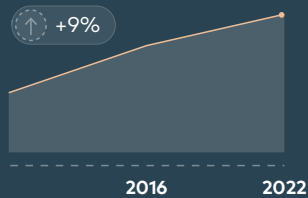


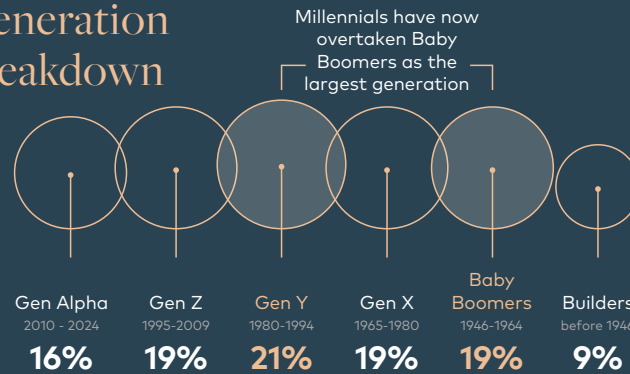
The future success of retail real estate is underpinned by our collective ability to embrace emerging consumer trends. This special update on the Census data aims to provide our retail partners with valuable insights into the demographic landscape of Australia and its key regions today.

Population

25,422,788

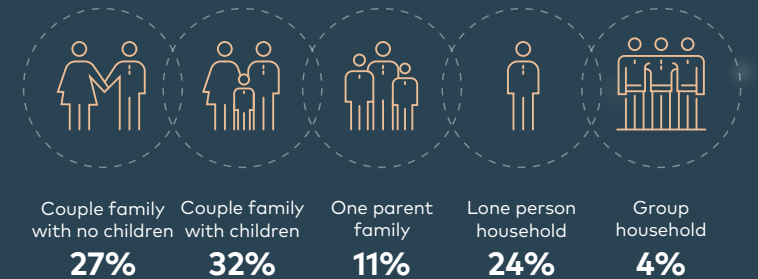


Generation breakdown



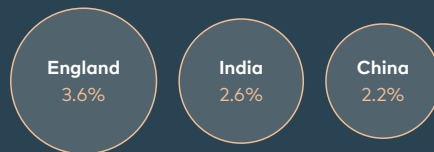
Households

More than three in ten households are a couple family with dependent children



More than a quarter of Australians are born overseas

Top countries of birth:



More than one in five use a non-English speaking language when at home



Top three non-English languages:

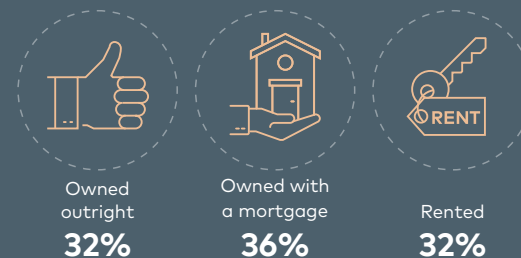


How we live

More than seven in ten live in a stand-alone house

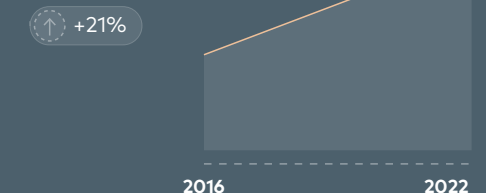


More than one in three Australians has a mortgage



Average household income

\$ 90,792



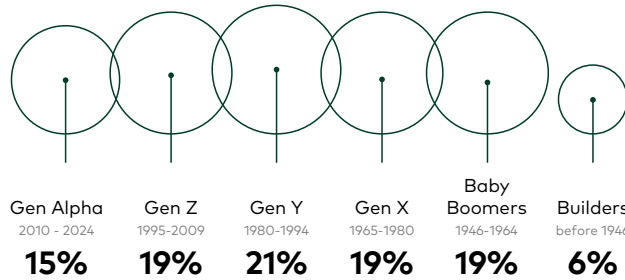
## Population

**3,727,921**

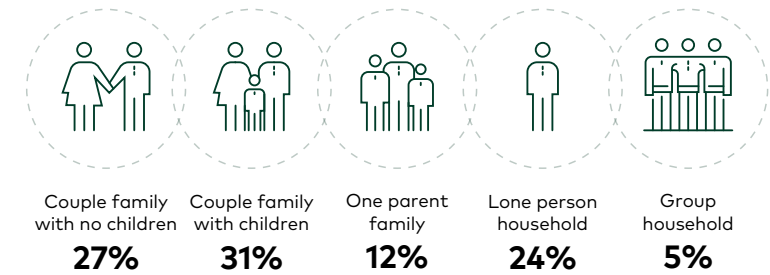
↑ +12%

More people than ever are making a sea or tree change, with 440,000 new residents living in South-East Queensland today

