geoSmart®

...Smarter geodemographic segments

User guide V2.1 & sample maps

rdaresearch
geodemographers

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The geo**Smart**® geodemographic segmentation system is a powerful market analysis tool, enabling marketers and service providers to focus their strategies on specific market segments or geographic areas, based on differences in population characteristics.

Applications for the geo**Smart**® segments include database segmentation, customer acquisition, trade area profiling & letterbox targeting.

Differences in population characteristics between areas come about through the choices that people make about where they would like to live. These choices are influenced by factors such as…

- Family lifecycle stage
- Socioeconomic status
- Proximity to work
- Family, social & cultural affiliations

The 2006 Census of Population & Housing (from the Australian Bureau of Statistics) provides a multitude of measures relating to the drivers of where and how different types of people choose to live. However, this information is often difficult to analyse because of complex interactions among the measures.

geo**Smart**® geodemographic segments use a powerful clustering algorithm to cut through the complexity of the 2006 Census data by assigning each Census Collection District (CD) to 1 of 54 segments. The segments are fitted to a nationally standardised file, so CD's in a particular segment are similar, regardless of where they are located within Australia.

The construction of geo**Smart**® emphasises differences in the characteristics of people, family and households, including modeled details of their household economics and key expenditure patterns. Allocation to segments does not take into account any information relating to the location of particular CDs or their population density. Thus the scheme is based purely on differences between people, their resources & needs and lifestyles.

geo**Smart**® geodemographic segments are ranked from G1 to G54 based on descending values of a Socioeconomic Status (SES) score. The scheme has been constructed to emphasize SES as a key differentiator between segments and hence the segment rank number gives an immediate insight into differences in the social resources ranking between segments.

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To facilitate analysis at a more summary level, each of the 54 segments is also assigned to one of 7 groups. Each group contains a number of geodemographic segments which are similar in terms of their Family Orientation and Socioeconomic Status.

Family Orientation is based on household composition, mortgaged home acquisition and the type of dwelling. The Family Orientation score reflects family lifecycle, which is a major determinant of the types of goods and services required by households.

SES comprises a summary of educational, vocational and income measures. The SES score represents social resources and hence the ability of households to purchase goods & services of greater or lesser quality & expense.

Because geo**Smart**® geodemographic segments are fitted at CD level, they can be used to profile areas which are groups of CDs, such as Postcodes, Walker Areas, representatives' territories or store trade areas.

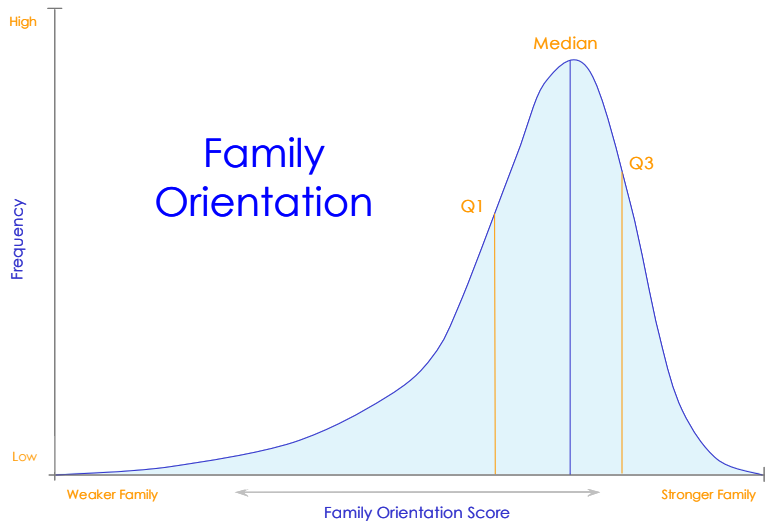
The geo**Smart**® system is updated regularly for changes in CD composition due to household growth.

The 54 geo**Smart**® geodemographic segments have been developed using CDs in Australia's built up and fringe rural areas. CDs outside of this footprint have been assigned to the G55 Indigenous and Remote segment.

Some CDs have been excluded due to low household counts or highly unusual population characteristics. These constitute the G56 Unclassified segment.

The statistical distribution for Family Orientation reflects Australia's preference for living in separate houses and hence is centred on higher values within the distribution. The distribution has a long tail towards lower values, reflecting the relatively small amount of high density urban living in Australia.

The Family Orientation score is most highly correlated with census measures such as; % family with children, % married, % separate house, % 4 persons in household, % 2 motor vehicles, % child under 15 & % dwelling being purchased. It is most negatively correlated with lone person & group households, rentals & flats.



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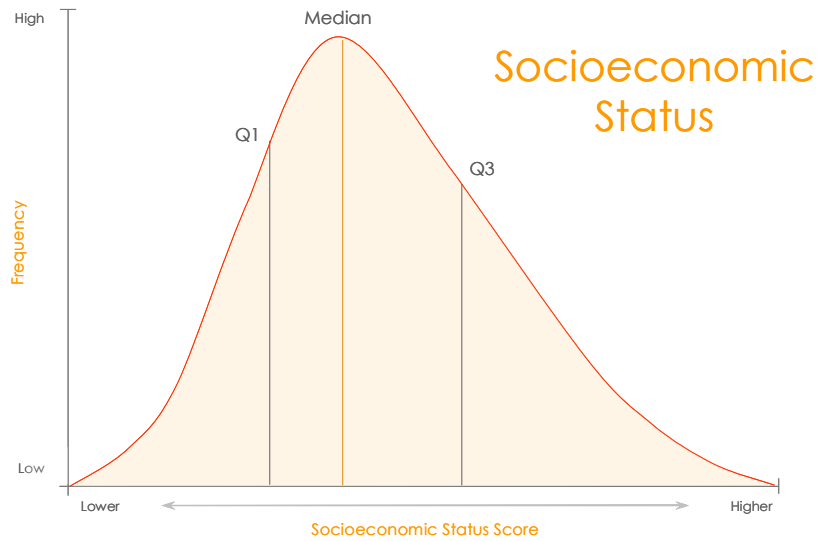
The Socioeconomic Status score used for ranking of geo**Smart**® geodemographic segments is the estimated average SES score for all persons 18+ resident in a particular CD.

