

Demographic Summary



Oakleigh Marketing Area

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	118,224	-	Occupied Dwellings	40,214	-
Age:			Building Type:		
Persons Aged 0-9	10.8%	12.5%	Separate House	70.6%	73.2%
Persons Aged 10-14	4.9%	6.0%	Semi-Detached	13.7%	11.3%
Persons Aged 15-19	6.2%	6.3%	Flat / Unit / Apartment	15.0%	15.1%
Persons Aged 20-24	11.0%	7.5%	Other	0.7%	0.4%
Persons Aged 25-34	17.9%	15.3%			
Persons Aged 35-44	13.3%	15.0%	Occupancy:		
Persons Aged 45-54	11.8%	13.4%	Owns Dwelling	37.2%	33.9%
Persons Aged 55-64	9.8%	10.8%	Buying Dwelling	29.4%	37.9%
Persons Aged 65+	14.4%	13.2%	Renting Dwelling	33.4%	28.2%
Average Age (est):	37.5	37.4			
Marital Status:			Household Vehicles:		
Married	47.8%	48.8%	Households with 0 Vehicles	11.2%	9.4%
Separated	2.3%	2.7%	Households with 1 Vehicle	38.6%	36.1%
Divorced	6.6%	7.5%	Households with 2 Vehicles	35.0%	38.0%
Widowed	5.6%	5.2%	H'holds with 3 plus Vehicles	15.2%	16.5%
Never Married	37.7%	35.8%			
Household Type:			Change of Address:		
Two Parent Family	33.9%	34.5%	Diff Address (1 Year Ago)	15.7%	14.6%
One Parent Family	11.8%	11.1%	Diff Address (5 Years Ago)	39.4%	39.4%
Couple without Children	24.7%	25.2%			
Other Family Type	2.2%	1.5%	Birthplace:		
Non-Family Household	27.4%	27.7%	Australia	45.9%	67.4%
			Asia	33.4%	12.5%
Household Income:			Europe	7.9%	6.5%
\$0 - \$399 p/w	15.6%	12.4%	NZ/UK/North America	4.1%	7.0%
\$400 - \$799 p/w	21.2%	17.9%	Other	8.7%	6.6%
\$800 - \$1,249 p/w	18.5%	17.4%			
\$1,250 - \$1,999 p/w	20.9%	21.4%	Language Spoken at Home:		
\$2,000 - \$2,999 p/w	15.7%	18.9%	English	42.4%	70.3%
\$3,000 - \$3,999 p/w	5.9%	8.0%	Arabic	1.1%	1.7%
\$4,000+ p/w	2.2%	4.1%	Chinese	12.7%	4.8%
Avg H'hold Income (pa):	\$72,577	\$84,412	Greek	8.3%	2.9%
			Italian	3.0%	2.9%
Profession:			Vietnamese	8.4%	2.2%
Managers	9.4%	12.7%	Other non-English	24.1%	15.3%
Professionals	21.0%	24.4%			
Clerical/Admin	14.7%	15.5%	Religious Affiliation:		
Community/Services	9.2%	9.2%	Buddhism	13.7%	4.2%
Sales	10.5%	10.0%	Christian	53.8%	61.0%
Technicians & Trades	14.4%	13.8%	Hinduism	3.9%	2.1%
Drivers/Machine Operators	8.7%	6.0%	Islam	3.6%	3.8%
Labourers	12.2%	8.2%	Judaism	0.7%	1.2%
			All Other Religions	4.0%	2.1%
			No Religion	20.4%	25.6%