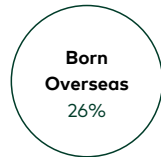
## Generation breakdown



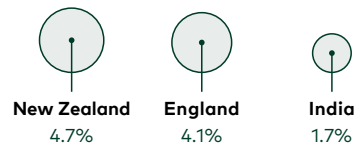
## Over two fifths of households are families with children



## More than one in four are born overseas



### Top countries of birth:



## Less than one in five speak a non-English language at home



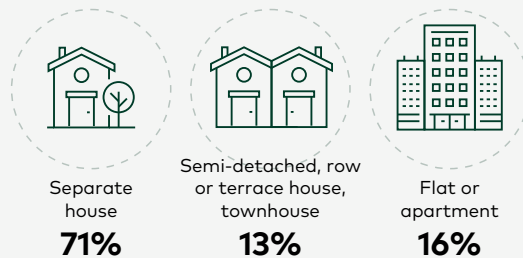
Use a non-English language at home  
**15%**

### Top three non-English languages:

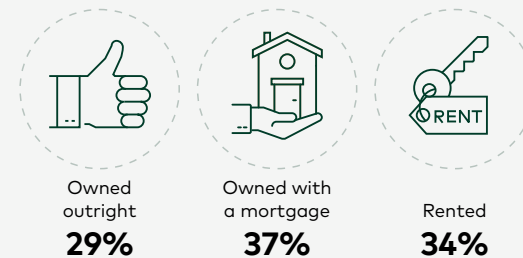


## How we live

### Seven in ten live in a stand-alone house



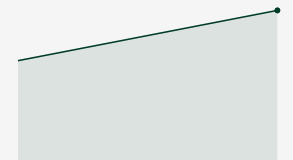
### Almost two in five are residents who have a mortgage



### Average household income

**\$ 94,077**

↑ +15%



\*\*Income % increase does not account for inflation.  
\*\*Other family has not been listed in family composition.  
\*\*Other tenure and tenure not stated has been excluded from analysis.  
\*\*Other dwelling and dwelling not stated has been excluded from analysis

Statistics gathered from Australian Bureau of Statistics, reflected in the 2016 and 2021 census.

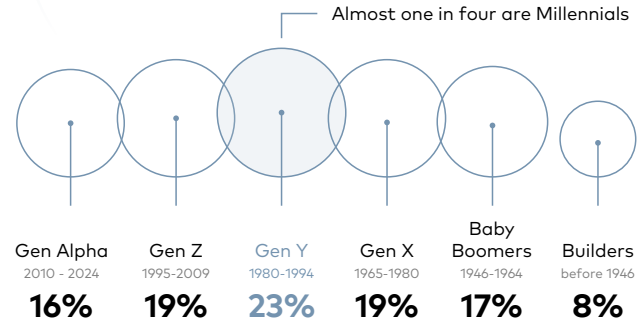
## Population

# 5,231,147

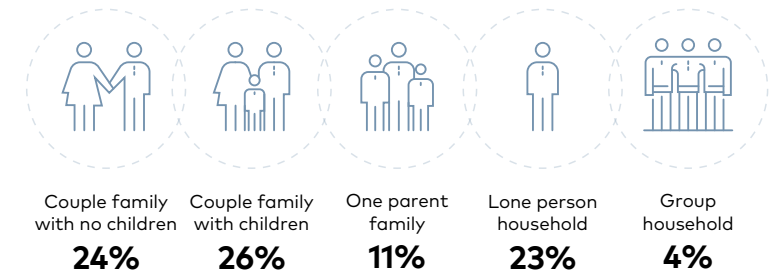
+8%

The largest region in Australia, there are nearly 420,000 more people living in Sydney today than the last census.