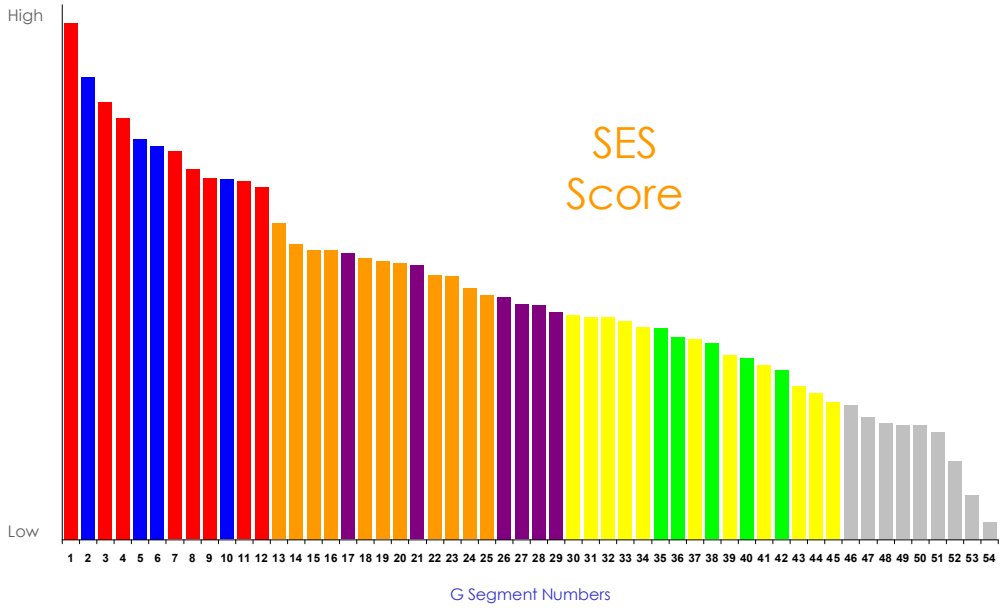


The statistical distribution of this measure reflects the relative rarity of high incomes, high educational attainment & high status occupations and hence is centred on lower values. The longer tail of the distribution towards higher values reflects the small number of 'exclusive' areas in Australia.

The Socioeconomic Status score is most highly correlated with census measures such as, % individual income $104,000+, % household income $156,000+, % degree or higher qualifications, % work in: financial & insurance services and property & business services and % professionals.

It is most negatively correlated with % not qualified, % do not use the Internet, % individual income LT $13,400 & % labourers & related workers.

The average SES score shows a steeper decline down to segment G12, after which a more gradual rate of decline occurs. The bottom segments have substantially lower SES scores.



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geoSmart® 54 segments key descriptors, ranked by descending socioeconomic status

Segment...	% of Aust HH	Key Descriptors...
G1 Prestige	1.4%	*Mature families in exclusive suburban areas.*
G2 High Status Urban	1.4%	*Exclusive higher density areas.*
G3 Desirable Suburban	2.7%	*Professionals in desirable suburban areas.*
G4 Affluent Family	1.7%	*Affluent maturing families in large mortgaged homes.*
G5 High Density Urban	1.4%	*Affluent young persons living in near CBD high rise housing.*
G6 Urban Bohemian	2.1%	*Affluent young persons living in near CBD medium density housing.*
G7 Affluent Multicultural	1.3%	*Affluent multicultural families.*
G8 High Status Suburban	2.4%	*Better off maturing suburban areas.*
G9 Family Achiever	1.7%	*Better off young to mature families in large mortgaged houses.*
G10 Desirable Urban	2.4%	*Affluent households in established medium density housing.*
G11 High Status Family	2.6%	*Better off established family areas.*
G12 Mature Affluent Suburban	1.1%	*Mature independents & retirees in affluent stable suburban areas.*
G13 Aspiring Family	2.7%	*Financially extended families in large houses.*
G14 Mid Status Family Starter	1.3%	*Mid status families in new estates on city outskirts.*
G15 Affluent Seachange	1.3%	*Better off mature independents & seniors, mainly living in coastal locations.*
G16 Established Multicultural Suburban	2.7%	*Established multicultural suburban areas in Sydney & Melbourne.*
G17 Urban Lifestyle	1.1%	*Young renters in medium density housing.*
G18 Mid Status Suburban	3.3%	*Stable mid status suburban areas.*
G19 Provincial Fringe	2.1%	*Hobby farmers & other households on the fringe of provincial centres.*
G20 Metro Fringe	0.8%	*Hobby farmers & other families on the fringe of capital cities.*
G21 Mid Status Urban	2.1%	*Mid status young people in medium density housing.*
G22 Mixed Multicultural Suburban	1.2%	*Mid status households with mixed multicultural backgrounds.*
G23 Mining	0.7%	*Mining towns.*
G24 Mid Status Young Family	2.8%	*Financially extended younger families in new housing.*
G25 Mature Mid Status Family	4.2%	*Mid status established family areas.*
G26 Multicultural Urban Lifestyle	1.1%	*Multicultural households in high density housing.*
G27 University Enclaves	0.5%	*University students & other young people living near major university campuses.*
G28 Holiday Lifestyle	0.6%	*Areas where a high proportion of the population is non resident holiday makers.*
G29 Multicultural Mixed Urban	1.6%	*Medium density areas with diverse multicultural backgrounds.*
G30 Establishing Multicultural Family	2.1%	*Outerlying multicultural family suburbs of Sydney & Melbourne.*
G31 Inland Rural Fringe	1.5%	*Live in rural areas within 20 km of population centres. Engaged in agriculture.*
G32 Establishing Provincial Family	2.4%	*Lower status suburban areas in provincial cities & towns.*
G33 New Age Lifestyle	0.9%	*People living 'alternative' lifestyles in coastal hinterland areas.*
G34 Mature Provincial Suburban	3.6%	*Poorer seniors & mature independents in provincial cities & towns.*
G35 Mixed Suburban	1.0%	*Young people in low cost suburban housing.*
G36 Elderly Enclaves	1.5%	*Mainly retirement homes & surrounding housing.*
G37 Established Multicultural Family	1.5%	*Mature multicultural families in stable suburban areas of Sydney & Melbourne.*
G38 Provincial Mixed Urban	2.3%	*Medium density areas in provincial cities & towns.*
G39 Low Status Rural Fringe	1.8%	*Living in small houses on the rural fringe.*
G40 Coastal Empty Nest & Retirement	1.3%	*Less affluent seachange couples.*
G41 Old European Blue Collar	1.3%	*Older European migrants in established suburbs.*
G42 Established Blue Collar Suburban	3.1%	*Stable blue collar suburban areas.*
G43 Blue Collar Family	3.1%	*Battling blue collar families.*
G44 Provincial Blue Collar Suburban	4.0%	*Poorer suburban areas provincial cities and towns.*
G45 Middle Eastern Multicultural	1.1%	*Suburbs with a strong Middle Eastern cultural influence.*
G46 Poor Mixed Urban	1.5%	*Low cost medium density housing. Often in coastal or provincial areas.*
G47 Low Status Mixed Multicultural	1.8%	*Lower status suburban areas with diverse multicultural backgrounds.*
G48 Small Town Blue Collar Suburban	2.9%	*Mature households in small country towns.*
G49 Established Asian	0.9%	*Suburbs with a large proportion of people from Vietnamese and other Asian backgrounds.*
G50 Mobile Holiday Accommodation	0.3%	*Caravan parks & cabins, mainly in coastal holiday areas.*
G51 Elderly Provincial Urban	2.0%	*Low income & elderly households, mainly in coastal locations.*
G52 Provincial Battler	2.8%	*Low cost suburban housing in provincial cities & towns.*
G53 High Density Welfare	0.4%	*High density rental housing from state housing authorities.*
G54 Suburban Welfare	1.1%	*Areas dominated by low to medium density welfare housing.*
G55 Indigenous & Remote Areas	1.7%	*Areas of very low population density such as broad acre farming and Indigenous missions*

