

2006 Demographic Summary



Greensborough Marketing Area

Category	Trade Area	Metro VIC	Category	Trade Area	Metro VIC
Residential Population	126,096	-	Occupied Dwellings	42,008	-
Age:			Building Type:		
Persons Aged 0-9	12.6%	12.5%	Separate House	88.7%	73.8%
Persons Aged 10-17	11.8%	10.4%	Semi-Detached	7.5%	11.0%
Persons Aged 18-24	10.6%	10.1%	Flat / Unit / Apartment	3.6%	14.7%
Persons Aged 25-34	11.7%	14.7%	Other	0.2%	0.5%
Persons Aged 35-44	15.2%	15.4%			
Persons Aged 45-54	15.7%	13.5%			
Persons Aged 55-64	11.8%	10.4%			
Persons Aged 65+	10.5%	13.0%			
Average Age (est):	36.5	37.2	Occupancy:		
			Owns Dwelling	40.3%	36.2%
			Buying Dwelling	45.2%	37.5%
			Renting Dwelling	14.5%	26.2%
Marital Status:			Household Vehicles:		
Married	55.1%	49.4%	Households with 0 Vehicles	4.5%	10.0%
Separated	2.5%	2.9%	Households with 1 Vehicle	27.3%	36.4%
Divorced	6.2%	7.4%	Households with 2 Vehicles	44.2%	38.2%
Widowed	4.5%	5.7%	H'holds with 3 plus Vehicles	24.0%	15.4%
Never Married	31.8%	34.6%			
Household Type:			Change of Address:		
Two Parent Family	44.6%	34.7%	Diff Address (1 Year Ago)	5.4%	7.5%
One Parent Family	10.7%	11.1%	Diff Address (5 Years Ago)	15.0%	18.9%
Couple without Children	24.7%	24.8%			
Other Family Type	1.0%	1.5%	Birthplace:		
Non-Family Household	19.0%	27.9%	Australia	81.1%	69.7%
			Asia	3.8%	8.7%
Household Income:			Europe	6.2%	8.4%
\$0 - \$349 p/w	10.5%	15.2%	NZ/UK/North America	5.9%	7.0%
\$350 - \$649 p/w	12.7%	15.6%	Other	3.0%	6.2%
\$650 - \$999 p/w	13.3%	15.0%			
\$1,000 - \$1,399 p/w	18.6%	18.1%	Language Spoken at Home:		
\$1,400 - \$1,999 p/w	19.4%	15.9%	English	85.0%	73.1%
\$2,000 - \$2,999 p/w	18.0%	14.1%	Arabic	0.7%	1.5%
\$3,000+ p/w	7.4%	6.2%	Chinese	1.8%	4.0%
			Greek	2.1%	3.2%
Avg H'hold Income (pa):	\$79,350	\$69,854	Italian	3.4%	3.4%
			Vietnamese	0.4%	2.0%
			Other non-English	6.7%	12.8%
Profession:			Religious Affiliation:		
Managers	13.1%	12.6%	Buddhism	1.3%	3.8%
Professionals	22.5%	22.8%	Christian	70.5%	66.6%
Clerical/Admin	17.8%	16.1%	Hinduism	0.6%	1.2%
Community/Services	9.3%	8.4%	Islam	0.9%	3.1%
Sales	10.6%	10.5%	Judaism	0.1%	1.2%
Technicians & Trades	15.5%	14.0%	All Other Religions	1.4%	1.6%
Drivers/Machine Operators	4.3%	6.5%	No Religion	25.2%	22.5%
Labourers	6.9%	9.0%			