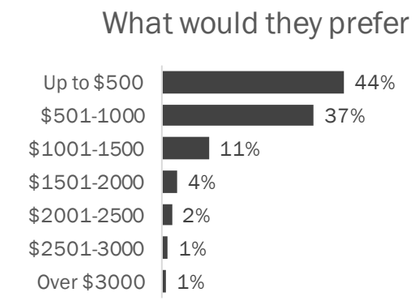
How would you rate your strata fees in terms of value for money? (n=547 owners of VIC apartments – resident owners and investors; 26 don't know excluded)

When it comes to maintaining the condition of their apartment complex and its value, most people would pay the same or less than they do now.



How much would you be prepared to pay in strata fees each quarter to keep your apartment complex in good condition and maintain its value? (n=573 owners of VIC apartments – resident owners and investors)

Four in 5 of those who would pay a different amount to what they pay now would prefer to pay up to $1000 each quarter.



You said you'd prefer to pay a different amount to what you pay now … how much would you be prepared to pay each quarter to keep your apartment in good condition and maintain its value? (n=221 owners of VIC apartments – resident owners and investors who would pay less or more than they currently pay)

There was little difference between those who would prefer to pay less and those who were willing to pay more in terms of how much they were prepared to pay. For the most part people stuck to within their $500 per quarter category or the category below.

VIC SURVEY PARTICIPANTS

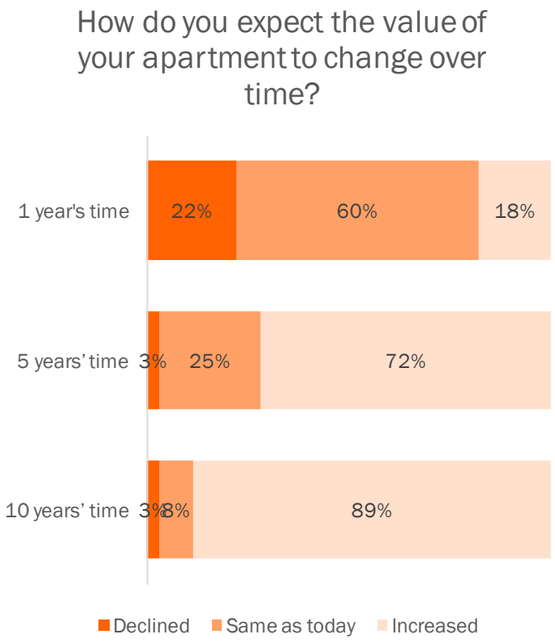
The outlook for their investment

Despite the media commentary on property values, and particularly apartment values, most investors are fairly bullish about the value of their investment apartments in the longer term.

Most see them remaining the same (60%) or falling (22%) in a year's time.

They see the situation reversing in 5 years, believing values will increase (72%) or stay the same (25%).

In 10 years' time, almost 9 in 10 believe values will have increased.



How do you expect the value of your apartment to change over time? How do you believe its value will have changed in… (n=167 investors in VIC apartments)

NEXT TIME

SUMMARY

In their housing journey, most residents downsized when they moved into their apartment. However, it may have been a step too far with many opting to increase the number of bedrooms, bathrooms and car bays, if they were to move again.

Investors, too, would consider a place with more bedrooms, more bathrooms and more car bays if they were to buy another investment property.

Few (17%) apartment owners (resident owners and investors) were extremely or very comfortable buying off the plan.

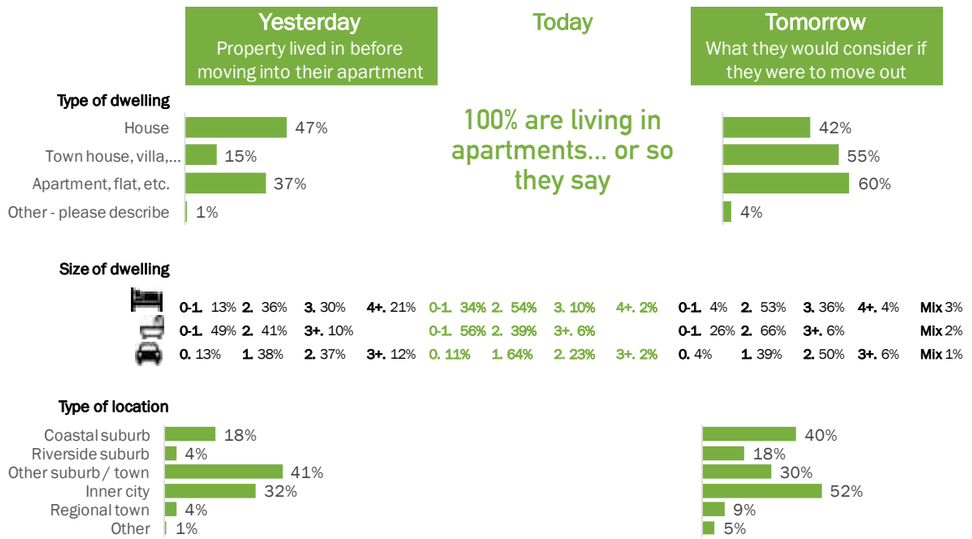
Apartment residents – their housing journey

Apartment residents – resident owners and renters – mostly came from houses (47%) or apartments (37%) before they moved into their current apartment. And whilst more than half would consider an apartment for their next home, they were also similarly likely to consider other property types.

This may be partly driven by a need for more space. Generally they moved into an apartment with fewer bedrooms, bathrooms and car bays than their previous home. Their next home was typically going to be larger – more bedrooms, more bathrooms and more car bays.

And there was a definite overall trend towards more lifestyle-oriented locations.

WHERE THEIR APARTMENT FITS INTO THEIR PROPERTY JOURNEY



VIC SURVEY PARTICIPANTS

Apartment residents – their housing journey

State by state – What would they consider if they were to move out

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
House	41%	40%	42%	41%	41%
Town house, villa, quadruplex, triplex, etc.	48%	39%	55%	46%	47%
Apartment, flat, etc.	58%	64%	60%	54%	58%
Other	6%	7%	4%	5%	5%
1 bed	5%	3%	4%	4%	4%
2 bed	37%	40%	53%	34%	40%
3 bed	46%	45%	36%	47%	44%
4+ bed	7%	7%	3%	11%	8%
Mix of # bedrooms	4%	5%	3%	3%	4%
1 bath	20%	10%	26%	20%	20%
2 bath	72%	80%	66%	74%	72%
3+ bath	6%	9%	6%	6%	6%
Mix of # bathrooms	1%	1%	2%	1%	1%
0 car bay	3%	1%	4%	2%	3%
1 car bay	34%	22%	39%	18%	27%
2 car bay	56%	66%	50%	70%	61%
3+ car bay	6%	9%	6%	9%	8%
Mix of # car bars	2%	1%	1%	1%	1%
Coastal suburb	53%	64%	40%	46%	50%
Riverside suburb	15%	28%	18%	33%	23%
Other suburb / town	28%	18%	30%	24%	26%
Inner city	30%	26%	52%	42%	38%
Regional town	10%	7%	9%	6%	8%
Other	6%	5%	5%	3%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Bed, bath, bay: Percentages may not add to 100% due to rounding error.
Type of dwelling, type of location: Multiple responses allowed. Percentages will not add to 100%.
If you were to move out of your current apartment, which would you consider? (n=apartment residents)
** National includes all survey participants, including those in the smaller states not separately tabled.*

Investors – their investment journey

56% would buy another investment property (apartment or otherwise) again. 31% were sitting on the fence.

That 56% were open to all types of property. Apartments were part of the mix, but so too were houses and townhouses.

Like the residents, they were also interested in larger properties – more bedrooms, more bathroom and more car bays.

And whilst they were willing to consider a variety of locations, inner city locations were particularly popular.

CURRENT INVESTMENT....

Today
Their current investment

Type of dwelling

100% own an investment apartment

... or so they say

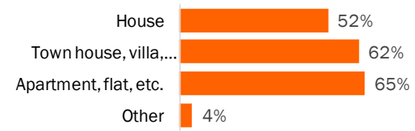
Size of dwelling

0-1. 37% **2.** 58% **3.** 4% **4+.** 1%
0-1. 72% **2.** 27% **3+.** 1%
0. 16% **1.** 72% **2.** 11% **3+.** 1%

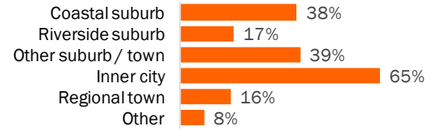
Type of location

NEXT TIME...

Tomorrow
What they would consider if they were to invest again



0-1. 10% **2.** 46% **3.** 22% **4+.** 5% **Mix** 17%
0-1. 29% **2.** 57% **3+.** 3% **Mix** 11%
0. 2% **1.** 42% **2.** 46% **3+.** 0% **Mix** 10%



State by state – What would they consider if they were to invest again

Investors in apartments located in:	NSW	QLD	VIC	WA	National*
House	41%	43%	52%	64%	51%
Town house, villa, quadruplex, triplex, etc.	52%	60%	62%	59%	57%
Apartment, flat, etc.	75%	83%	65%	52%	65%
Other	6%	2%	4%	5%	5%
1 bed	7%	2%	10%	5%	6%
2 bed	38%	38%	46%	28%	36%
3 bed	30%	40%	22%	37%	33%
4+ bed	9%	2%	5%	18%	10%
Mix of # bedrooms	15%	19%	17%	12%	15%
1 bath	21%	10%	29%	19%	20%
2 bath	67%	76%	57%	70%	68%
3+ bath	2%	5%	3%	4%	3%
Mix of # bathrooms	10%	10%	11%	7%	9%
0 car bay	2%	0%	2%	1%	1%
1 car bay	30%	24%	42%	18%	27%
2 car bay	59%	62%	46%	71%	61%
3+ car bay	0%	2%	0%	6%	2%
Mix of # car bars	10%	13%	10%	5%	9%
Coastal suburb	50%	67%	38%	53%	51%
Riverside suburb	23%	49%	17%	50%	35%
Other suburb / town	36%	37%	39%	36%	37%
Inner city	47%	60%	65%	53%	54%
Regional town	22%	14%	16%	11%	16%
Other	5%	5%	8%	7%	6%
Sample size:	*125*	*63*	*93*	*163*	*468*

Bed, bath, bay: Percentages may not add to 100% due to rounding error.
Type of dwelling, type of location: Multiple responses allowed. Percentages will not add to 100%.
If you were to buy another investment property, which would you consider? (n=investors in apartments who would buy another investment property again)
** National includes all survey participants, including those in the smaller states not separately tabled.*

VIC SURVEY PARTICIPANTS

Buying an apartment in the next 12 months

Only 6% of apartment residents are extremely or very likely to buy an apartment in the next 12 months.

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very likely	6%	4%	6%	4%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

How likely are you to buy an apartment in the next 12 months? (n=apartment residents)
** National includes all survey participants, including those in the smaller states not separately tabled.*

Buying an apartment as an investment

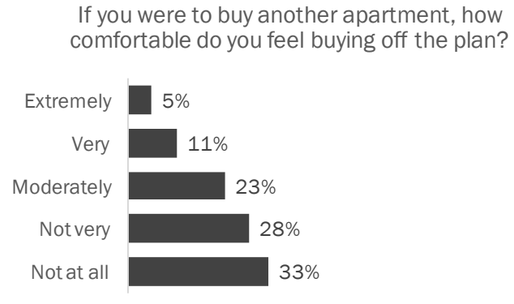
42% of investors in apartments in Victoria would buy an apartment as an investment property again. 37% were sitting on the fence – they might.

Buying off the plan

Apartment owners are not particularly comfortable buying off the plan.

17% are extremely or very comfortable with it.

Only 2 in 5 are extremely, very or moderately comfortable with buying off the plan.

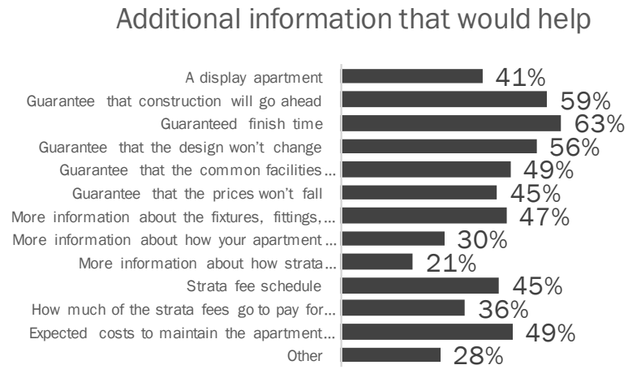


Many new apartments are sold off the plan as the developers need to get sufficient sales for the bank to lend them the money to finish the development. If you were to buy another apartment, how comfortable do you feel buying off the plan? (n=573 owners of VIC apartments – resident owners and investors)

State by state Owners of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very comfortable	9%	14%	17%	15%	14%
Extremely, very or moderately comfortable	31%	40%	39%	45%	39%
Sample size:	*903*	*435*	*573*	*1065*	*3124*

The 3 in 5 who feel not very or not at all comfortable buying off the plan would like more information to make them feel more comfortable.