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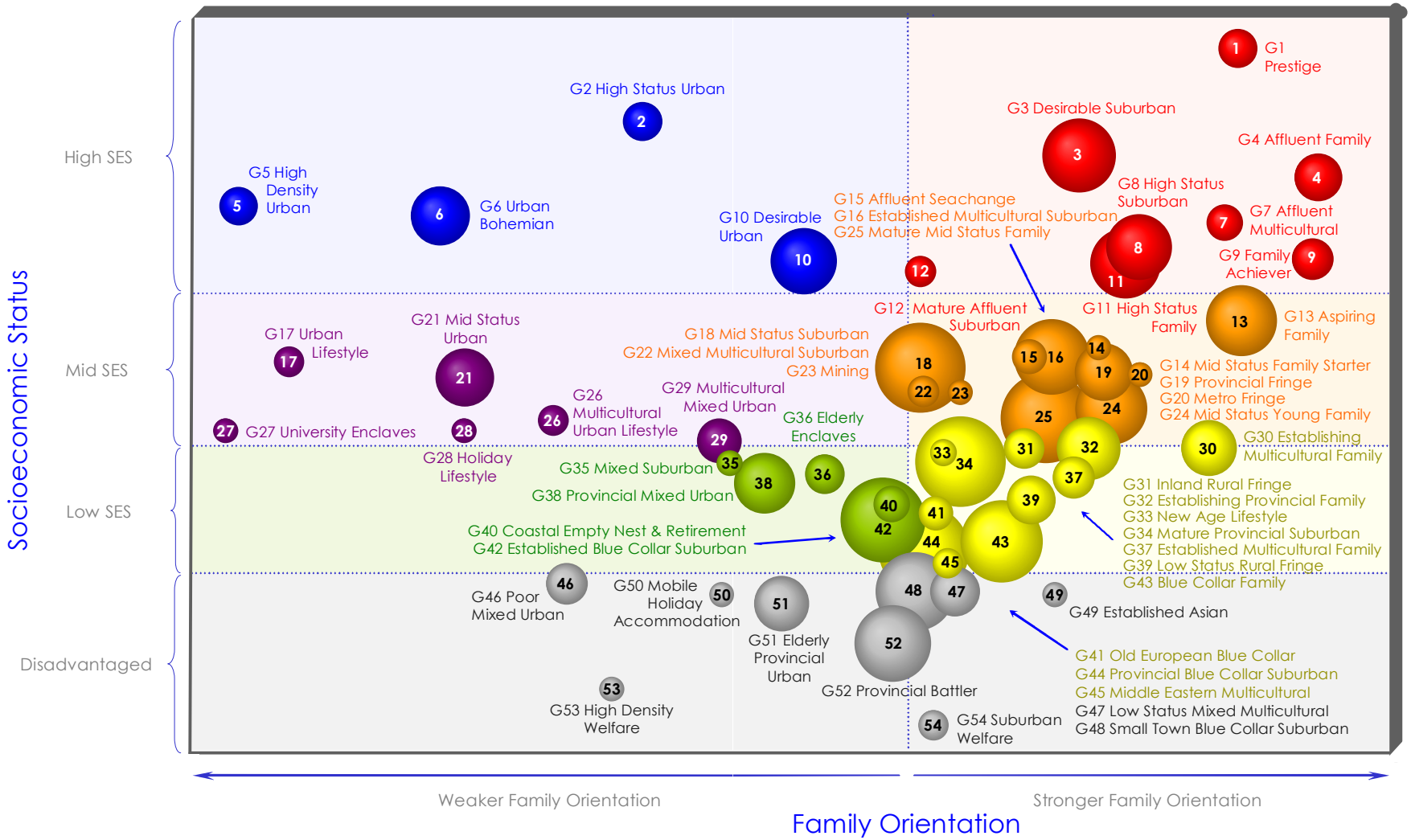
geoSmart® positioning chart

The 54 geoSmart® geodemographic segments are able to be positioned against axes of Socioeconomic Status and Family Orientation. The relative positioning of segments on the chart facilitates the assignment of each segment to 1 of 7 higher level groups.



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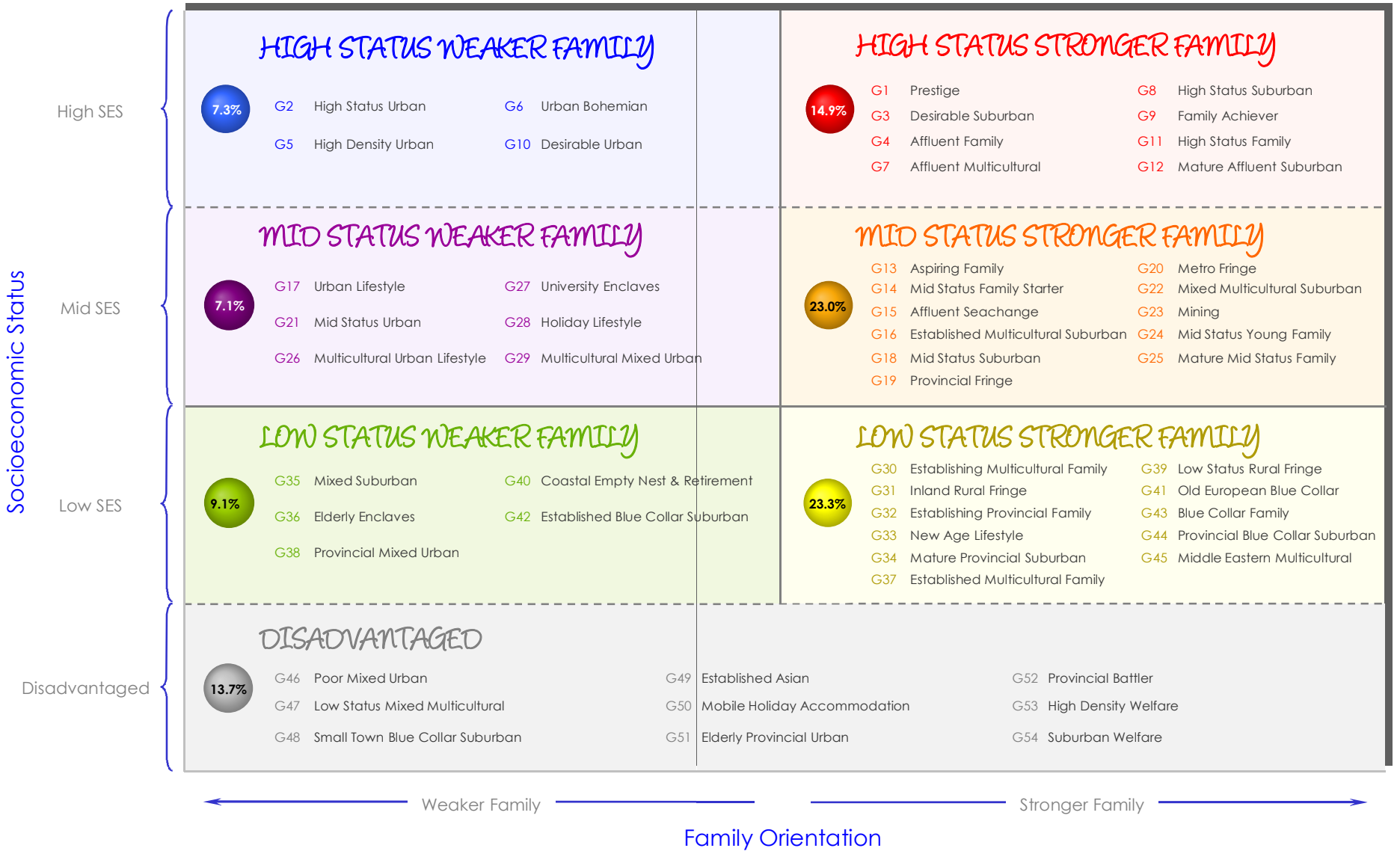
geoSmart® 54 segments by group