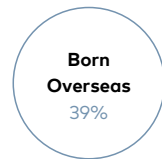
## Generation breakdown



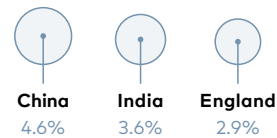
## Half of Sydney-siders are a couple



## Almost two in five Sydney-siders are born overseas



### Top countries of birth:



## Almost two in five Sydney-siders speak a non-English speaking language at home



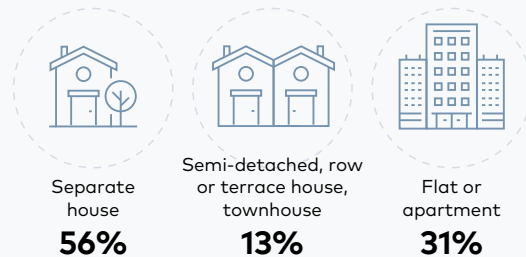
Use a non-English language at home  
**37%**

### Top three non-English languages:

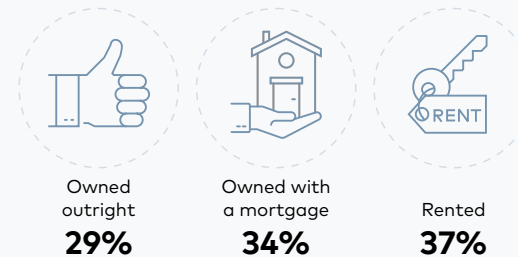


## Sydney have seen the biggest increase in flat or apartment living

More people live in a flat or apartment than ever before and this is significantly higher than the other key regions



Residents are feeling the housing affordability crunch, with more renters in Sydney than ever, and more than other key regions



## Average household income

# \$ 108,004

+19%

Sydney-siders are among the highest earners, with average incomes 19% higher than the Australian average.

\*\*Income % increase does not account for inflation.

\*\*Other family has not been listed in family composition.

\*\*Other tenure and tenure not stated has been excluded from analysis.

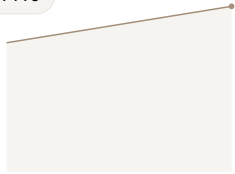
\*\*Other dwelling and dwelling not stated has been excluded from analysis

Statistics gathered from Australian Bureau of Statistics, reflected in the 2016 and 2021 census.

## Population

453,890

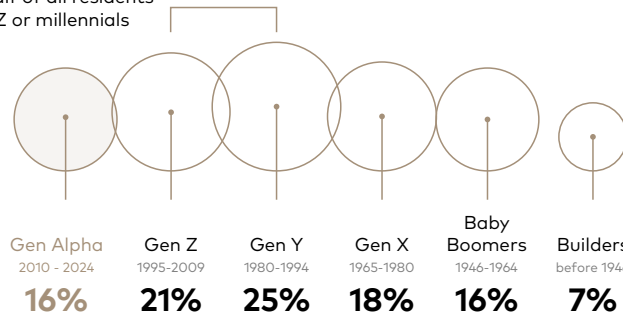
+14%



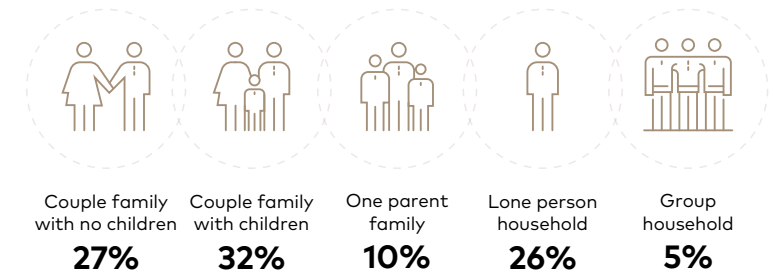
## Generation breakdown

Nearly half of all residents are Gen Z or millennials

ACT residents are younger and more transient than their Sydney counterparts



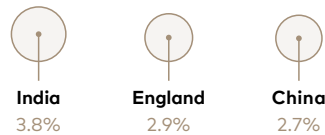
## More than one in four are a couple family with no children