They were interested in a variety of additional information, but of particular interest were guaranteed construction (commencement and finish time) and a guarantee that the design won't change.



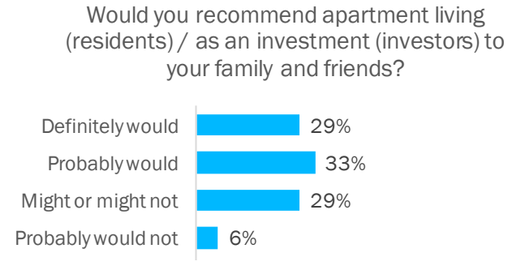
What additional information would you need to help you feel more comfortable buying off the plan? (n=348 owners of VIC apartments – resident owners and investors – who were not very or not at all comfortable buying off the plan)

APARTMENT ADVOCACY

Apartment owners and residents are definitely advocates for the apartment lifestyle.

62% would recommend the apartment lifestyle.

10% would not.

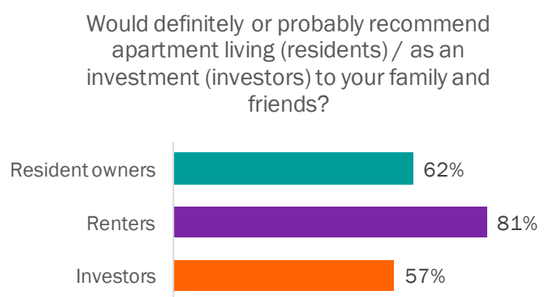


Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n=600 VIC survey participants)

Advocacy is strongest for renters (81%).

Investors and resident owners are still, on balance, more likely to recommend the apartment lifestyle / apartments as an investment. Both groups have more fence sitters (29% and 30% respectively).

VIC SURVEY PARTICIPANTS



Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n=600 VIC survey participants)

SATISFACTION RATES

Satisfaction rates with apartment living/ownership was very high across all States, with 93% positive rating in Victoria through to 98% in QLD.

Column %	NSW	QLD	Victoria	WA	NET
Not at all satisfied	3%	1%	2%	2%	2%
Slightly satisfied	3%	1%	5%	2%	3%
Moderately satisfied	23%	22%	21%	27%	23%
Very satisfied	42%	53%	51%	42%	46%
Extremely satisfied	29%	24%	22%	26%	26%
NET	100%	100%	100%	100%	100%

How satisfied are you with your apartment? by Which state is your apartment located in (the one you referred to when you took part in the 2019 Apartment Survey n 2500)

SHORT STAY TRENDS

Short stay trends

What was interesting to note was that across most of the states, 50% or more survey respondents were affected by short stay accommodation in a negative way. The only variation was WA at just 39%. This related mostly to noise, parking, wear and tear and concerns over security.

Column %	NSW	QLD	Victoria	WA	NET
Extremely negative	20%	15%	15%	15%	17%
Moderately negative	12%	17%	18%	10%	14%
Slightly negative	16%	21%	17%	14%	16%
No impact at all	30%	23%	36%	37%	32%
Slightly positive	2%	1%	1%	1%	1%
Moderately positive	1%	6%	1%	1%	2%
Extremely positive	3%	5%	2%	3%	3%
Don't know	16%	13%	11%	18%	15%
NET	100%	100%	100%	100%	100%

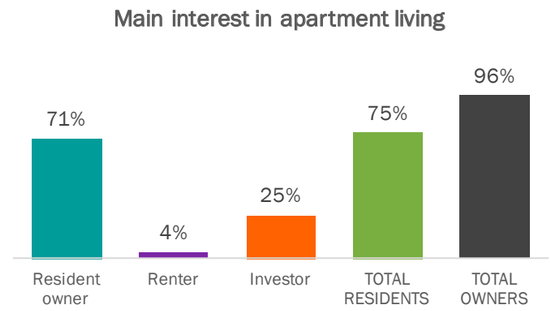
What sort of impact does short stay accommodation have on you and your apartment? by Which state is your apartment located in (the one you referred to when you took part in the 2019 Apartment Survey)

QLD
SURVEY PARTICIPANTS

WHO ARE THEY?

96% were owners – either resident owners or investors.

75% were residents – either resident owners or renters.



To start with … what is your main interest in apartment living? Please the one that best applies to your situation. (n=451 QLD survey participants)

SUMMARY

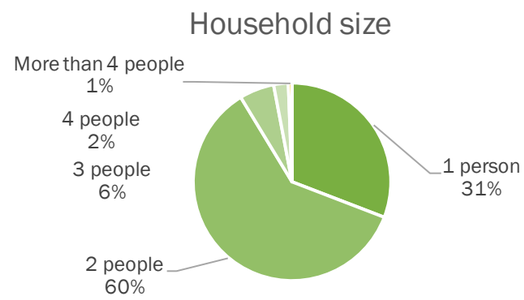
Residents (75% of survey participants):

Whilst the QLD apartment residents surveyed were mainly living in one and two person households, this is possibly related more to the size of apartments available than a household choice. The lack of larger apartments limits the options for larger households.

Half the residents are in working age households and from professional occupations.

75% of survey participants were living in an apartment. 71% were resident owners and 8% were renting.

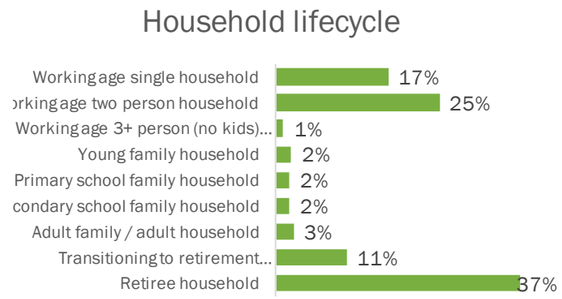
91% lived in 1 or 2 person households.



How many people are living in your household? (n=336 QLD apartment residents)

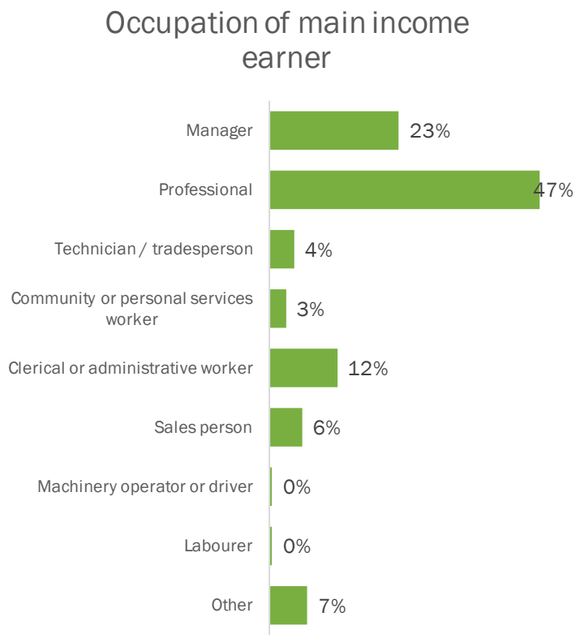
QLD SURVEY PARTICIPANTS

52% were working age adult or family households. 7% of households had children and these were spread across the age groups.



Household lifecycle was created using number of people in the household, their employment status and the presence of children in the household. (n=335 QLD apartment residents)

The residents who were not from retiree households are mostly in professional or managerial occupations.



Which of the following best describes the occupation of the main income earner in your household? (n=221 QLD apartment residents who were not from retiree households.)

SUMMARY

Investors (25% of survey participants):

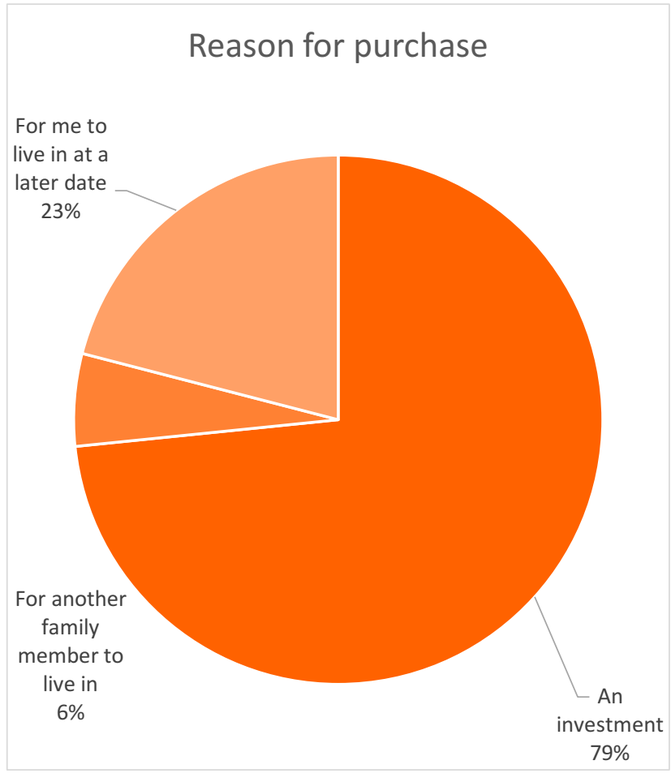
Most of the investors in QLD apartments surveyed had purchased their investment as an investment.

67% had a residential investment portfolio comprising two or more properties. These portfolios were diversified in their property type, with apartments figuring prominently amongst the other properties.

Most investors chose to invest close to home, with most of them living in QLD although a sizable number live in NSW.

25% of survey participants were investors, owning an apartment as an investment.

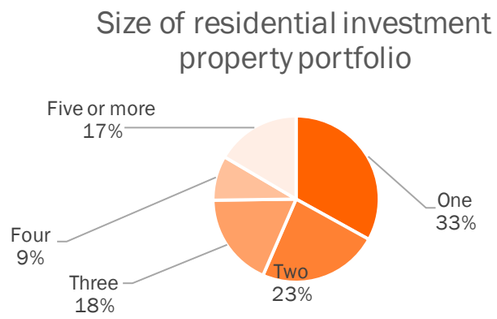
The majority of investors in QLD apartments purchased their apartment as an investment.



Was your apartment purchased as an investment or for another family member to live in? (n=115 investors in QLD apartments)

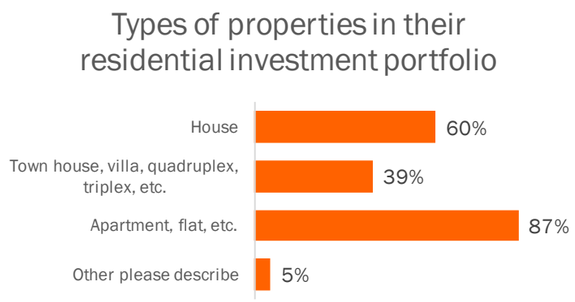
QLD SURVEY PARTICIPANTS

67% of the investors surveyed owned two or more investment properties, with similar proportions owning two, three or five or more properties.



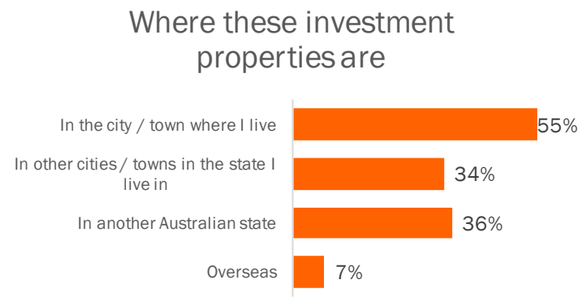
How many residential investment properties do you own? (n=115 investors in QLD apartments)

Amongst that 67%, their other investments cover the full range of property types.



What type(s) of dwellings do you have in your residential investment portfolio? (n=77 investors in QLD apartments who own more than one investment property)

Most investors choose to invest close to home.



Where do you own apartments as investment properties? Please give more than one response if you own investment apartments in different locations. (n=115 investors in QLD apartments).

Investors – Where are their investment properties?

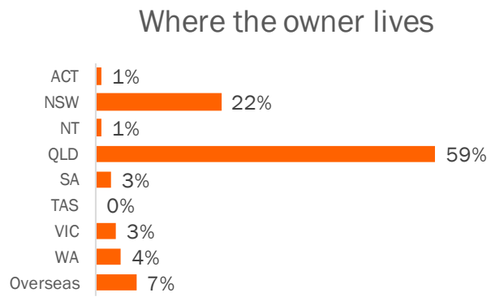
State by state

Investors in apartments located in:	NSW	QLD	VIC	WA	National*
In the city / town where I live	62%	55%	72%	72%	68%
In other cities / towns in the state I live in	34%	34%	25%	25%	28%
In another Australian state	17%	36%	19%	18%	21%
Overseas	4%	7%	5%	2%	3%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
Where do you own apartments as investment properties? Please give more than one response if you own investment apartments in different locations. (n= investors in apartments).

** National includes all survey participants, including those in the smaller states not separately tabled.*

And most of those investing in QLD apartments live in QLD, with a sizable number living in NSW.