The 7 groups represent a summary level of analysis which is stratified by Socioeconomic Status and Family Orientation.



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geo**Smart**® 7 groups…

High Status Stronger Family

High Status Weaker Family

Mid Status Stronger Family

Mid Status Weaker Family

Low Status Stronger Family

Low Status Weaker Family

Disadvantaged

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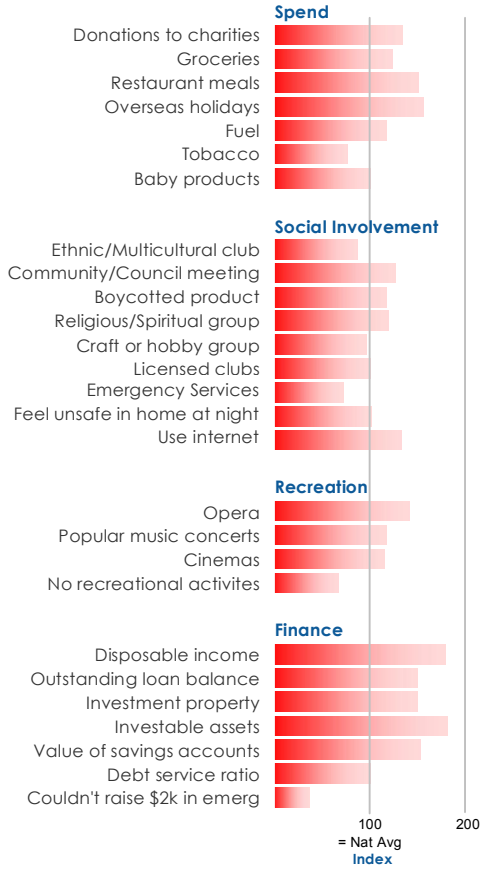
Group A

High Status Stronger Family...

Affluent suburban areas consisting of middle aged & mature families living in larger houses. Higher incomes & degree or higher qualifications. Working as professionals, managers or administrators. Generally higher levels of home mortgagees and ownership. Have investments, high discretionary spend and own incorporated businesses.

G1	Prestige	page 19
G3	Desirable Suburban	page 21
G4	Affluent Family	page 22
G7	Affluent Multicultural	page 25
G8	High Status Suburban	page 26
G9	Family Achiever	page 27
G11	High Status Family	page 29
G12	Mature Affluent Suburban	page 30

Lifestyle...

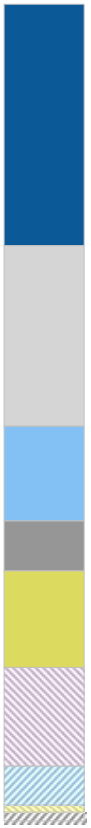


Demographic...

Social Economic Status	Seg %	Index
SES AB	39.8%	198.9
SES C	22.9%	114.5
SES D	16.2%	81.2
SES E	12.7%	63.7
SES FG	8.3%	41.7
geoStages Lifecycle		
Living at Home	11.0%	130.8
Young Independents	7.2%	59.1
Young Families	9.9%	76.7
Middle Aged Families	18.8%	116.0
Mature Families	22.4%	138.6
Mature Independents	15.2%	91.0
Early Seniors	8.3%	90.8
Late Seniors	7.3%	86.6
Language Spoken		
European	5.7%	90.8
Asian	5.9%	109.9
Arabic	0.9%	51.2
Tenure Type		
Own	41.3%	116.9
Mortgage	42.9%	121.1
Rent	15.8%	54.0
Other Vars		
4+ Bedrooms	49.8%	175.4
Flat 4+ Storeys	0.6%	19.7
Different Address 5 yrs Ago	39.2%	91.0
Use Public Transport	9.2%	100.9
Both Parents Born Overseas	33.7%	105.4
Work in Agriculture	0.6%	17.9
Attend University F/T	3.5%	138.1
Lone Parent Families	8.7%	61.8

Geographic...

