

Case Study

Profile – Market Analysis

CFHA HOUSING REQUIREMENTS STUDY, WINNIPEG

Prepared for the Department of National Defence

PROJECT DESCRIPTION

In 2006, Stevenson Advisors was engaged by Cushman Wakefield LePage to participate in a study jointly with CWL and Sypher:Mueller International Inc. The objective of the engagement was to determine whether suitable residential accommodation was available and accessible to Canadian Forces (CF) members in the Winnipeg, Manitoba market.

The consultants were to provide an assessment of the availability of housing, and the accessibility and suitability of these housing options for CF members. The private market was assessed against the requirement to determine whether some portion of the needs identified could be appropriately met by the private market, and to determine what characteristics of the selected market were likely to limit or enhance the choices of CF members.

THE ANALYSIS

The research and analysis completed in the course of the study included the following tasks:

- evaluated the homeownership and rental housing market for CF members and provided an assessment of the availability, accessibility and suitability of housing options for CF members.
- provided an assessment of the characteristics of the selected market that are likely to limit or enhance the choices of CF members
- assessed the private market against the requirement to determine whether some portion of the need identified could be appropriately met by the private market

This project was completed over an approximate three month time frame in 2006.