Where do you live? (n=115 investors in QLD apartments)

QLD SURVEY PARTICIPANTS

SAMPLE PROFILE: THE APARTMENTS
WHERE WERE THE APARTMENTS AND WHAT WERE THEY LIKE

SUMMARY

There is quite a diversity of length of tenure. 1in 10 have had their current apartment for less than 1 year. Almost 1 in 4 have had their apartment for 10 years or longer.

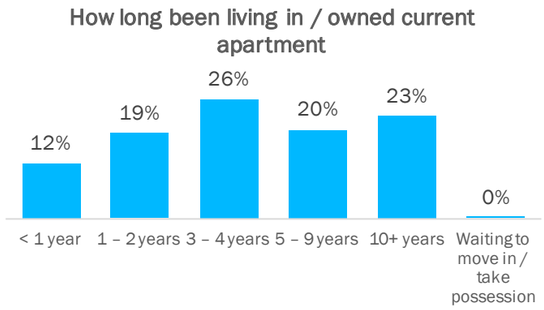
The majority describe their apartment as being within walking distance of facilities and amenities such as shops, cafes and restaurants, public transport and green space.

Residents and investors alike mostly chose their apartments for its location.

When choosing where to live, residents can factor in the apartment, the apartment complex and where the apartment complex is located. What they like about the apartment they chose was its design and the views, its location in the apartment complex, its low maintenance and the size of the rooms. They like their apartment complex because of its security, residents parking, its height, its facilities and its size.

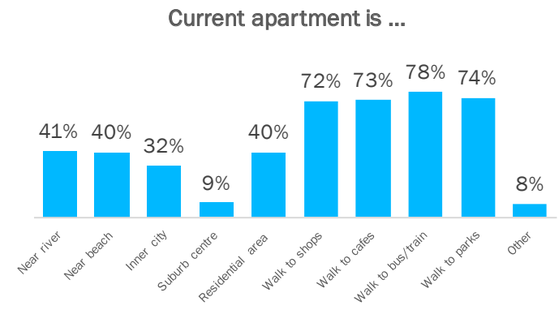
And they like the location of their apartment complex for its proximity to the water, to restaurants and cafes, shops, public transport, and parks, as well as the particular suburb it's located in.

There is a mix of apartment tenures. Just over one in ten have owned or been living in their current apartment for less than a year. Almost one in four have had their apartment for ten years or longer.



How long have you been living in / owned (investors) your current (investment) apartment? (n=451 QLD survey participants)

Whilst there is a real mix in terms of whether their apartment is inner city or residential, near the river or the beach, what is common is that more than seven in ten apartments are walkable to shops or cafes or public transport or parks and other amenities.



Where is your current apartment? Please tick all that apply (n=451 QLD survey participants)

QLD SURVEY PARTICIPANTS

Residents mostly chose their apartment for its location, followed by the lock and leave lifestyle and a variety of other factors. Investors also mostly chose their apartment for its location, followed by proximity to public transport.

Why did you choose your current (investment) apartment? (n=451 QLD survey participants)

Why they chose their apartment

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Well designed	42%	48%	41%	35%	40%
Because of its location	83%	91%	88%	86%	85%
Affordable	42%	35%	40%	37%	39%
Low maintenance	38%	46%	44%	50%	45%
Means I can have a lock and leave lifestyle	34%	50%	37%	52%	44%
Near to public transport	61%	44%	66%	49%	55%
Near to work / study	22%	19%	32%	32%	27%
Other	13%	12%	13%	9%	12%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
Why did you choose your current (investment) apartment? (n= apartment residents)

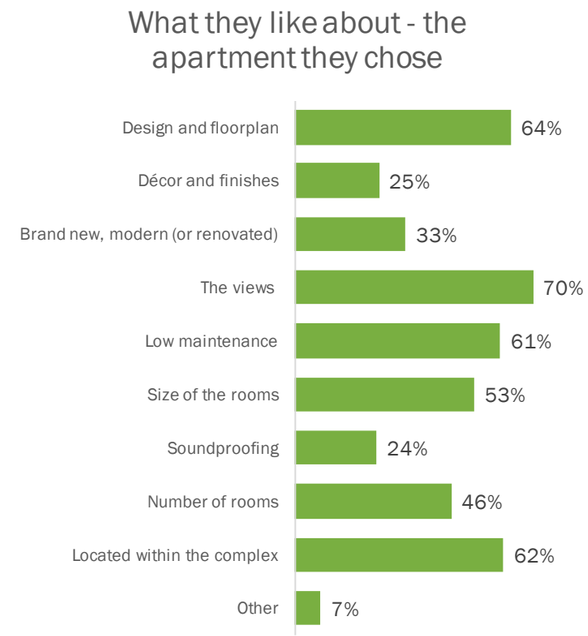
State by state Investors in apartments located in:	NSW	QLD	VIC	WA	National*
Well designed	33%	39%	27%	26%	30%
Because of its location	83%	86%	87%	83%	84%
Affordable	42%	43%	44%	39%	41%
Low maintenance	33%	37%	36%	39%	38%
Means I can have a lock and leave lifestyle	17%	25%	23%	30%	24%
Near to public transport	62%	54%	63%	50%	56%
Near to work / study	40%	43%	46%	39%	41%
Other	11%	12%	10%	8%	10%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
Why did you choose your current (investment) apartment? (n= investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*

When people choose an apartment to live in, the decision relates to the apartment, the apartment complex their apartment is located in, and the location of their apartment.

QLD residents liked their apartment for the views from the balcony or windows, the design and floorplan, where it is located in the apartment complex, its low maintenance and the size of the rooms.



What do you like about - The apartment you chose? Please tick all that apply (n=336 QLD apartment residents)

There was little difference between resident owners and renters in what they liked about their apartment.

What they like about their apartment

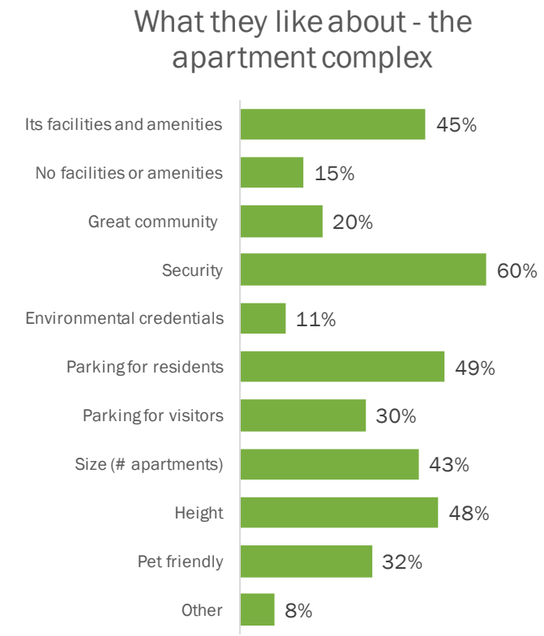
State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
The design and floorplan	61%	64%	55%	51%	57%
The décor and finishes	25%	25%	24%	26%	25%
Brand new, modern (or renovated)	33%	33%	34%	43%	37%
The views out of the window / from the balcony	57%	70%	52%	51%	56%
Low maintenance	49%	61%	52%	63%	57%
The size of the rooms	52%	53%	52%	41%	49%
The soundproofing	21%	24%	24%	19%	21%
The number of rooms	49%	46%	42%	41%	45%
Where my apartment is located within the complex	62%	62%	58%	56%	59%
Other	12%	7%	12%	9%	10%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - The apartment you chose? Please tick all that apply (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

QLD SURVEY PARTICIPANTS

They liked their apartment complex for its security, ample parking for residents, its height (low rise, mid-rise or high rise), its facilities and and its size (number of apartments).



What do you like about - The apartment complex your apartment is located in? Please tick all that apply (n=336 QLD apartment residents)

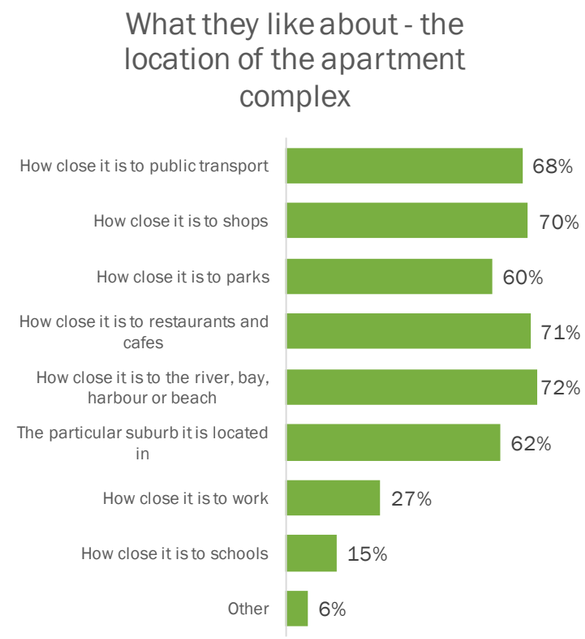
There was little difference between resident owners and renters in what they liked about their apartment complex.

What they like about the apartment complex

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Its facilities and amenities (e.g. pool, gym, etc.)	22%	45%	25%	33%	29%
That it doesn't have any facilities and amenities	31%	15%	26%	23%	25%
It's a great community of people to belong to	23%	20%	17%	19%	20%
Security	55%	60%	55%	58%	57%
Its environmental credentials	11%	11%	12%	9%	11%
The parking for residents	58%	49%	50%	49%	52%
The parking for visitors	32%	30%	12%	20%	24%
Its size (number of apartments)	53%	43%	47%	40%	46%
Its height (low rise, medium rise, high rise)	56%	48%	51%	42%	49%
It's pet friendly	30%	32%	28%	22%	27%
Other	10%	8%	9%	7%	9%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - The apartment complex your apartment is located in? Please tick all that apply (n= apartment residents)

What they liked about where their apartment complex is located is the convenience of that location – close to the water (be that the river, beach, bay or harbour), restaurants and cafes, public transport and parks. They also liked the suburb that their apartment complex was located in, underscoring the importance of location in choosing a home.



What do you like about - Where the apartment complex is located? Please tick all that apply (n=336 QLD apartment residents)

There was little difference between resident owners and renters in what they liked about the location of their apartment complex.

What they like about where the apartment complex is located

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
How close it is to public transport	83%	68%	85%	70%	77%
How close it is to shops	74%	70%	79%	64%	71%
How close it is to parks	56%	60%	60%	57%	58%
How close it is to restaurants and cafes	69%	71%	76%	63%	68%
How close it is to the river, bay, harbour or beach	47%	72%	46%	52%	52%
The particular suburb it is located in	64%	62%	65%	57%	61%
How close it is to where I work	28%	27%	34%	38%	33%
How close it is to schools / universities / colleges	20%	15%	17%	13%	17%
Other	5%	6%	5%	5%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
What do you like about - Where the apartment complex is located? Please tick all that apply (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

QLD SURVEY PARTICIPANTS

THE PURCHASE CHOICE DECISION PROCESS
HOW THEY CHOSE THEIR CURRENT DEPARTMENT

SUMMARY

Residents who moved into an apartment moved out of their previous home for a variety of reasons. It is much more diverse than downsizing or living closer to the water, and no particular reason dominates.

Residents were mostly looking for 2 or 3 bed properties, with 2 bathrooms and 2 or 1 car bay. 8% were looking for a 4 bed or larger home … which makes sense given that 8% were in 3+ person households.

Investors were looking for smaller properties than residents – mostly 2 x 2 with 1 car bay. And whilst most who invested in apartments were looking for an apartment, they were also looking at other types of properties.

Internet search is dominating the promotion of QLD apartments. It is the main place QLD people looked for the apartment they bought or rented (70%).

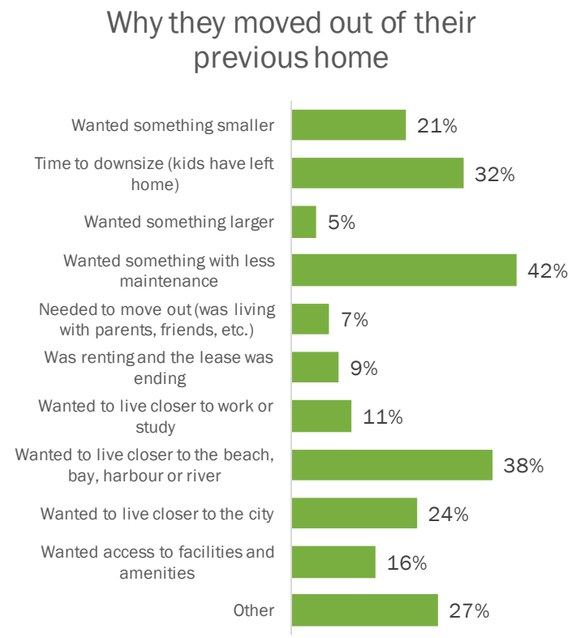
The residents and investors all chose an apartment over another type of property such as a house, townhouse, home unit, etc. They did so for slightly different reasons. Residents chose an apartment because it was easier to maintain, it was the right size for what they needed, for security and because they liked the apartment lifestyle. Investors chose an apartment because it was easier to maintain, they think the apartment lifestyle will be attractive for tenants and it was the right size for what they needed.