14.9% of all Australian households



Sydney... (29.4%)
Wahroonga, West Pennant Hills, Cherrybrook

Melbourne... (22.1%)
Balwyn North, Brighton, Camberwell

Brisbane... (11.7%)
Kenmore, Bridgeman Downs, McDowall

Adelaide... (6.0%)
Belair, Coromandel Valley, Hawthorndene

Perth... (11.9%)
Leeming, Floreat, Sorrento

Centres with GT 100K Population... (12.2%)
Nicholls (ACT), Evatt (ACT), Kaleen (ACT)

Centres with 10-100K Population... (4.7%)
Jerrabomberra (NSW), Lake Wendouree (VIC)

Centres with LT 10K Population... (0.8%)
Murrumbateman (NSW), Mt Macedon (VIC)

Rural Areas... (1.2%)
Wamboin (NSW), Gundaroo (NSW)

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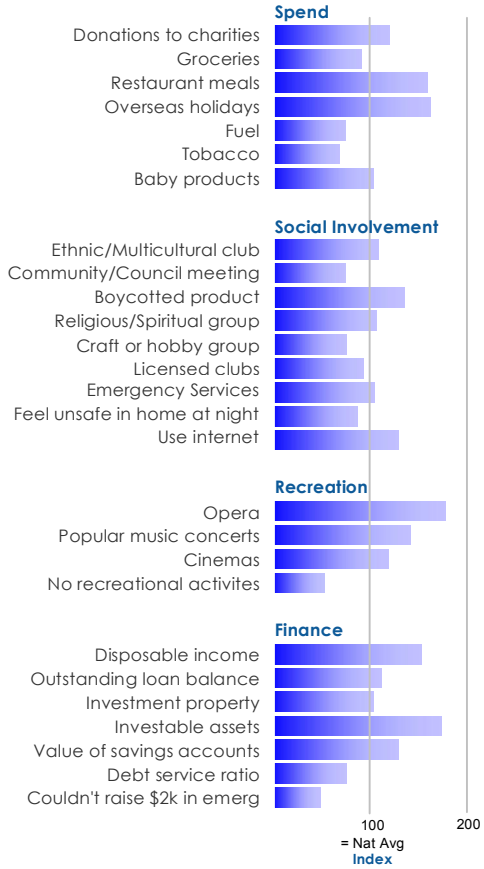
Group B

High Status Weaker Family...

Affluent urban areas with young singles and couples living in high and medium density dwellings. Mainly in near CBD locations. Transient population. High incomes. Degree & higher qualifications. High levels of renting, public transport usage and smaller household sizes. Have investments and high spend on entertainment and recreation.

G2 High Status Urban page 20
G5 High Density Urban page 23
G6 Urban Bohemian page 24
G10 Desirable Urban page 28

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	41.6%	208.0
SES C	23.2%	115.8
SES D	11.2%	56.2
SES E	13.2%	66.1
SES FG	10.8%	53.8
geoStages Lifecycle		
Living at Home	4.9%	58.0
Young Independents	34.8%	287.3
Young Families	10.3%	80.1
Middle Aged Families	11.5%	70.9
Mature Families	9.2%	56.7
Mature Independents	16.5%	99.1
Early Seniors	6.2%	68.3
Late Seniors	6.6%	78.2
Language Spoken		
European	9.2%	146.2
Asian	6.5%	121.2
Arabic	0.9%	47.8
Tenure Type		
Own	26.4%	74.6
Mortgage	27.4%	77.4
Rent	46.2%	158.1
Other Vars		
4+ Bedrooms	10.8%	38.1
Flat 4+ Storeys	19.1%	646.7
Different Address 5 yrs Ago	56.3%	130.5
Use Public Transport	24.8%	272.0
Both Parents Born Overseas	40.3%	125.9
Work in Agriculture	0.3%	8.3
Attend University F/T	4.8%	189.2
Lone Parent Families	11.1%	79.4

Geographic...

7.3% of all Australian households

Sydney... (43.7%)
Coogee, Paddington, Leichhardt

Melbourne... (30.5%)
Elwood, Prahran, Fitzroy North

Brisbane... (8.3%)
Newstead, Red Hill, Paddington

Adelaide... (4.0%)
Wayville, Maylands, Beulah Park

Perth... (6.4%)
Mt Hawthorn, North Perth, Fremantle

Centres with GT 100K Population... (6.4%)
Downer (ACT), Watson (ACT), O'Connor (ACT)

Centres with 10-100K Population... (0.6%)
Ludmilla (NT), Darwin City (NT)

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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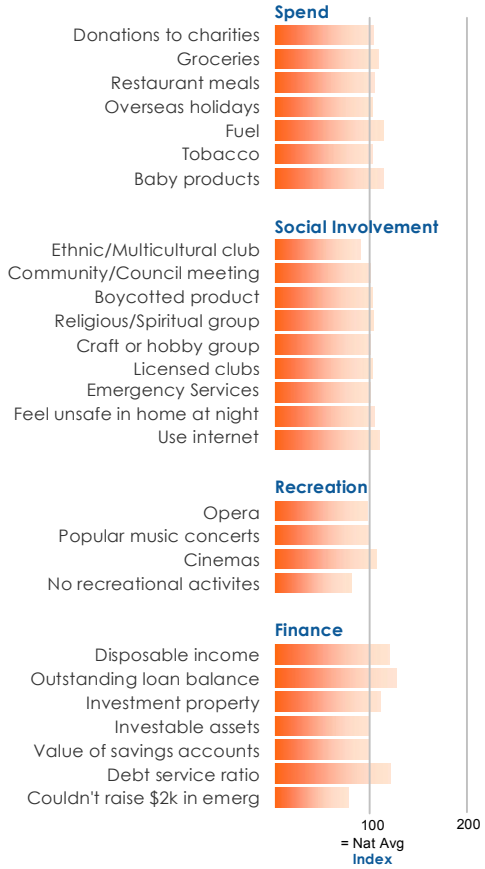
Group C

Mid Status Stronger Family...

Mid status suburban areas with high levels of home mortgages and outstanding debt. Strong family representation across a mix of lifecycle stages. Employed in a mixture of mid status white collar occupations and trades, earning mid range incomes. Often two income households. Medium & large sized homes. High vehicle usage. High debt service ratios.

G13	Aspiring Family	page 31
G14	Mid Status Family Starter	page 32
G15	Affluent Seachange	page 33
G16	Established Multicultural Suburban	page 34
G18	Mid Status Suburban	page 36
G19	Provincial Fringe	page 37
G20	Metro Fringe	page 38
G22	Mixed Multicultural Suburban	page 40
G23	Mining	page 41
G24	Mid Status Young Family	page 42
G25	Mature Mid Status Family	page 43

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	19.8%	99.1
SES C	23.1%	115.6
SES D	22.7%	113.5
SES E	20.0%	100.0
SES FG	14.4%	71.9
geoStages Lifecycle		
Living at Home	9.7%	115.7
Young Independents	7.8%	64.8
Young Families	14.6%	113.8
Middle Aged Families	19.0%	117.1
Mature Families	18.3%	113.1
Mature Independents	16.0%	95.9
Early Seniors	8.2%	89.9
Late Seniors	6.3%	75.0
Language Spoken		
European	5.7%	90.7
Asian	4.1%	77.2
Arabic	1.1%	58.8
Tenure Type		
Own	35.0%	99.0
Mortgage	43.8%	123.7
Rent	21.2%	72.5
Other Vars		
4+ Bedrooms	38.7%	136.2
Flat 4+ Storeys	0.3%	10.5
Different Address 5 yrs Ago	42.9%	99.4
Use Public Transport	7.0%	77.0
Both Parents Born Overseas	30.2%	94.3
Work in Agriculture	1.6%	52.0
Attend University F/T	2.1%	80.8
Lone Parent Families	11.7%	83.2

Geographic...

