

adventure laid-back choice home culture acceptance
freedom food lifestyle nature easy-going beauty people
diversity love hard-working passion mateship celebration
unique **WHY WE LOVE AUSTRALIA ST.** landscape
friendly community balance flexible laugh sport play space
embrace progress fresh dream compassion outdoors life
wildlife sun relaxed welcoming innovation weather fun

It's your street, it's my street, welcome to...

AUSTRALIA ST!

If Australia was a street of 100 households...

AUSTRALIA ST.

■ **200 METRES**

■ GROWING BY 3 METRES PER YEAR

IN SIZE, AUSTRALIA ST. WOULD BE
52ND IN THE GLOBAL STREET DIRECTORY.

IN 2026 **INDIA ST.** WILL BE THE NEW NO. 1.

CHINA ST.

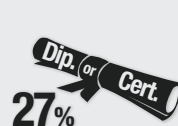
--- **11.8 KILOMETRES** ---

■ GROWING BY 60 METRES PER YEAR

INDIA ST.

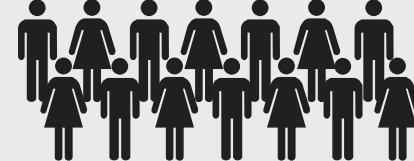
--- **10.6 KILOMETRES** ---

■ GROWING BY 180 METRES PER YEAR

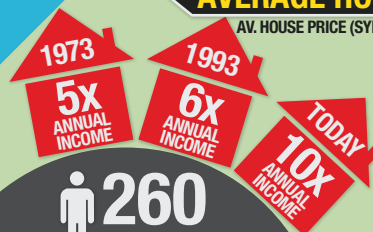


EDUCATION RATE
% OF POPULATION (15-64) BY QUALIFICATION

LIFE STAGE
POPULATION BY AGE (260 PEOPLE)



AVERAGE HOUSE PRICE
AV. HOUSE PRICE (SYD) : AV. ANNUAL INCOME

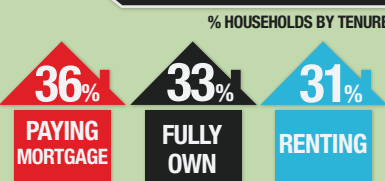


14% UNIT OR APARTMENT

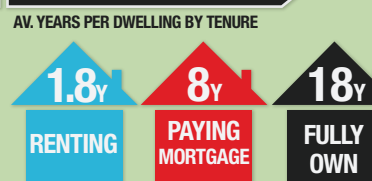
HOUSING TYPE
% HOUSEHOLDS BY DWELLING TYPE



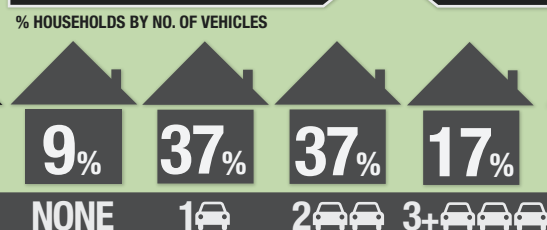
HOME OWNERSHIP
% HOUSEHOLDS BY TENURE



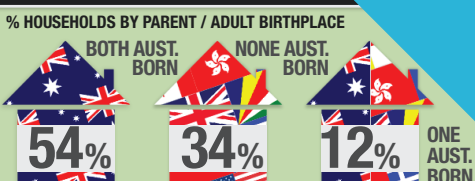
HOUSING MOBILITY
AV. YEARS PER DWELLING BY TENURE



VEHICLE OWNERSHIP
% HOUSEHOLDS BY NO. OF VEHICLES



HOUSEHOLDER PLACE OF BIRTH
% HOUSEHOLDS BY PARENT / ADULT BIRTHPLACE



260 PEOPLE

45 DOGS

4 NEW RESIDENTS PER YEAR

195 VEHICLES



AUSTRALIA ST. EACH YEAR HAS

1.7 DEATHS...

AUSTRALIA ST. IS HOME TO: 100 HOUSEHOLDS & 260 PEOPLE

AUSTRALIA IS HOME TO 8.9M HOUSEHOLDS & 23M PEOPLE

AUSTRALIA ST. EACH YEAR HAS

1.4 MARRIAGES

252 FISH

27 CATS

HOUSEHOLD TYPES
% OF ALL HOUSEHOLDS

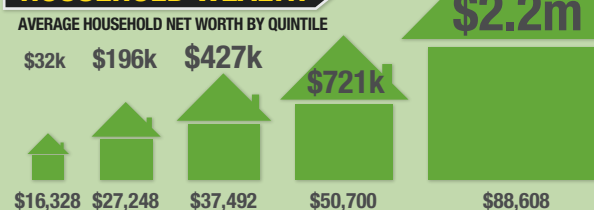


* CURRENT NO. 1 BABY NAMES

MARITAL STATUS
% ADULT POPULATION (18+), CURRENT STATUS



HOUSEHOLD WEALTH
AVERAGE HOUSEHOLD NET WORTH BY QUINTILE

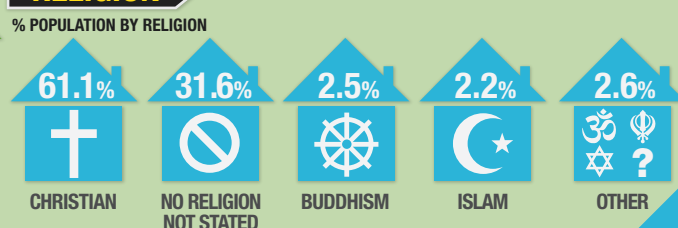


HOUSEHOLD INCOME
AV. ANNUAL AFTER TAX HH INCOME BY QUINTILE (TO SCALE)

MID LIFE
AV. ADULT MID LIFE



RELIGION
% POPULATION BY RELIGION



Accor Adelaide University ADF Alcan Allianz Amcor American Express AMP ANZ Apple ATO Australia Post AXA Bayer Bendigo Bank BHP BP Cadbury Schweppes Cargill CBA Centrelink Colonial First State CPA Australia CQU David Jones DEEWR Deutsche Bank Disney Fairfax FKP Flight Centre GE Goldwell GPT Health Victoria Hudson Hudsons Coffee ING Kim See Komatsu KPMG Landcom Mars Matter McDonalds Medibank Mirvac MLC Mobil NAB NRMA NSW Police Nutrimet Oatly Origin OSR PCYC Peugeot PwC Qantas QBE RACV Reader's Digest Rebel Red Rooster Redken Salvation Army Scouts Shell Suncorp Sydney University Sydney Water Telstra Toshiba Tower Toyota Tyco Unilever Wesfarmers Westfield Westpac Wilson Woodside World Vision YMCA Zurich

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- INNOVATIVELY CONDUCTED**
- STRATEGICALLY DIRECTED**
- EFFECTIVELY COMMUNICATED**




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SOCIAL TRENDS




CONSUMER INSIGHTS





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