

MARKET STUDIES

Thibault Associates designs and conducts market study research to determine the needs, desires or opinions of a population which our clients will then use to make decisions on land use, housing or development. Our research and studies include initial project conception, determining the focus, designing the questionnaire, conducting the survey, tabulation, analysis and preparation of the final report.

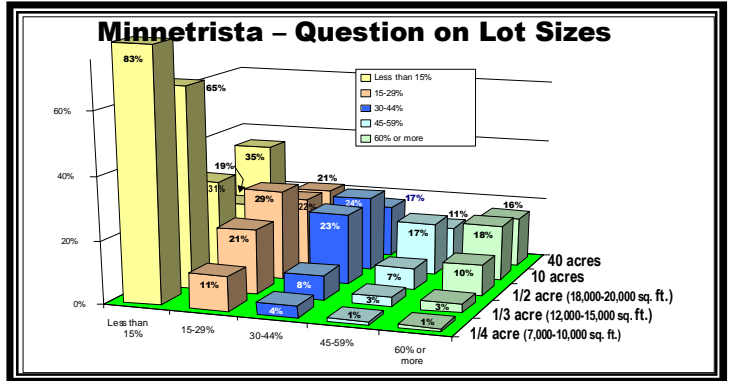


Woodland Mounds - Maple Grove



Town Square - Plymouth

May 2007



SELECTED STUDIES

Woodland Mounds - Maple Grove

- A housing market survey to determine the interest in a housing development to be located on the shore of Rice lake in Maple Grove.
- Two groups were surveyed - senior citizens and general households. The projected demand was 190 units with 40 - 50% of the demand attributable to relatives and friends living outside the market.
- A response rate of 36 percent was achieved for the senior group.
- A 100-unit development was constructed.
- The development opened at 100 percent occupancy with a waiting list of about 100.

Town Square - Plymouth

- A mail-out survey to 1,478 Senior Citizen families in Plymouth to determine the level of interest in occupying a senior development in downtown Plymouth.
- Survey results identified the demand, type of units, preferred amenities, rent levels and other factors.
- A response rate of 54 percent was achieved.
- A 100-unit facility was constructed. Survey result showed sufficient interest in 100 to 150 units.

Minnetrissa

- A mail-out survey to the entire community to obtain opinions and suggestions regarding long range planning for Minnetrista and a new Comprehensive Plan.
- This complex survey, which includes 23 multiple part questions, achieved a 38 percent response rate.