23.0% of all Australian households

Sydney... (16.6%)
Concord, Croydon, South Penrith

Melbourne... (20.0%)
Bentleigh East, Langwarrin, Cheltenham

Brisbane... (11.8%)
Wellington Point, Bracken Ridge, Narangba

Adelaide... (6.4%)
Greenwith, Redwood Park, Sheidow Park

Perth... (10.1%)
Greenwood, Port Kennedy, Ellenbrook

Centres with GT 100K Population... (10.9%)
Helensvale (QLD), Mudgeeraba (QLD)

Centres with 10-100K Population... (11.2%)
South Hedland (WA), Emerald (QLD)

Centres with LT 10K Population... (5.6%)
Moranbah (QLD), Newman (WA)

Rural Areas... (7.4%)
Bonogin (QLD), Junortoun (VIC)

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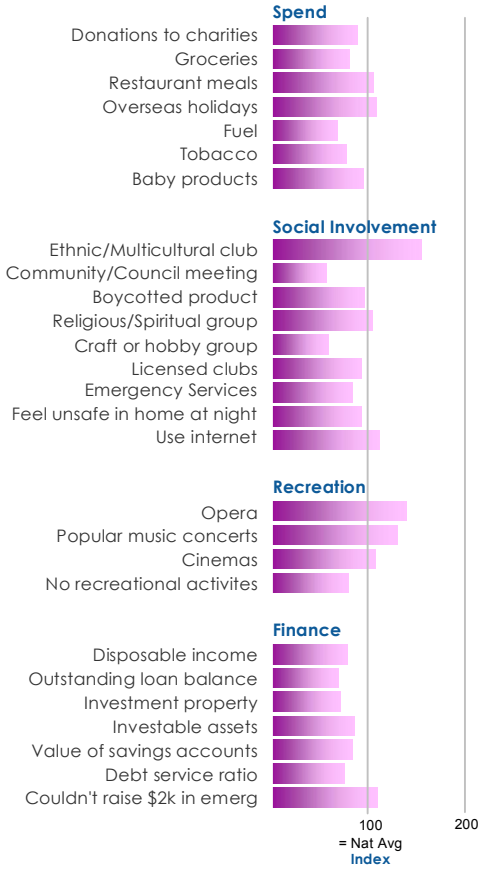
Group D

Mid Status Weaker Family...

High and medium density dwellings in mid status urban areas. Schooled to year 12 with some degree or higher qualifications. Earning middle incomes. Smaller household sizes with a mix of younger singles & couples, retirees & empty nesters, many with multicultural backgrounds. Transient population. High levels of renting and public transport usage.

G17 Urban Lifestyle page 35
G21 Mid Status Urban page 39
G26 Multicultural Urban Lifestyle page 44
G27 University Enclaves page 45
G28 Holiday Lifestyle page 46
G29 Multicultural Mixed Urban page 47

Lifestyle...

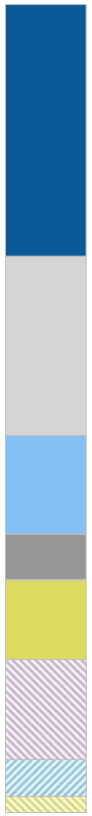


Demographic...

Social Economic Status	Seg %	Index
SES AB	21.6%	108.1
SES C	20.1%	100.6
SES D	16.7%	83.4
SES E	19.4%	97.2
SES FG	22.1%	110.6
geoStages Lifecycle		
Living at Home	5.0%	59.9
Young Independents	37.5%	309.6
Young Families	11.2%	87.0
Middle Aged Families	10.5%	64.5
Mature Families	7.9%	49.1
Mature Independents	14.6%	87.6
Early Seniors	6.3%	69.1
Late Seniors	7.0%	82.5
Language Spoken		
European	10.0%	158.4
Asian	16.3%	303.7
Arabic	3.0%	166.2
Tenure Type		
Own	21.7%	61.3
Mortgage	22.6%	63.7
Rent	55.8%	190.8
Other Vars		
4+ Bedrooms	7.0%	24.7
Flat 4+ Storeys	16.6%	560.5
Different Address 5 yrs Ago	60.9%	141.3
Use Public Transport	23.6%	258.8
Both Parents Born Overseas	52.6%	164.2
Work in Agriculture	0.3%	10.5
Attend University F/T	9.0%	355.6
Lone Parent Families	16.1%	115.1

Geographic...

7.1% of all Australian households



Sydney... (31.8%)
Parramatta, Marrickville, Dee Why

Melbourne... (22.8%)
Footscray, Brunswick West, Carlton

Brisbane... (12.6%)
Nundah, Greenslopes, Annerley

Adelaide... (6.0%)
Mile End, Plympton, Kurralta Park

Perth... (10.3%)
Tuart Hill, Joondanna, Yokine

Centres with GT 100K Population... (12.0%)
Broadbeach (QLD), North Ward (QLD)

Centres with 10-100K Population... (3.4%)
Cairns (QLD), Coconut Grove (NT)

Centres with LT 10K Population... (1.2%)
Port Douglas (QLD), Hotham Heights (VIC)

Rural Areas... (0.0%)
No Typical Suburbs

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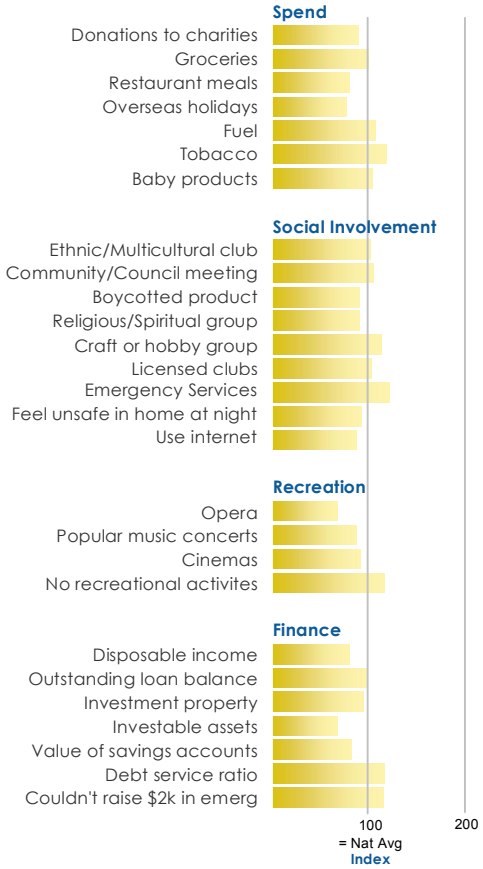
Group **E**

Low Status Stronger Family...