When apartment residents (resident owners and renters) are looking for an apartment, five factors stand out as more important than others: location, safety and security, the ability to lock up and leave, low maintenance and affordability.

26% of apartment owners (resident owners and investors) bought their apartment off the plan. The rest bought a completed apartment, either brand new or from the previous owner.

Why they moved

Most residents moved out of their previous home for a myriad of reasons … all very unique and particular to them. One of the key reasons was to find something with less maintenance. Another was to live closer to the water. These are about lifestyle and location. A third reason was that it was time to downsize.



Why did you decide to move out of your previous home … the one you were living in or owned before you bought your apartment? (n=336 QLD apartment residents)

The Purchase Choice Decision Process – how they chose their current apartment

Why they moved

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Wanted something smaller	18%	21%	16%	20%	19%
Time to downsize (kids have left home)	24%	32%	17%	21%	23%
Wanted something larger	8%	5%	9%	4%	7%
Wanted something with less maintenance	33%	42%	29%	41%	37%
Needed to move out (was living with parents, friends, etc.)	14%	7%	15%	20%	15%
Was renting and the lease was ending / being terminated	11%	9%	18%	14%	13%
Wanted to live closer to work or study	12%	11%	18%	20%	16%
Wanted to live closer to the beach / bay / harbour / river	18%	38%	12%	19%	20%
Wanted to live closer to the city	17%	24%	30%	31%	25%
Wanted access to facilities and amenities (e.g. pool, tennis court, etc.)	8%	16%	8%	10%	10%
Other	34%	27%	32%	26%	30%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Multiple responses allowed. Percentages will not add to 100%.
Why did you decide to move out of your previous home … the one you were living in or owned before you bought your apartment? (n= apartment residents)

QLD SURVEY PARTICIPANTS

What they were looking for

Most residents were looking for a 2 or 3 bed home, with 2 bathrooms and 2 or 1 car bays. 8% were looking for a 4 bed or larger apartment.

	1.	8%	**2.**	43%	**3.**	41%	**4+.**	8%
	1.	13%	**2.**	64%	**3+.**	23%		
	0.	4%	**1.**	43%	**2.**	50%	**3+.**	4%

What sort of property were you looking for before you bought your current apartment? (n=336 QLD apartment residents)

What they were looking for

State by state **Residents of apartments located in:**	NSW	QLD	VIC	WA	National*
1 bed	13%	8%	18%	16%	14%
2 bed	48%	43%	58%	45%	49%
3 bed	32%	41%	20%	30%	30%
4+ bed	7%	8%	4%	9%	7%
1 bath	31%	13%	39%	26%	28%
2 bath	47%	64%	48%	53%	51%
3+ bath	22%	23%	14%	21%	20%
0 car bay	11%	4%	12%	5%	8%
1 car bay	54%	43%	61%	44%	50%
2 car bay	34%	50%	26%	49%	40%
3+ car bay	1%	4%	1%	2%	2%
Sample size:	*725*	*333*	*430*	*759*	*2342*

Percentages may not add to 100% due to rounding error.
What sort of property were you looking for before you bought your current apartment? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

Investors, in contrast, were generally looking for smaller properties. They were looking for 2 bed (not 2 and 3 bed), 2 bath and 1 car bay.

	1.	13%	**2.**	54%	**3.**	21%	**4+.**	0%	**Mix**	12%
	1.	30%	**2.**	58%	**3+.**	0%			**Mix**	11%
	0.	3%	**1.**	63%	**2.**	26%	**3+.**	1%	**Mix**	8%

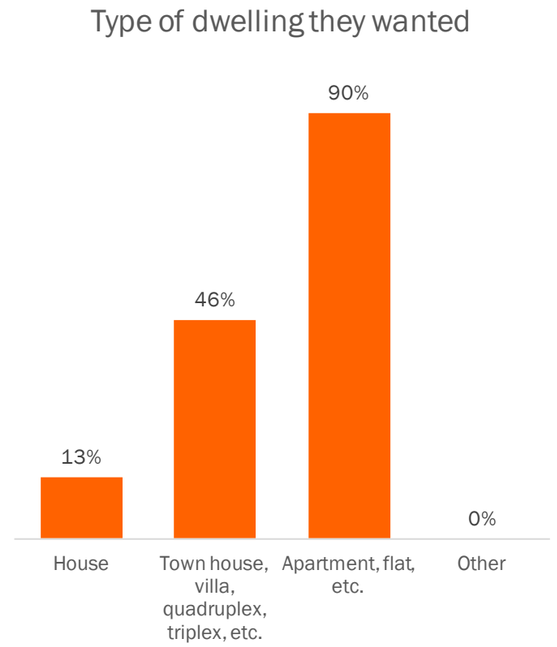
What size property were you looking for? (n=115 investors in QLD apartments)

State by state **Investors in apartments located in:**	NSW	QLD	VIC	WA	National*
1 bed	22%	13%	26%	17%	20%
2 bed	56%	54%	55%	52%	54%
3 bed	14%	21%	5%	19%	15%
4+ bed	1%	0%	0%	2%	1%
Mix of # bedrooms	7%	12%	13%	10%	10%
1 bath	55%	30%	65%	53%	53%
2 bath	37%	58%	27%	40%	39%
3+ bath	0%	0%	1%	1%	1%
Mix of # bathrooms	8%	11%	7%	6%	8%
0 car bay	4%	3%	9%	1%	3%
1 car bay	73%	63%	66%	55%	62%
2 car bay	18%	26%	16%	36%	27%
3+ car bay	0%	1%	1%	1%	1%
Mix of # car bars	4%	8%	8%	8%	7%
Sample size:	*214*	*115*	*167*	*392*	*938*

Percentages may not add to 100% due to rounding error.
What size property were you looking for? (n=investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*

And while investors were looking for a variety of properties, they were mostly looking for apartments.



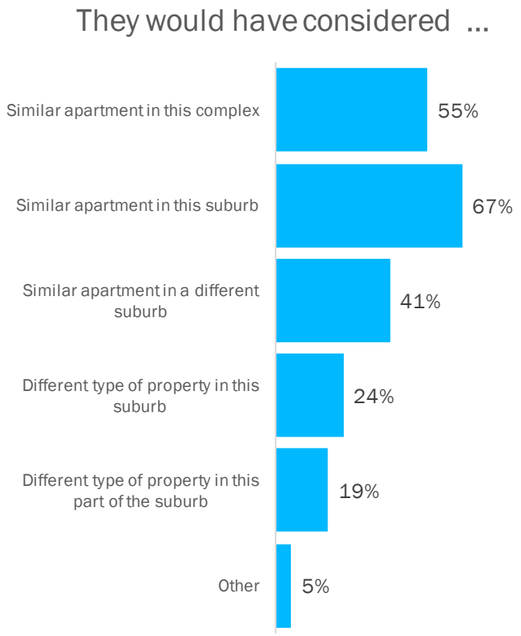
What type(s) of dwelling were you considering? Please select all that apply. (n=115 investors in QLD apartments)

QLD SURVEY PARTICIPANTS

Understanding the location vs property dynamic is important for understanding how apartments compete against other property types and locations.

91% would have considered a similar apartment to the one they got, with most preferring that the apartment be in the same suburb. 33% would have considered a different type of property.

Overall, 90% were looking for a property in the suburb they ended up in.



Would you have considered … (n=451 QLD survey participants)

Where they looked

No single medium has front runner status in promoting property to QLD apartment owners and residents.

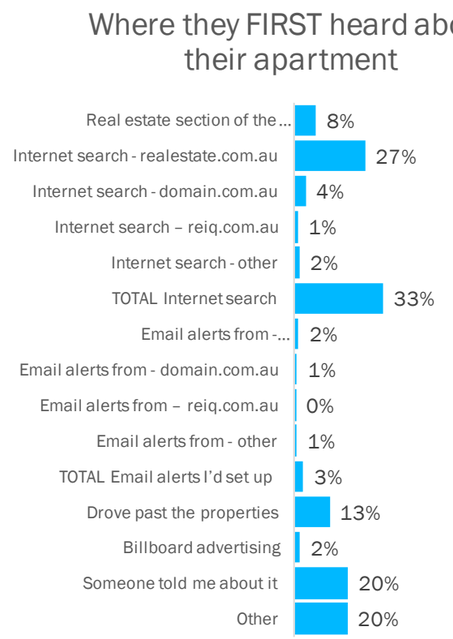
The medium that has garnered the most eyes *in the first instance* is realestate.com.au specifically (27%) and the act of searching on the internet generally (33%).

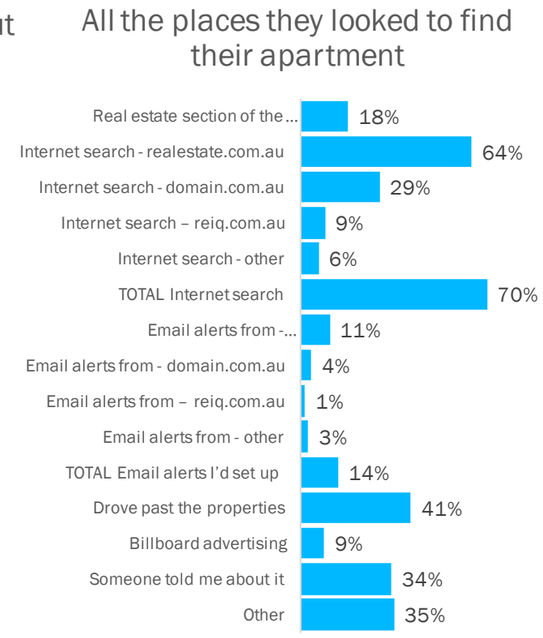
When all media are taken into account, the internet is the main place QLD people looked for the apartment they bought or rented (70%).

And the most popular website they looked on was realestate.com.au (64%).

This is the specific action of looking. Fewer than 1 in 7 had set up email alerts for properties.

Amongst the rest … driving past the property and word of mouth played a smaller role.





How did you FIRST hear about the apartment you bought / rented? How ELSE did you find out about the properties you looked at? (n=451 QLD survey participants)

Resident owners were the most likely to have found the apartment through driving past the property (47%). Investors were more likely to have found out about it through word of mouth (46%). Otherwise, the three groups were similar in how they found out about the properties they looked at.

QLD SURVEY PARTICIPANTS

Where they looked

State by state
Survey participants with apartments located in:

	NSW	QLD	VIC	WA	National*
Real estate section of the newspaper	26%	18%	18%	18%	20%
Internet search - realestate.com.au	57%	64%	65%	68%	64%
Internet search - domain.com.au	50%	29%	42%	26%	36%
Internet search – website for the local real estate institute	7%	9%	8%	28%	15%
Internet search	5%	6%	5%	5%	6%
TOTAL Internet search	**69%**	**70%**	**73%**	**75%**	**72%**
Email alerts from - realestate.com.au	12%	11%	16%	10%	12%
Email alerts from - domain.com.au	10%	4%	7%	3%	6%
Email alerts from – website for the local real estate institute	1%	1%	1%	2%	2%
Email alerts from - other	2%	3%	2%	1%	2%
TOTAL Email alerts I'd set up	**17%**	**14%**	**18%**	**13%**	**15%**
Drove past the properties	33%	41%	31%	34%	34%
Billboard advertising	13%	9%	14%	13%	13%
Someone told me about it	31%	34%	32%	28%	30%
Other	29%	35%	30%	23%	28%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
How did you FIRST hear about the apartment you bought / rented? How ELSE did you find out about the properties you looked at? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

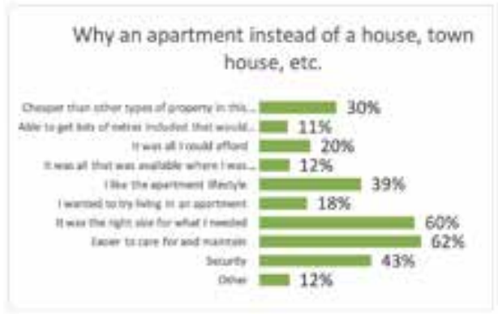
Why they chose an apartment over another type of property and what was important to them

The residents and investors all chose an apartment over another type of property such as a house, townhouse, home unit, etc. They did so for slightly different reasons.

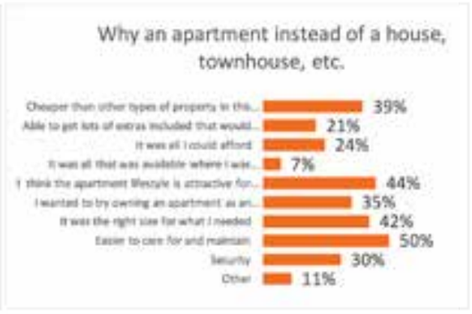
Residents chose an apartment because it was easier to maintain, it was the right size for what they needed, for security and because they liked the apartment lifestyle.

Investors chose an apartment because it was easier to maintain, they think the apartment lifestyle will be attractive for tenants and it was the right size for what they needed.