## One in three are born overseas



### Top countries of birth:



## One in four use a non-English speaking language at home



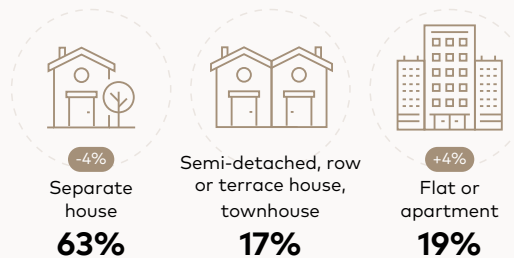
Use a non-English language at home  
**25%**

### Top three non-English languages:

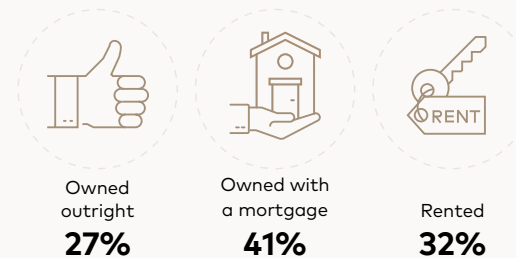


## How we live

ACT has seen a significant increase in apartment living compared to other key regions



Two in five has a mortgage



Average household income is 36% higher than the Australian average

\$ 123,396

+15%



\*\*Income % increase does not account for inflation.  
\*\*Other family has not been listed in family composition.  
\*\*Other tenure and tenure not stated has been excluded from analysis.  
\*\*Other dwelling and dwelling not stated has been excluded from analysis

Statistics gathered from Australian Bureau of Statistics, reflected in the 2016 and 2021 census.

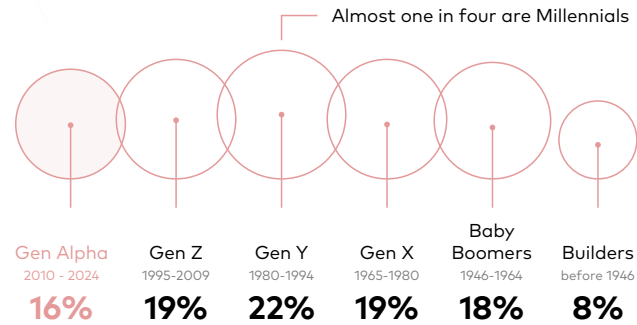
## Population

**4,917,750**

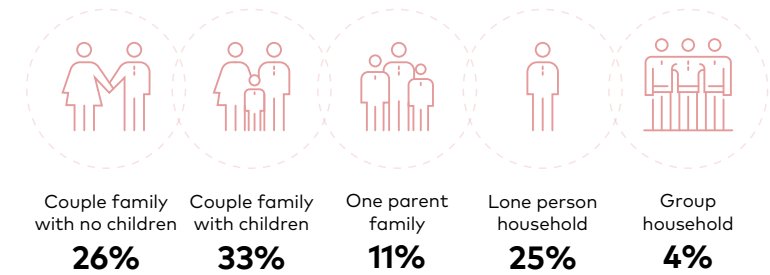
**+10%**

Melbourne's population has grown more compared to other key regions, with over 490,000 more people living in Melbourne today.

## Generation breakdown



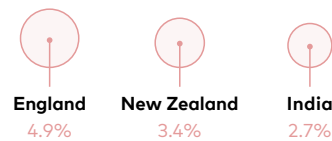
## Over two-fifths of all households are families with children



## More than one in three are born overseas



### Top countries of birth:

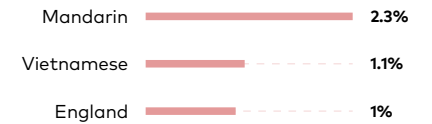


## One in five speak a non-English language at home



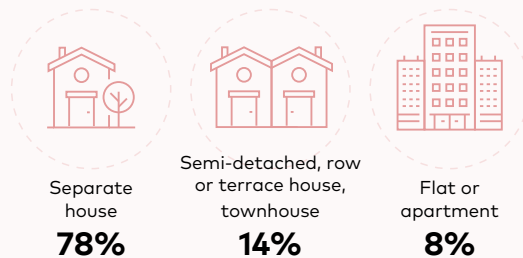
Use a non-English language at home  
**21%**

### Top three non-English languages:

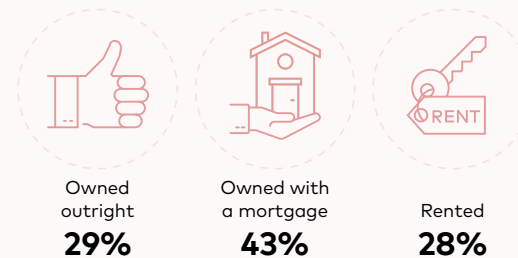


## How we live

### Almost four in five are in a stand-alone house



### Perth is home to a significant number of residents who have mortgage's



### Average household income is 9% higher than the Australian average

**\$ 96,980**

**+14%**



\*\*Income % increase does not account for inflation.