Mixture of older and younger families in lower status suburban areas. Often located in provincial towns or multicultural areas. Employed in blue collar occupations and live in medium sized homes. Have lower incomes, consumer debt and low discretionary spend.

G30	Establishing Multicultural Family	page 48
G31	Inland Rural Fringe	page 49
G32	Establishing Provincial Family	page 50
G33	New Age Lifestyle	page 51
G34	Mature Provincial Suburban	page 52
G37	Established Multicultural Family	page 55
G39	Low Status Rural Fringe	page 57
G41	Old European Blue Collar	page 59
G43	Blue Collar Family	page 61
G44	Provincial Blue Collar Suburban	page 62
G45	Middle Eastern Multicultural	page 63

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	10.7%	53.7
SES C	18.9%	94.4
SES D	22.6%	113.2
SES E	24.4%	121.8
SES FG	23.4%	116.8
geoStages Lifecycle		
Living at Home	9.1%	108.2
Young Independents	7.3%	59.9
Young Families	14.5%	112.8
Middle Aged Families	17.7%	109.4
Mature Families	16.9%	104.4
Mature Independents	17.4%	104.3
Early Seniors	9.5%	104.6
Late Seniors	7.6%	89.9
Language Spoken		
European	7.2%	113.5
Asian	3.8%	71.6
Arabic	3.5%	191.6
Tenure Type		
Own	37.2%	105.2
Mortgage	38.7%	109.3
Rent	24.1%	82.5
Other Vars		
4+ Bedrooms	28.4%	100.0
Flat 4+ Storeys	0.3%	9.3
Different Address 5 yrs Ago	39.3%	91.2
Use Public Transport	4.9%	53.7
Both Parents Born Overseas	29.9%	93.5
Work in Agriculture	5.6%	175.5
Attend University F/T	1.3%	50.0
Lone Parent Families	14.8%	105.3

Geographic...

23.3% of all Australian households

Sydney... (15.6%)
Punchbowl, Lakemba, Greenacre

Melbourne... (14.8%)
Mill Park, Endeavour Hills, Lalor

Brisbane... (5.4%)
Redbank Plains, Crestmead, Marsden

Adelaide... (3.4%)
Newton, Paralowie, Findon

Perth... (3.5%)
Parmelia, Beechboro Warnbro

Centres with GT 100K Population... (7.7%)
Bell Park (VIC), Albion Park Rail (NSW)

Centres with 10-100K Population... (17.1%)
Banora Point (NSW), Horsham (VIC)

Centres with LT 10K Population... (17.3%)
Dalby (QLD), Hamilton (VIC), Ayr (QLD)

Rural Areas... (15.2%)
Two Wells (SA), Cooran (QLD)

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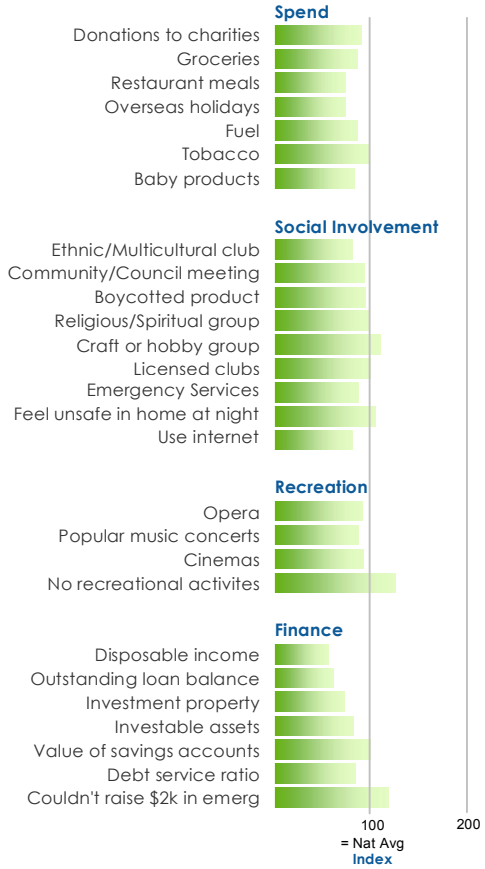
Group F

Low Status Weaker Family...

Low status urban and suburban areas often in provincial locations. Retirees & empty nesters with some young families and younger singles. Work in blue collar and lesser white collar occupations. Low incomes and low household spend. Generally low cost, medium density housing.

G35 Mixed Suburban page 53
G36 Elderly Enclaves page 54
G38 Provincial Mixed Urban page 56
G40 Coastal Empty Nest & Retirement page 58
G42 Established Blue Collar Suburban page 60

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	12.9%	64.4
SES C	16.9%	84.4
SES D	22.6%	113.2
SES E	22.1%	110.6
SES FG	25.5%	127.3
geoStages Lifecycle		
Living at Home	5.6%	67.0
Young Independents	12.0%	99.0
Young Families	12.4%	96.8
Middle Aged Families	11.9%	73.5
Mature Families	12.3%	76.1
Mature Independents	17.3%	103.9
Early Seniors	12.1%	132.7
Late Seniors	16.3%	192.4
Language Spoken		
European	4.6%	73.0
Asian	2.4%	44.1
Arabic	0.7%	36.1
Tenure Type		
Own	38.6%	109.2
Mortgage	28.0%	79.0
Rent	33.4%	114.4
Other Vars		
4+ Bedrooms	16.8%	59.1
Flat 4+ Storeys	0.7%	23.1
Different Address 5 yrs Ago	46.6%	108.1
Use Public Transport	6.4%	69.8
Both Parents Born Overseas	28.0%	87.5
Work in Agriculture	1.2%	38.7
Attend University F/T	2.0%	80.2
Lone Parent Families	18.0%	128.2

Geographic...