RESIDENTS



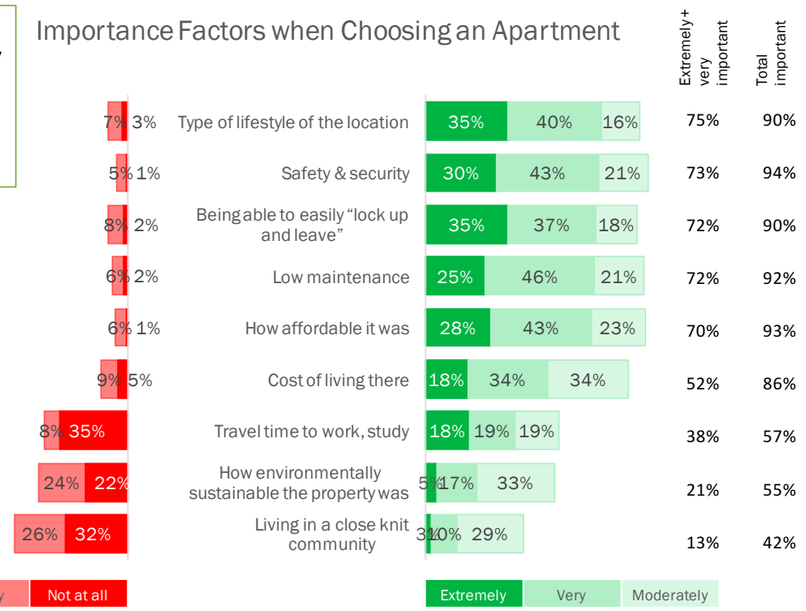
INVESTORS



Why did you choose an apartment instead of another type of property such as a house or a town house or home unit, etc.? Please tick all that apply? (n=451 QLD survey participants)

When apartment residents (resident owners and renters) are looking for an apartment, five factors stand out as more important than others:

- **Location**
- **Safety and security**
- **Lock up and leave**
- **Low maintenance**
- **Affordability**



How important were each of the following in choosing the apartment you just purchased / rented? (n=336 apartment residents)

There was little difference between resident owners and renters in what was important to them in choosing an apartment.

Why they chose an apartment over another type of property and what was important to them

State by state - % extremely or very important
Residents of apartments located in:

	NSW	QLD	VIC	WA	National*
How affordable it was	76%	70%	79%	72%	75%
Cost of living there	56%	52%	59%	58%	57%
Travel time to work, study	54%	38%	63%	56%	54%
Safety & security	76%	73%	76%	81%	78%
How environmentally sustainable the property was	23%	21%	23%	23%	23%
Low maintenance	65%	72%	63%	74%	69%
Type of lifestyle of the location	70%	75%	72%	70%	71%
Being able to easily "lock up and leave"	66%	72%	62%	73%	69%
Living in a close knit community	20%	13%	14%	15%5	16
Sample size:	*730*	*336*	*433*	*762*	*2369*

Nine separate measures are reported. Percentages will not add to 100%.
How important were each of the following in choosing the apartment you just purchased / rented? (n=apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

QLD SURVEY PARTICIPANTS

Buying off the plan (for those who bought their apartment)

26% of apartment owners (resident owners and investors) bought their apartment off the plan. The rest bought a completed apartment, either brand new or from the previous owner.

32% of apartment owners were able to see a display apartment, so they could see its size and how it was fitted out. Whilst more of those who saw a display apartment bought off the plan than those who didn't, we don't know how many bought their apartment brand new. It is likely that a large proportion of those who didn't see a display apartment bought their apartment from the previous owner.

THE APARTMENT THEY CHOSE

SUMMARY

Most residents ended up choosing a 2-bedroom, 2-bathroom apartment with 1 or 2 bays, similar to what they were looking for. It typically has a study space, has either a laundry room or a cupboard laundry, has the meals as part of an open plan space, has a balcony and comes with 1 lockable store room.

63% were in apartment complexes that had an elevator. 88% were in apartment complexes that came with facilities and amenities, with the outdoor pool, BBQ and a communal garden the more popular features.

52% of residents had apartments with water views from their main windows or balcony. 33% had views of trees and parklands. 29% had views of the city skyline. 47% had views of other apartments or the rooves of houses.

Most were in apartments well served by cafes and restaurants, grocery shops, high frequency bus services, services and retail shops.

(From earlier) we know that most residents were looking for a 2 or 3 bed home, with 2 bathrooms and 2 or 1 car bays.

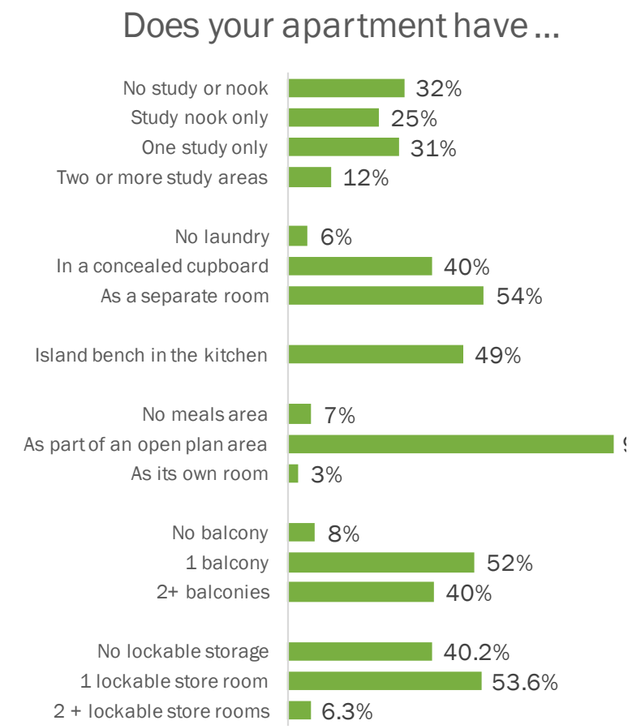
Most residents ended up choosing a 2 bed, 2 bathroom apartment with 1 or 2 bays.

And whilst almost one in ten were looking for a 4 bed or larger apartment, only 3% ended up getting one.

	0-1.	17%	**2.**	56%	**3.**	24%	**4+.**	3%
	1.	22%	**2.**	70%	**3+.**	8%		
	0.	2%	**1.**	48%	**2.**	47%	**3+.**	3%

How many rooms of living spaces does your apartment have? (n=336 QLD apartment residents)

The typical apartment has a study space, has either a laundry room or a cupboard laundry, has the meals as part of an open plan space, has a balcony and comes with 1 lockable store room.



Does your apartment have? (n=336 QLD apartment residents)

63% of residents reported that their apartment complex had an elevator.

Apartment complexes often come with additional facilities and amenities for residents.

Only 12% of residents reported not having any of facilities and amenities.

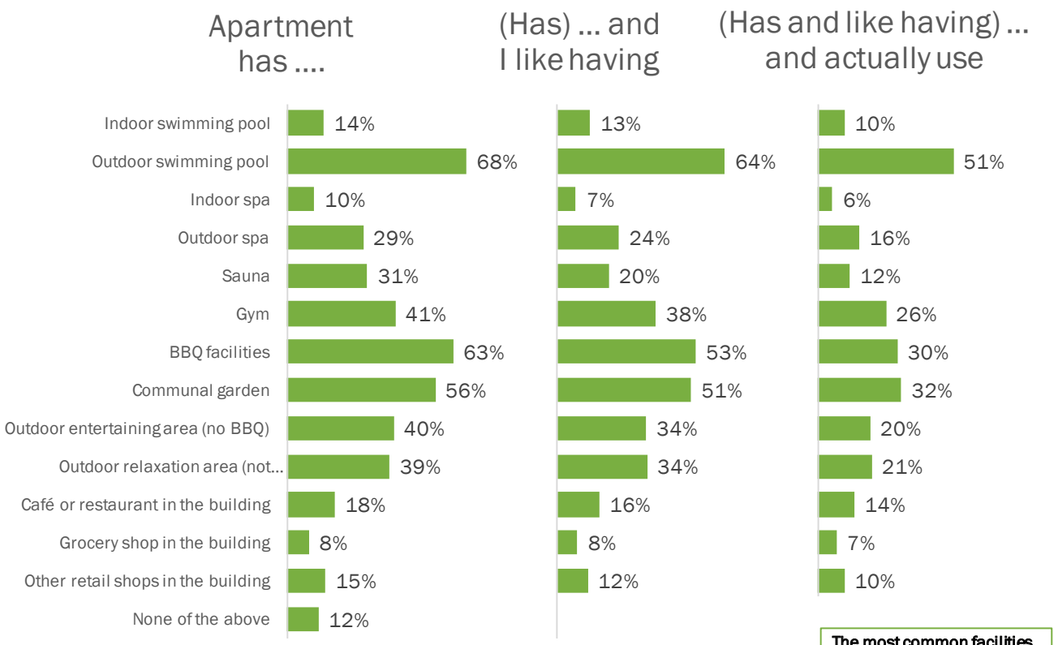
Amongst the residents who were living in apartment complexes with facilities and amenities, the most common were:

- Outdoor pool
- BBQ
- Communal garden

QLD SURVEY PARTICIPANTS

These were also the facilities and amenities residents liked having.

However when it came to actually using the facilities, the grocery shop, café or restaurant, outdoor pool, indoor pool and the retail shops were the facilities that residents had, liked having and said they actually used.



The most common facilities and amenities were

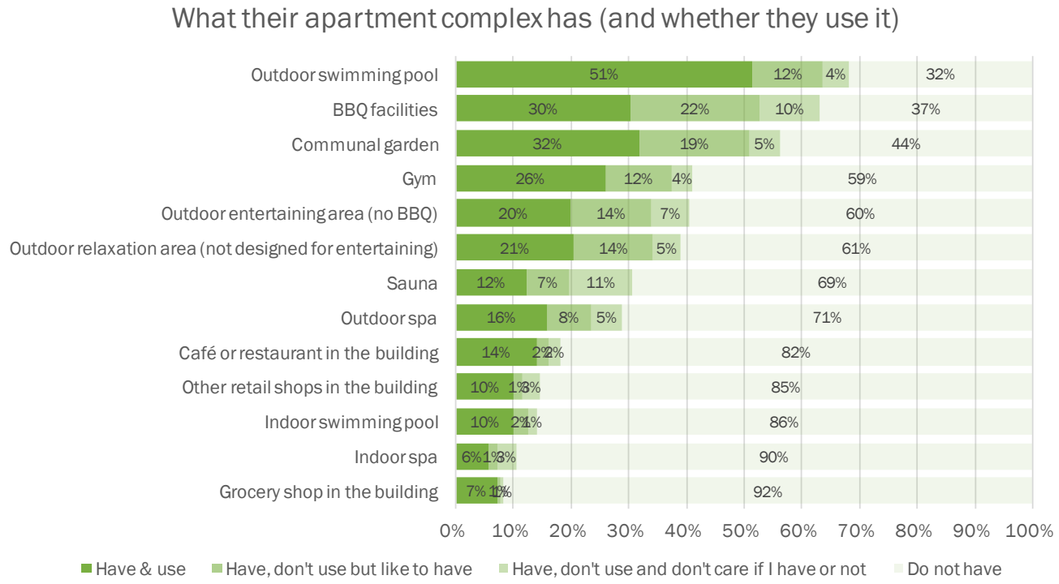
- **Outdoor pool**
- **BBQ**
- **Communal garden**

These were also the facilities and amenities residents liked having.

Where they have this facility, residents were most likely to use the grocery shop, café or restaurant, outdoor pool, indoor pool and retail shops.

What does your apartment complex have (and do you use them)? (n=336 QLD apartment residents)

Whilst facilities were relatively available to QLD residents, it begs the question … if they were more widely available would residents use them? The facilities that had the highest level of usage (amongst those who had them) were the grocery shop (8% have, 7% use, usage rate of 86%), café or restaurant (usage rate of 77%), outdoor pool (usage rate of 76%), indoor pool (72%) and retail shops (usage rate of 69%).