\*\*Other family has not been listed in family composition.

\*\*Other tenure and tenure not stated has been excluded from analysis.

\*\*Other dwelling and dwelling not stated has been excluded from analysis

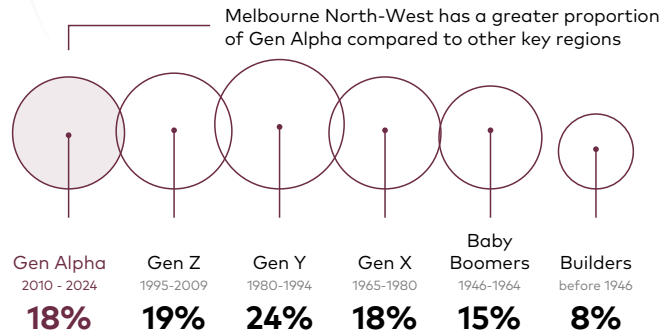
## Population

**424,328**

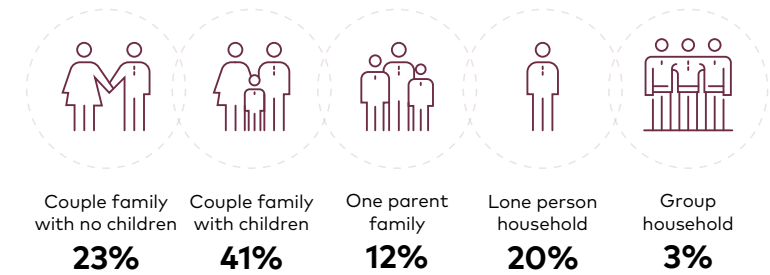
**+17%**

The high growth Melbourne North-West has seen is the largest percentage increase in population of all key regions.

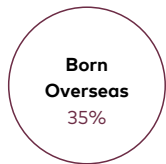
## Generation breakdown



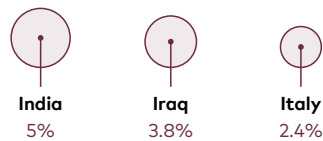
## Over half of all households are families with children



## More than one in three are born overseas



### Top countries of birth:



## More than two in five speak a non-English language at home



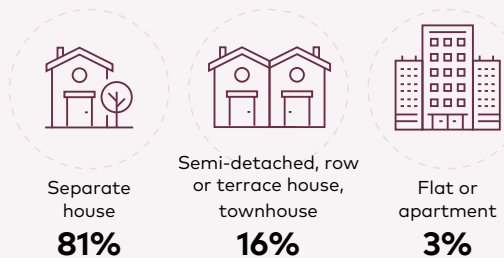
Use a non-English language at home  
**41%**

### Top three non-English languages:

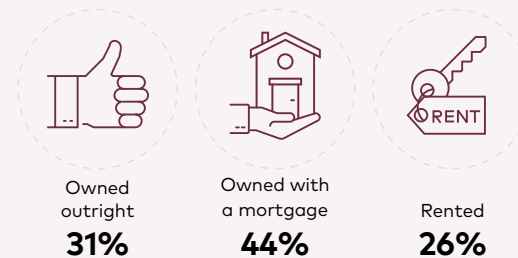


## How we live

### Melbourne North-West is made up of mostly stand-alone houses



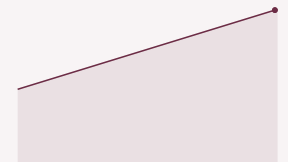
### More than two in five own their residence with a mortgage



### Average household income

**\$ 93,132**

**+26%**



\*\*Income % increase does not account for inflation.  
\*\*Other family has not been listed in family composition.  
\*\*Other tenure and tenure not stated has been excluded from analysis.  
\*\*Other dwelling and dwelling not stated has been excluded from analysis

Statistics gathered from Australian Bureau of Statistics, reflected in the 2016 and 2021 census.