

Demographic Summary



Greensborough Marketing Area

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	129,589	-	Occupied Dwellings	44,316	-
Age:			Building Type:		
Persons Aged 0-9	12.2%	12.5%	Separate House	90.3%	73.2%
Persons Aged 10-14	6.5%	6.0%	Semi-Detached	5.6%	11.3%
Persons Aged 15-19	7.0%	6.3%	Flat / Unit / Apartment	4.0%	15.1%
Persons Aged 20-24	7.7%	7.5%	Other	0.1%	0.4%
Persons Aged 25-34	11.6%	15.3%			
Persons Aged 35-44	14.5%	15.0%	Occupancy:		
Persons Aged 45-54	15.1%	13.4%	Owns Dwelling	39.9%	33.9%
Persons Aged 55-64	13.0%	10.8%	Buying Dwelling	43.8%	37.9%
Persons Aged 65+	12.5%	13.2%	Renting Dwelling	16.3%	28.2%
Average Age (est):	37.8	37.4			
Marital Status:			Household Vehicles:		
Married	53.5%	48.8%	Households with 0 Vehicles	4.5%	9.4%
Separated	2.4%	2.7%	Households with 1 Vehicle	28.2%	36.1%
Divorced	6.6%	7.5%	Households with 2 Vehicles	43.0%	38.0%
Widowed	4.5%	5.2%	H'holds with 3 plus Vehicles	24.3%	16.5%
Never Married	33.0%	35.8%			
Household Type:			Change of Address:		
Two Parent Family	41.7%	34.5%	Diff Address (1 Year Ago)	10.4%	14.6%
One Parent Family	10.8%	11.1%	Diff Address (5 Years Ago)	30.0%	39.4%
Couple without Children	25.8%	25.2%			
Other Family Type	1.0%	1.5%	Birthplace:		
Non-Family Household	20.6%	27.7%	Australia	78.9%	67.4%
			Asia	6.3%	12.5%
Household Income:			Europe	5.2%	6.5%
\$0 - \$399 p/w	9.6%	12.4%	NZ/UK/North America	6.1%	7.0%
\$400 - \$799 p/w	15.3%	17.9%	Other	3.5%	6.6%
\$800 - \$1,249 p/w	16.1%	17.4%			
\$1,250 - \$1,999 p/w	21.9%	21.4%	Language Spoken at Home:		
\$2,000 - \$2,999 p/w	22.2%	18.9%	English	82.6%	70.3%
\$3,000 - \$3,999 p/w	10.2%	8.0%	Arabic	0.9%	1.7%
\$4,000+ p/w	4.6%	4.1%	Chinese	3.2%	4.8%
Avg H'hold Income (pa):	\$92,986	\$84,412	Greek	1.9%	2.9%
			Italian	3.0%	2.9%
Profession:			Vietnamese	0.6%	2.2%
Managers	13.3%	12.7%	Other non-English	7.8%	15.3%
Professionals	24.5%	24.4%			
Clerical/Admin	17.1%	15.5%	Religious Affiliation:		
Community/Services	9.7%	9.2%	Buddhism	1.8%	4.2%
Sales	10.2%	10.0%	Christian	65.1%	61.0%
Technicians & Trades	15.2%	13.8%	Hinduism	0.9%	2.1%
Drivers/Machine Operators	3.9%	6.0%	Islam	1.4%	3.8%
Labourers	6.1%	8.2%	Judaism	0.1%	1.2%
			All Other Religions	1.5%	2.1%
			No Religion	29.1%	25.6%