What does your apartment complex have (and do you use them)? (n=336 QLD apartment residents)

QLD SURVEY PARTICIPANTS

The apartment they chose

Residents

State by state - % have & use + % have, don't use but like to have + % have, don't use and don't care if have or not

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	9%	14%	21%	5%	11%
Outdoor swimming pool	22%	68%	13%	37%	32%
Indoor spa	6%	10%	12%	5%	7%
Outdoor spa	6%	29%	8%	11%	12%
Sauna	11%	31%	17%	23%	19%
Gym	16%	41%	31%	42%	31%
BBQ facilities	23%	63%	18%	41%	33%
Communal garden	57%	56%	43%	45%	50%
Outdoor entertaining area (no BBQ)	29%	40%	24%	36%	32%
Outdoor relaxation area (not designed for entertaining)	40%	39%	34%	34%	37%
Café or restaurant in the building	15%	18%	17%	12%	15%
Grocery shop in the building	7%	8%	6%	4%	6%
Other retail shops in the building	13%	15%	8%	7%	11%
None of the above	25%	12%	34%	27%	26%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Thirteen separate measures are reported. Percentages will not add to 100%.
What does your apartment complex have (and do you use them)? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

State by state - % have & use

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	6%	10%	13%	4%	7%
Outdoor swimming pool	16%	51%	7%	26%	22%
Indoor spa	3%	6%	6%	3%	4%
Outdoor spa	3%	16%	4%	6%	6%
Sauna	4%	12%	7%	7%	7%
Gym	9%	26%	17%	26%	19%
BBQ facilities	7%	30%	7%	16%	13%
Communal garden	27%	32%	19%	19%	23%
Outdoor entertaining area (no BBQ)	13%	20%	10%	16%	15%
Outdoor relaxation area (not designed for entertaining)	19%	21%	14%	13%	16%
Café or restaurant in the building	11%	14%	11%	8%	10%
Grocery shop in the building	5%	7%	4%	2%	4%
Other retail shops in the building	7%	10%	3%	2%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Thirteen separate measures are reported. Percentages will not add to 100%.
What does your apartment complex have (and do you use them)? (n= apartment residents)

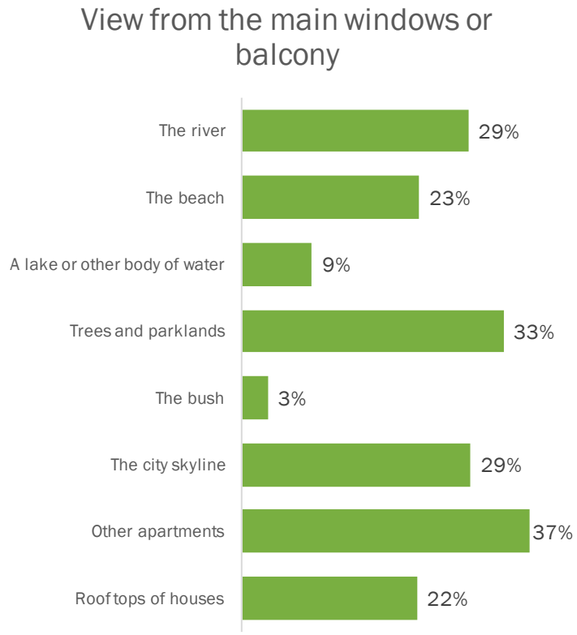
** National includes all survey participants, including those in the smaller states not separately tabled.*

52% of those living in apartments report they have views of water (river, beach, harbour, lake or other body of water).

33% have green views (trees and parklands).

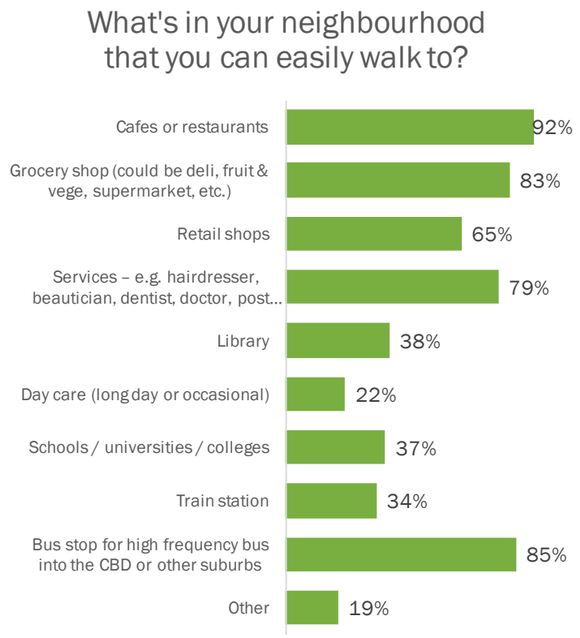
29% see the city skyline.

Just under half (47%), however, have views of other apartments or of the rooves of houses.



When you look out of the main windows or balcony of your apartment, what you do mainly see? (n=336 QLD apartment residents)

QLD SURVEY PARTICIPANTS



What is in your local neighbourhood that you can easily walk to? (n=336 QLD apartment residents)

People living in apartments are well served by:

- Cafes and restaurants
- Grocery shops
- Public transport
- Services
- Retail shops

SUMMARY

Most investors ended up choosing a 2-bedroom apartment, with 2 or 1 bathrooms and 1 car bay, similar to what they were looking for.

49% reported their investment apartment was in an apartment complexe that had an elevator. 83% had investment in an apartment complex that came with facilities and amenities. These were similar to the ones reported by residents.

Also similar to the residents, investors reported their investment apartment was well served by cafes and restaurants, grocery shops, high frequency bus services, other services and retail shops.

(From earlier) we know that investors were generally looking for smaller properties than residents. They were looking for 2 bed (not 2 and 3 bed), 2 bath and 1 car bay.

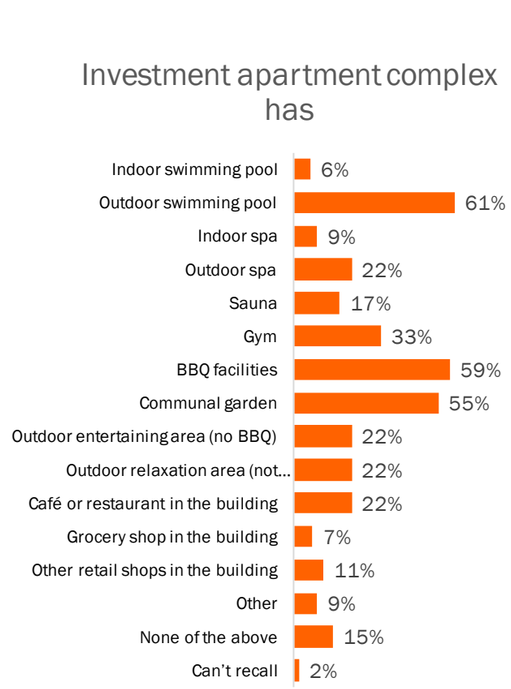
Most investors ended up choosing a 2 bed apartment, with 2 or 1 baths and 1 car bay.

	1.	21%	**2.**	58%	**3.**	20%	**4+.**	1%
	1.	41%	**2.**	56%	**3+.**	3%		
	0.	6%	**1.**	75%	**2.**	18%	**3+.**	1%

How many bedrooms, bathrooms and car bays does your investment apartment have? (n=115 investors in QLD apartments)

49% of investors reported that their apartment complex had an elevator.

83% of investors reported that their apartment complexes came with facilities and amenities and these were similar to those reported by the residents.



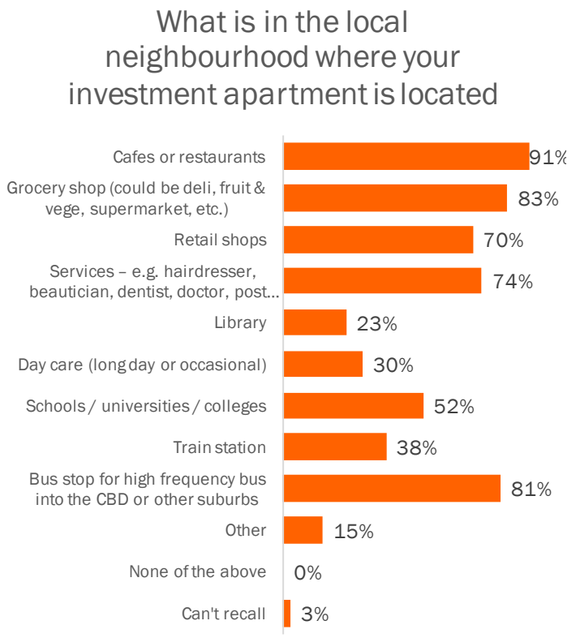
What facilities and amenities does the apartment complex your investment apartment is located in have? (n=115 investors in QLD apartments)

QLD SURVEY PARTICIPANTS

State by state Investors in apartments located in:	NSW	QLD	VIC	WA	National*
Indoor swimming pool	9%	6%	27%	1%	8%
Outdoor swimming pool	15%	61%	5%	28%	24%
Indoor spa	2%	9%	13%	2%	5%
Outdoor spa	3%	22%	5%	7%	7%
Sauna	7%	17%	19%	12%	12%
Gym	17%	33%	33%	28%	26%
BBQ facilities	18%	59%	30%	34%	32%
Communal garden	36%	55%	44%	38%	41%
Outdoor entertaining area (no BBQ)	16%	22%	19%	18%	18%
Outdoor relaxation area (not designed for entertaining)	18%	22%	16%	16%	17%
Café or restaurant in the building	12%	22%	15%	8%	12%
Grocery shop in the building	6%	7%	5%	1%	3%
Other retail shops in the building	11%	11%	6%	6%	8%
None of the above	33%	15%	31%	33%	30%
Sample size:	*215*	*115*	*167*	*396*	*943*

Multiple responses allowed. Percentages will not add to 100%.
What facilities and amenities does the apartment complex your investment apartment is located in have? (n=investors in apartments)

** National includes all survey participants, including those in the smaller states not separately tabled.*



The apartments bought by investors are well served by:

- Cafes and restaurants
- Grocery shops
- Public transport
- Services
- Retail shops.

What is in the local neighbourhood where your investment apartment is located? (n=115 investors in QLD apartments)

THE APARTMENT, THE APARTMENT COMPLEX AND THE LOCATION

WHAT THEY WOULD CHANGE ABOUT IT

SUMMARY

Most QLD survey participants are happy with the location of their apartment complex, but could find things they'd like to change about their apartment and the apartment complex.

And whilst they'd make a change, there is little agreement on what they would change.

Within the apartment, the area to attract the most attention was the need for more storage (40%). For the apartment complex, it was more visitor parking (30%).

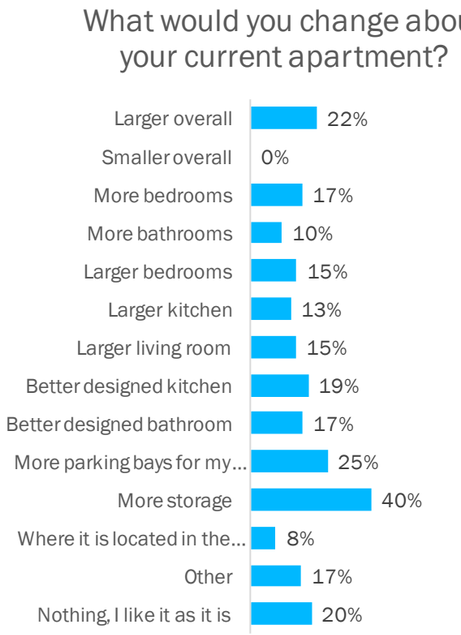
Overall, getting to know the neighbours is not particularly important for resident owners and renters. Only 17% rate this as extremely or very important.

The apartment

1 in 5 are happy with their current apartment and wouldn't change a thing.

And those who would change something don't agree about what they would change, evidence that apartments and how you live in them are unique to the individual.

The aspect to garner the most attention … more storage.



What would you change about your current apartment? (n=451 QLD survey participants)

QLD SURVEY PARTICIPANTS

The apartment

State by state Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Larger overall	23%	22%	31%	21%	23%
Smaller overall	0%	0%	1%	0%	0%
More bedrooms	21%	17%	20%	17%	19%
More bathrooms	11%	10%	13%	10%	10%
Larger bedrooms	20%	15%	22%	17%	18%
Larger kitchen	22%	13%	22%	20%	20%
Larger living room	18%	15%	22%	16%	18%
Better designed kitchen	23%	19%	26%	21%	22%
Better designed bathroom	21%	17%	22%	20%	20%
More parking bays for my apartment	25%	25%	26%	28%	26%
More storage	36%	40%	43%	34%	37%
Where it is located in the apartment building or apartment complex	10%	8%	9%	9%	9%
Other	16%	17%	14%	18%	17%
Nothing, I like it as it is	20%	20%	17%	19%	19%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
What would you change about your current apartment? (n= survey participants)

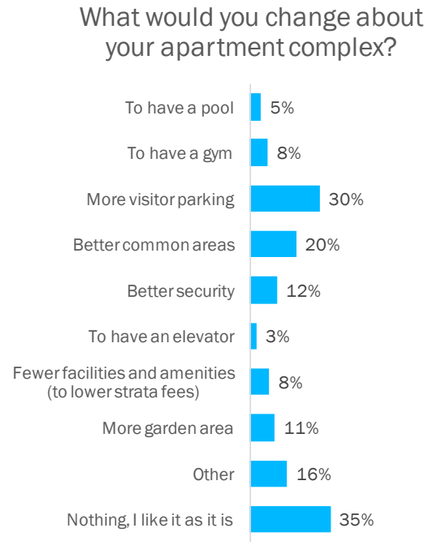
** National includes all survey participants, including those in the smaller states not separately tabled.*

The apartment complex

More than 1 in 3 are happy with their apartment complex and wouldn't change a thing.

As with their apartment, those who would change something don't agree at about what they would change.

The aspect to garner the most attention … more visitor parking.



