

# 2006 Demographic Summary



## Essendon Marketing Area

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
<b>Residential Population</b>	121,930	-	<b>Occupied Dwellings</b>	46,213	-
<b>Age:</b>			<b>Building Type:</b>		
Persons Aged 0-9	11.1%	12.5%	Separate House	64.4%	73.8%
Persons Aged 10-17	8.8%	10.4%	Semi-Detached	16.2%	11.0%
Persons Aged 18-24	10.2%	10.1%	Flat / Unit / Apartment	19.1%	14.7%
Persons Aged 25-34	16.2%	14.7%	Other	0.3%	0.5%
Persons Aged 35-44	15.6%	15.4%			
Persons Aged 45-54	13.3%	13.5%	<b>Occupancy:</b>		
Persons Aged 55-64	10.2%	10.4%	Owns Dwelling	39.4%	36.2%
Persons Aged 65+	14.6%	13.0%	Buying Dwelling	30.1%	37.5%
Average Age (est):	38.4	37.2	Renting Dwelling	30.5%	26.2%
<b>Marital Status:</b>			<b>Household Vehicles:</b>		
Married	47.4%	49.4%	Households with 0 Vehicles	13.0%	10.0%
Separated	2.7%	2.9%	Households with 1 Vehicle	38.3%	36.4%
Divorced	6.8%	7.4%	Households with 2 Vehicles	35.7%	38.2%
Widowed	6.2%	5.7%	H'holds with 3 plus Vehicles	13.0%	15.4%
Never Married	37.0%	34.6%			
<b>Household Type:</b>			<b>Change of Address:</b>		
Two Parent Family	31.3%	34.7%	Diff Address (1 Year Ago)	7.7%	7.5%
One Parent Family	10.0%	11.1%	Diff Address (5 Years Ago)	17.4%	18.9%
Couple without Children	24.7%	24.8%			
Other Family Type	1.9%	1.5%	<b>Birthplace:</b>		
Non-Family Household	32.1%	27.9%	Australia	70.4%	69.7%
<b>Household Income:</b>			Asia	8.2%	8.7%
\$0 - \$349 p/w	16.4%	15.2%	Europe	11.3%	8.4%
\$350 - \$649 p/w	14.9%	15.6%	NZ/UK/North America	4.5%	7.0%
\$650 - \$999 p/w	13.5%	15.0%	Other	5.6%	6.2%
\$1,000 - \$1,399 p/w	16.3%	18.1%			
\$1,400 - \$1,999 p/w	15.8%	15.9%	<b>Language Spoken at Home:</b>		
\$2,000 - \$2,999 p/w	16.0%	14.1%	English	68.3%	73.1%
\$3,000+ p/w	7.1%	6.2%	Arabic	1.3%	1.5%
Avg H'hold Income (pa):	\$72,780	\$69,854	Chinese	4.2%	4.0%
<b>Profession:</b>			Greek	3.6%	3.2%
Managers	13.5%	12.6%	Italian	9.3%	3.4%
Professionals	27.0%	22.8%	Vietnamese	2.8%	2.0%
Clerical/Admin	17.9%	16.1%	Other non-English	10.4%	12.8%
Community/Services	8.5%	8.4%	<b>Religious Affiliation:</b>		
Sales	10.1%	10.5%	Buddhism	3.7%	3.8%
Technicians & Trades	11.8%	14.0%	Christian	73.7%	66.6%
Drivers/Machine Operators	4.6%	6.5%	Hinduism	0.9%	1.2%
Labourers	6.5%	9.0%	Islam	2.6%	3.1%
			Judaism	0.1%	1.2%
			All Other Religions	1.1%	1.6%
			No Religion	17.9%	22.5%