What would you change about the apartment complex you live in? (n=451 QLD survey participants)

The apartment complex

State by state Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
To have a pool	6%	5%	8%	10%	8%
To have a gym	6%	8%	7%	7%	7%
More visitor parking	28%	30%	30%	37%	32%
Better common areas	20%	20%	22%	19%	20%
Better security	16%	12%	19%	20%	17%
To have an elevator	3%	3%	2%	3%	3%
Fewer facilities and amenities (to lower strata fees)	5%	8%	8%	8%	7%
More garden area	14%	11%	22%	15%	15%
Other	12%	16%	11%	13%	13%
Nothing, I like it as it is	38%	35%	30%	26%	31%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Multiple responses allowed. Percentages will not add to 100%.
What would you change about the apartment complex you live in? (n= survey participants)

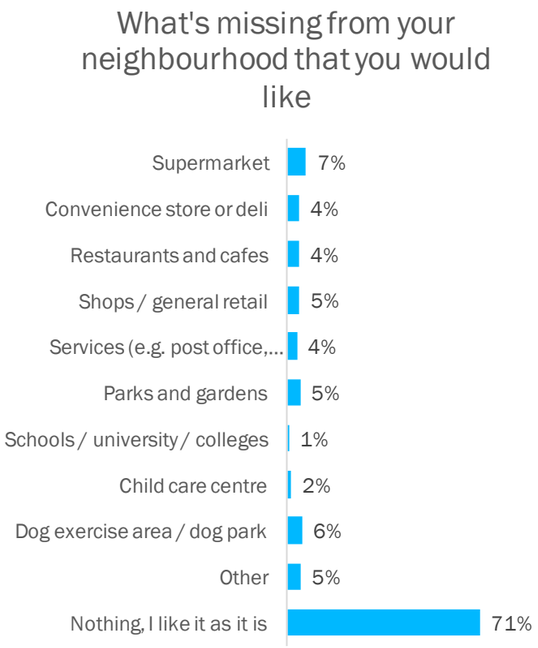
** National includes all survey participants, including those in the smaller states not separately tabled.*

QLD SURVEY PARTICIPANTS

The neighbourhood

More than 7 in 10 would not change the neighbourhood where their apartment complex is located.

And amongst those who would, nothing stands out as consistently missing.



What is missing from your neighbourhood that you would like? (n=451 QLD survey participants)

State by state Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Supermarket	6%	7%	9%	13%	10%
Convenience store or deli	6%	4%	4%	8%	6%
Restaurants and cafes	5%	4%	3%	9%	6%
Shops / general retail	5%	5%	3%	6%	5%
Services (e.g. post office, hair dresser, etc.)	4%	4%	4%	5%	4%
Parks and gardens	6%	5%	7%	4%	5%
Schools / university / colleges	1%	1%	2%	3%	2%
Child care centre	2%	2%	3%	3%	2%
Dog exercise area / dog park	5%	6%	5%	6%	6%
Other	7%	5%	5%	6%	6%
Nothing, I like it as it is	72%	71%	72%	63%	68%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

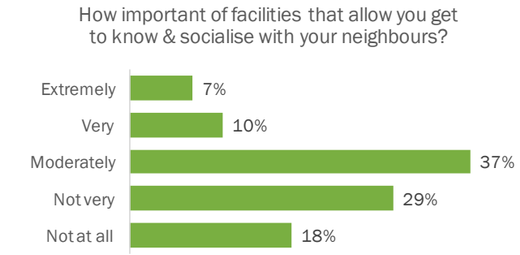
Multiple responses allowed. Percentages will not add to 100%.
What is missing from your neighbourhood that you would like? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

Getting to know the neighbours

Apartment residents are not particularly needing of facilities to help them to get to know their neighbours.

Only 17% rate this as extremely or very important. A total of 54% rate it as at least moderately important.



How important is it for your apartment complex to have facilities that allow you get to know your neighbours and socialise with them? (n=336 QLD apartment residents)

State by state Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very important	15%	17%	17%	16%	16%
Extremely, very or moderately important	52%	54%	42%	51%	50%
Sample size:	*730*	*336*	*433*	*762*	*2369*

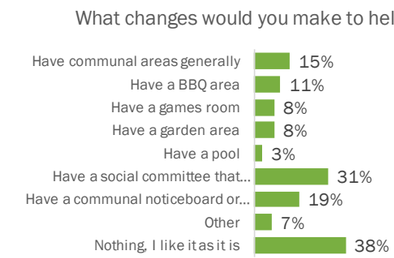
How important is it for your apartment complex to have facilities that allow you get to know your neighbours and socialise with them? (n= apartment residents)

** National includes all survey participants, including those in the smaller states not separately tabled.*

The 54% who see such facilities as extremely, very or moderately important are split on what changes they'd make to their apartment complex to facilitate that.

Almost 2 in5 believe their apartment is fine as is.

After that, the social committee is the next most valued addition.



What changes would you make to your apartment complex that would help you to get to know and socialise with your neighbours? (n=181 QLD apartment residents who believe it's extremely, very or moderately important for their apartment complex to have facilities that allow them to get to know their neighbours and socialise with them)

An apartment somewhere else

Only 9% of QLD apartment residents feel there is somewhere else they would like to live that doesn't currently have many options for those wanting an apartment lifestyle.

The most commonly mentioned locations were associated with water, including coastal locations in particular.

QLD SURVEY PARTICIPANTS

OWNING AN APARTMENT
VIEWS OF THE FINANCIAL SIDE

SUMMARY

3 in 5 apartment owners pay up to $501 - $2000 a quarter in strata fees.

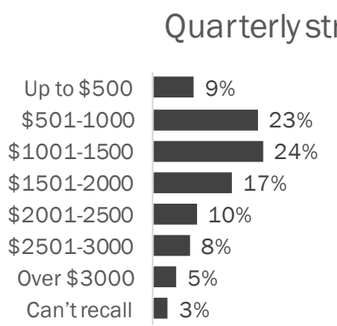
They are split in terms of whether they consider this value for money. The largest group (44%) consider it fair value for money. This is not related to the dollar value of the strata fees they pay.

When it comes to maintaining the condition of their apartment complex and its value, most people would pay the same (62%) or less (29%) than they do now.

Despite the media commentary on property values, and particularly apartment values, most investors are fairly bullish about the value of their investment apartments in the longer term. 92% believe their investment will have increased in value in 10 years' time.

Strata fees

3 in 5 apartment owners (resident owners and investors) pay up $501 - $2000 each quarter in strata fees.



What do you pay in strata fees each quarter? (n=435 owners of QLD apartments – resident owners and investors)

Resident owners were paying more in strata fees (27% paid $2001+ per quarter) than investors (of whom only 13% were paying strata fees of that amount).

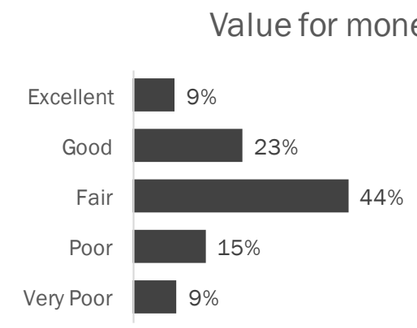
They are split on whether they consider this value for money.

31% consider it excellent or good value.

24% consider it very poor or poor value.

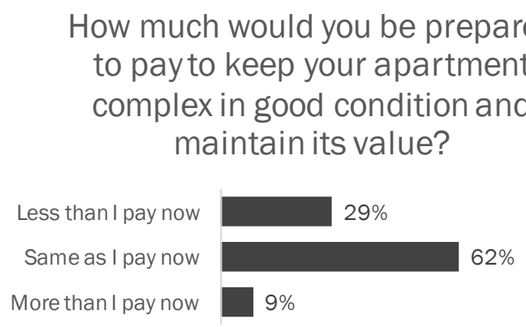
The largest group (44%) consider it fair value for money.

Value for money is not related to the dollar value of strata fees, however, with those paying lower fees just as likely to rate their fees as being good or poor value for money as those paying higher fees.



How would you rate your strata fees in terms of value for money? (n=427 owners of QLD apartments – resident owners and investors; 8 don't know excluded)

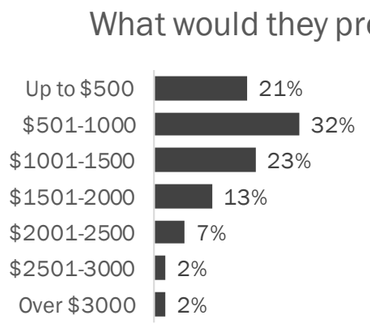
When it comes to maintaining the condition of their apartment complex and its value, most people would pay the same or less than they do now.



How much would you be prepared to pay in strata fees each quarter to keep your apartment complex in good condition and maintain its value? (n=435 owners of QLD apartments – resident owners and investors)

QLD SURVEY PARTICIPANTS

3 in 4 of those who would pay a different amount to what they pay now would prefer to pay up to $1500 each quarter.



You said you'd prefer to pay a different amount to what you pay now … how much would you be prepared to pay each quarter to keep your apartment in good condition and maintain its value? (n=164 owners of QLD apartments – resident owners and investors who would pay less or more than they currently pay)

Those who would prefer to pay less preferred to pay up to $1000 per quarter (58%). Those who were prepared to pay more were evenly split between the three sub-$1501 categories.

In fact, for the most part the shift was to the $500 per quarter category, below the one they were currently paying. Most people would prefer to pay slightly less than they do now.

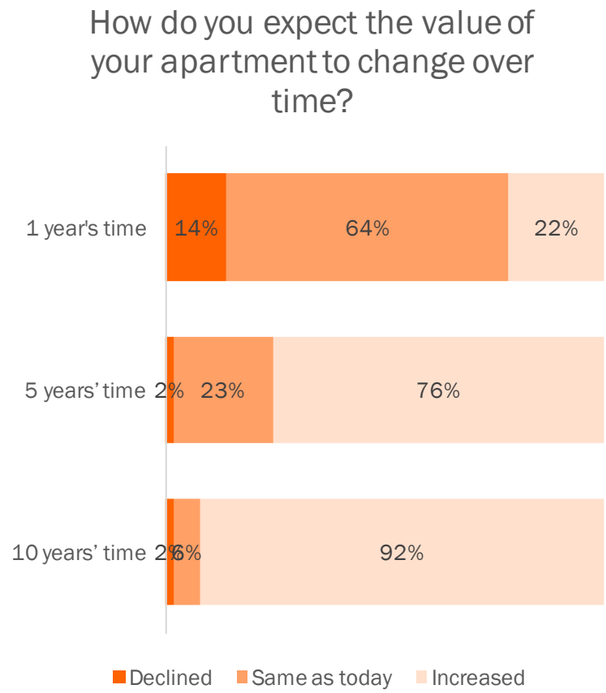
The outlook for their investment

Despite the media commentary on property values, and particularly apartment values, most investors are fairly bullish about the value of their investment apartments in the longer term.

Most see them remaining the same (64%) or increasing in value (22%) in a year's time.

They see the situation improving further in 5 years, believing values will increase (76%) or stay the same (23%).

In 10 years' time, more than 9 in 10 believe values will have increased.



How do you expect the value of your apartment to change over time? How do you believe its value will have changed in… (n=115 investors in QLD apartments)

QLD SURVEY PARTICIPANTS

NEXT TIME

SUMMARY

In their housing journey, most residents downsized when they moved into their apartment. However, it may have been a step too far with many opting to increase the number of bedrooms, bathrooms and car bays if they were to move again.

Investors, too, would consider a place with more bedrooms, more bathrooms and more car bays if they were to buy another investment property.

Few (15%) apartment owners (resident owners and investors) were extremely or very comfortable buying off the plan.

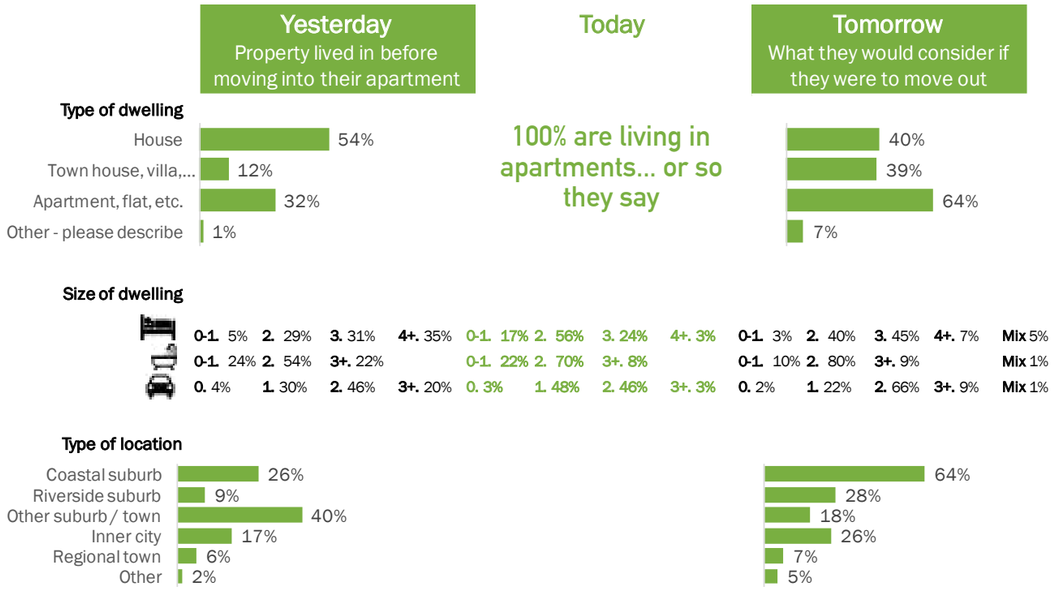
Apartment residents – their housing journey

Most residents – resident owners and renters – came from a house. Only 32% moved from an apartment into their current apartment. And whilst more than half would consider an apartment for their next home, they were also likely to consider other property types.

This may be partly driven by a need for more space. Generally they moved into an apartment with fewer bedrooms, bathrooms and car bays than their previous home. Their next home was typically going to be larger – more bedrooms, more bathrooms and more car bays.

And there was a definite overall trend towards more lifestyle-oriented locations.

WHERE THEIR APARTMENT FITS INTO THEIR PROPERTY JOURNEY



Apartment residents – their housing journey

State by state – What would they consider if they were to move out

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
House	41%	40%	42%	41%	41%
Town house, villa, quadruplex, triplex, etc.	48%	39%	55%	46%	47%
Apartment, flat, etc.	58%	64%	60%	54%	58%
Other	6%	7%	4%	5%	5%
1 bed	5%	3%	4%	4%	4%
2 bed	37%	40%	53%	34%	40%
3 bed	46%	45%	36%	47%	44%
4+ bed	7%	7%	3%	11%	8%
Mix of # bedrooms	4%	5%	3%	3%	4%
1 bath	20%	10%	26%	20%	20%
2 bath	72%	80%	66%	74%	72%
3+ bath	6%	9%	6%	6%	6%
Mix of # bathrooms	1%	1%	2%	1%	1%
0 car bay	3%	1%	4%	2%	3%
1 car bay	34%	22%	39%	18%	27%
2 car bay	56%	66%	50%	70%	61%
3+ car bay	6%	9%	6%	9%	8%
Mix of # car bars	2%	1%	1%	1%	1%
Coastal suburb	53%	64%	40%	46%	50%
Riverside suburb	15%	28%	18%	33%	23%
Other suburb / town	28%	18%	30%	24%	26%
Inner city	30%	26%	52%	42%	38%
Regional town	10%	7%	9%	6%	8%
Other	6%	5%	5%	3%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

Bed, bath, bay: Percentages may not add to 100% due to rounding error.
Type of dwelling, type of location: Multiple responses allowed. Percentages will not add to 100%.
If you were to move out of your current apartment, which would you consider? (n=apartment residents)
** National includes all survey participants, including those in the smaller states not separately tabled.*

QLD SURVEY PARTICIPANTS

Investors – their investment journey

55% would buy another investment property (apartment or otherwise) again. 32% were sitting on the fence.

They were most likely to consider apartments, but town houses and houses were in the mix as well.

Like the residents, they were also interested in larger properties – more bedrooms, more bathroom and more car bays.

And they were willing to consider a variety of locations, with lifestyle-oriented locations definitely popular.

CURRENT INVESTMENT....

Today
Their current investment

Type of dwelling

100% own an investment apartment

... or so they say

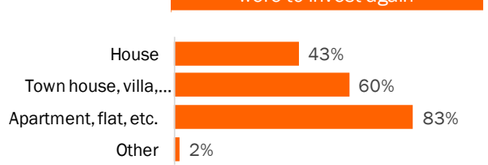
Size of dwelling

0-1. 21%	**2.** 58%	**3.** 20%	**4+.** 1%	
0-1. 41%	**2.** 56%	**3+.** 3%		
0. 6%	**1.** 75%	**2.** 18%	**3+.** 1%	

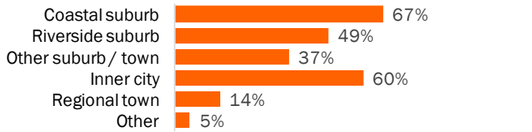
Type of location

NEXT TIME...

Tomorrow
What they would consider if they were to invest again



0-1. 2%	**2.** 38%	**3.** 40%	**4+.** 1%	**Mix** 19%
0-1. 10%	**2.** 76%	**3+.** 5%		**Mix** 9%
0. 0%	**1.** 24%	**2.** 62%	**3+.** 1%	**Mix** 13%



State by state – What would they consider if they were to invest again

Investors in apartments located in:	NSW	QLD	VIC	WA	National*
House	41%	43%	52%	64%	51%
Town house, villa, quadruplex, triplex, etc.	52%	60%	62%	59%	57%
Apartment, flat, etc.	75%	83%	65%	52%	65%
Other	6%	2%	4%	5%	5%
1 bed	7%	2%	10%	5%	6%
2 bed	38%	38%	46%	28%	36%
3 bed	30%	40%	22%	37%	33%
4+ bed	9%	2%	5%	18%	10%
Mix of # bedrooms	15%	19%	17%	12%	15%
1 bath	21%	10%	29%	19%	20%
2 bath	67%	76%	57%	70%	68%
3+ bath	2%	5%	3%	4%	3%
Mix of # bathrooms	10%	10%	11%	7%	9%
0 car bay	2%	0%	2%	1%	1%
1 car bay	30%	24%	42%	18%	27%
2 car bay	59%	62%	46%	71%	61%
3+ car bay	0%	2%	0%	6%	2%
Mix of # car bars	10%	13%	10%	5%	9%
Coastal suburb	50%	67%	38%	53%	51%
Riverside suburb	23%	49%	17%	50%	35%
Other suburb / town	36%	37%	39%	36%	37%
Inner city	47%	60%	65%	53%	54%
Regional town	22%	14%	16%	11%	16%
Other	5%	5%	8%	7%	6%
Sample size:	*125*	*63*	*93*	*163*	*468*

Bed, bath, bay: Percentages may not add to 100% due to rounding error.
Type of dwelling, type of location: Multiple responses allowed. Percentages will not add to 100%.
If you were to buy another investment property, which would you consider? (n=investors in apartments who would buy another investment property again)
** National includes all survey participants, including those in the smaller states not separately tabled.*

QLD SURVEY PARTICIPANTS

Buying an apartment in the next 12 months

Fewer than 5% of apartment residents are extremely or very likely to buy an apartment in the next 12 months.

State by state

Residents of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very likely	6%	4%	6%	4%	5%
Sample size:	*730*	*336*	*433*	*762*	*2369*

How likely are you to buy an apartment in the next 12 months? (n=apartment residents)
** National includes all survey participants, including those in the smaller states not separately tabled.*

Buying an apartment as an investment

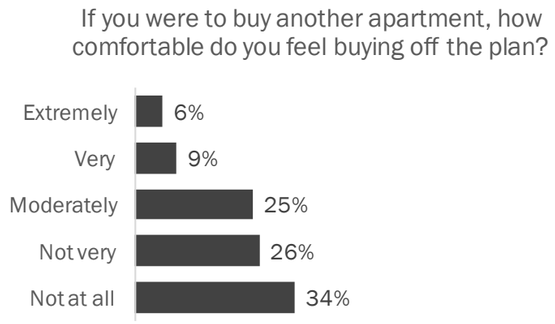
51% of investors in QLD apartments would buy an apartment as an investment property again. 26% were sitting on the fence – they might.

Buying off the plan

Apartment owners are not particularly comfortable buying off the plan.

14% are extremely or very comfortable with it.

Only 2 in 5 are extremely, very or moderately comfortable with buying off the plan.



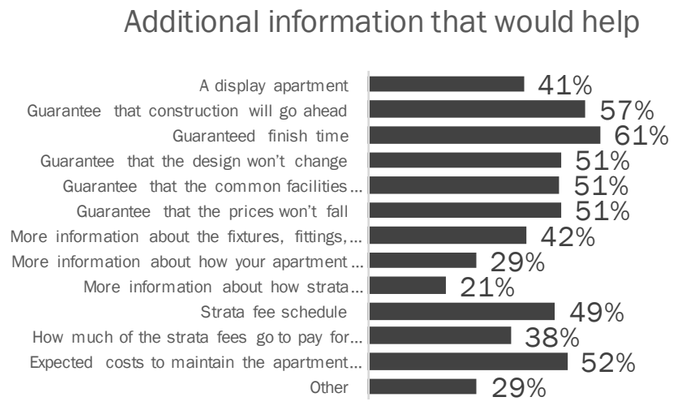
Many new apartments are sold off the plan as the developers need to get sufficient sales for the bank to lend them the money to finish the development. If you were to buy another apartment, how comfortable do you feel buying off the plan? (n=435 owners of QLD apartments – resident owners and investors)

State by state

Owners of apartments located in:	NSW	QLD	VIC	WA	National*
Extremely or very comfortable	9%	14%	17%	15%	14%
Extremely, very or moderately comfortable	31%	40%	39%	45%	39%
Sample size:	*903*	*435*	*573*	*1065*	*3124*

The 3 in 5 who feel not very or not at all comfortable buying off the plan would like more information to make them feel more comfortable.

They were interested in a variety of additional information, mostly focused on guaranteed start and finish times, and guarantees that nothing will change with the design.



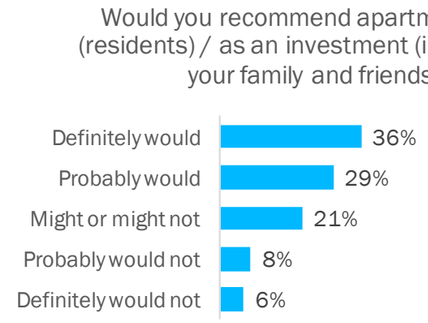
What additional information would you need to help you feel more comfortable buying off the plan? (n=263 owners of QLD apartments – resident owners and investors – who were not very or not at all comfortable buying off the plan)

APARTMENT ADVOCACY

Apartment owners and residents are definitely advocates for the apartment lifestyle.

65% would recommend the apartment lifestyle.

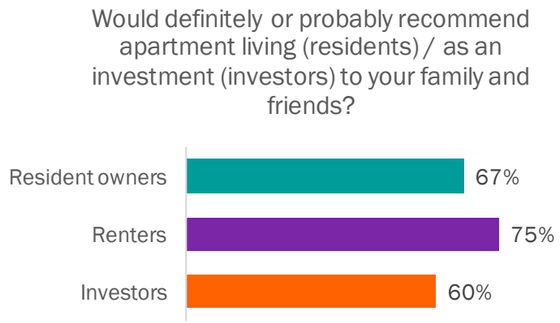
14% would not.



Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n=451 QLD survey participants)

QLD SURVEY PARTICIPANTS

Advocacy is similar for resident owners, renters and investors.



Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n=451 QLD survey participants)

State by state – Definitely or probably recommend Survey participants with apartments located in:	NSW	QLD	VIC	WA	National*
Resident owners	60%	67%	62%	70%	65%
Renters	57%	75%	81%	80%	74%
Investors	60%	60%	57%	37%	50%
All survey participants	60%	65%	62%	59%	61%
Sample size:	*945*	*451*	*600*	*1158*	*3312*

Would you recommend living in an apartment / an apartment as an investment to your friends and family? (n= survey participants)

** National includes all survey participants, including those in the smaller states not separately tabled.*

SATISFACTION RATES

Satisfaction rates with apartment living/ownership was very high across all States, with 93% positive rating in Victoria through to 98% in QLD.

Column %	NSW	QLD	Victoria	WA	NET
Not at all satisfied	3%	1%	2%	2%	2%
Slightly satisfied	3%	1%	5%	2%	3%
Moderately satisfied	23%	22%	21%	27%	23%
Very satisfied	42%	53%	51%	42%	46%
Extremely satisfied	29%	24%	22%	26%	26%
NET	100%	100%	100%	100%	100%

How satisfied are you with your apartment? by Which state is your apartment located in (the one you referred to when you took part in the 2019 Apartment Survey n 2500)

SHORT STAY TRENDS

Short stay trends

What was interesting to note was that across most of the states, 50% or more survey respondents were affected by short stay accommodation in a negative way. The only variation was WA at just 39%. This related mostly to noise, parking, wear and tear and concerns over security.

Column %	NSW	QLD	Victoria	WA	NET
Extremely negative	20%	15%	15%	15%	17%
Moderately negative	12%	17%	18%	10%	14%
Slightly negative	16%	21%	17%	14%	16%
No impact at all	30%	23%	36%	37%	32%
Slightly positive	2%	1%	1%	1%	1%
Moderately positive	1%	6%	1%	1%	2%
Extremely positive	3%	5%	2%	3%	3%
Don't know	16%	13%	11%	18%	15%
NET	100%	100%	100%	100%	100%

What sort of impact does short stay accommodation have on you and your apartment? by Which state is your apartment located in (the one you referred to when you took part in the 2019 Apartment Survey)

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