9.1% of all Australian households

Sydney... (7.2%)
Richmond, Campbelltown, Katoomba

Melbourne... (10.9%)
Seaford, Altona

Brisbane... (9.5%)
Brighton, Deagon, Zillmere

Adelaide... (12.3%)
Ingle Farm, Salisbury East, Reynella

Perth... (11.3%)
Cloverdale, Belmont, Kewdale

Centres with GT 100K Population... (18.9%)
Mayfield (NSW), Coombabah (QLD)

Centres with 10-100K Population... (17.9%)
Bendigo (VIC), South Launceston (TAS)

Centres with LT 10K Population... (11.0%)
Portarlington (VIC), Tuross Head (NSW)

Rural Areas... (0.9%)
Johnsonville (VIC), Bauple (QLD)

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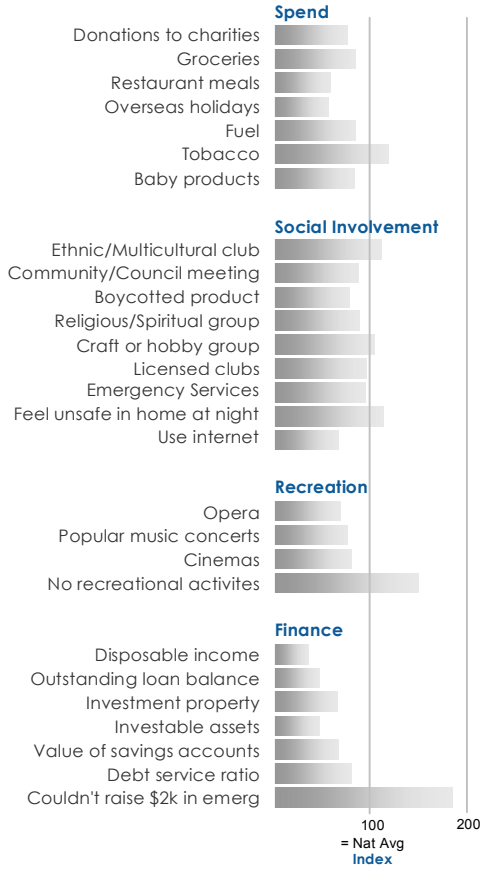
Group G

Disadvantaged...

Areas with many people on low incomes & welfare. A mix of older, poorer and in some cases multicultural persons. Work in elementary blue collar occupations with lower levels of educational attainment. Experience financial distress.

G46	Poor Mixed Urban	page 64
G47	Low Status Mixed Multicultural	page 65
G48	Small Town Blue Collar Suburban	page 66
G49	Established Asian	page 67
G50	Mobile Holiday Accommodation	page 68
G51	Elderly Provincial Urban	page 69
G52	Provincial Battler	page 70
G53	High Density Welfare	page 71
G54	Suburban Welfare	page 72

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	6.5%	32.7
SES C	12.7%	63.2
SES D	18.8%	94.1
SES E	23.7%	118.5
SES FG	38.3%	191.4
geoStages Lifecycle		
Living at Home	7.3%	86.8
Young Independents	10.8%	88.8
Young Families	12.5%	97.3
Middle Aged Families	13.2%	81.4
Mature Families	14.1%	87.1
Mature Independents	17.9%	107.0
Early Seniors	12.0%	131.9
Late Seniors	12.3%	145.3
Language Spoken		
European	5.6%	88.8
Asian	7.5%	138.8
Arabic	2.2%	118.1
Tenure Type		
Own	33.8%	95.6
Mortgage	24.2%	68.2
Rent	42.0%	143.8
Other Vars		
4+ Bedrooms	14.5%	50.9
Flat 4+ Storeys	1.7%	58.3
Different Address 5 yrs Ago	41.0%	95.2
Use Public Transport	6.7%	73.7
Both Parents Born Overseas	30.8%	96.1
Work in Agriculture	3.4%	108.2
Attend University F/T	1.2%	46.9
Lone Parent Families	24.0%	171.0

Geographic...

13.7% of all Australian households

Sydney... (14.3%)
Cabramatta, Canley Heights, Bonnyrigg

Melbourne... (13.3%)
Springvale, Noble,Park St Albans

Brisbane... (5.7%)
Inala, Woodridge, Logan Central

Adelaide... (6.4%)
Davoren Park, Elizabeth Downs, Kilburn

Perth... (3.1%)
Midland, Mirrabooka, Koondoola

Centres with GT 100K Population... (8.7%)
Norlane (VIC), Swansea (NSW)

Centres with 10-100K Population... (20.6%)
Ballina (NSW), Broken Hill (NSW), Moe (VIC)

Centres with LT 10K Population... (26.6%)
Nambucca Heads (NSW), Wynyard (TAS)

Rural Areas... (1.3%)
South Nanango (QLD), Holtze (NT)

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geoSmart® 54 segments…

High Status Stronger Family… G1 G3 G4 G7 G8 G9 G11 G12

High Status Weaker Family… G2 G5 G6 G10

Mid Status Stronger Family… G13 G14 G15 G16 G18 G19 G20 G22 G23 G24 G25

Mid Status Weaker Family… G17 G21 G26 G27 G28 G29

Low Status Stronger Family… G30 G31 G32 G33 G34 G37 G39 G41 G43 G44 G45

Low Status Weaker Family… G35 G36 G38 G40 G42

Disadvantaged… G46 G47 G48 G49 G50 G51 G52 G53 G54

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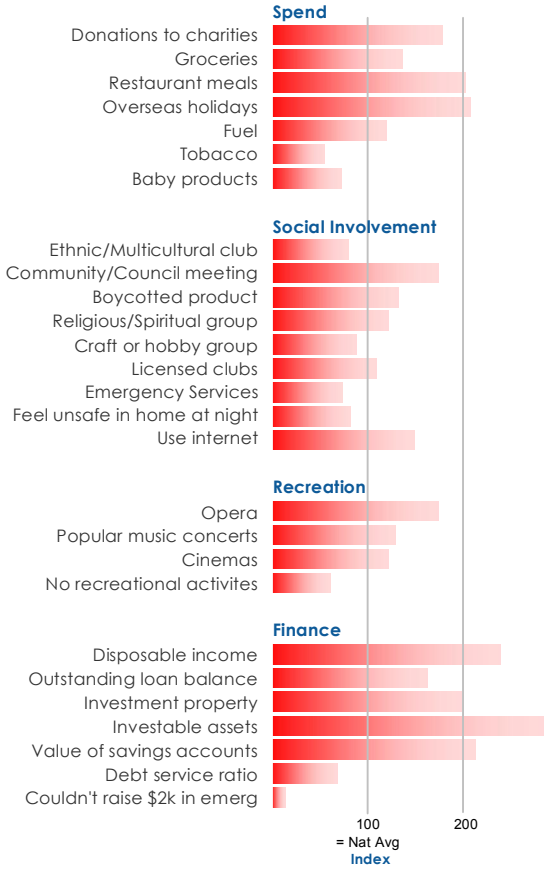
G1 Prestige...

Mature families in exclusive suburban areas.

Tend towards: Affluent mature families. High individual & household incomes. Financial & property investments. Children at private schools. Own incorporated businesses. Graduate & postgraduate qualifications. Work in professional & managerial roles. Income from investments. Frequent broadband usage. 5+ bedroom houses. Spend on household furnishings & services, wine, fresh fruit & vegetables, meat, charity donations, insurance, books, holidays, healthcare, groceries, school fees, fish & seafood, home improvements, sports & recreation, entertainment and homemaker goods. Attend theatre, cinema, musicals and classical musical concerts. Involved in school & youth activities and health support. Donate to international aid, political parties, schools and arts/heritage organisations.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	62.1%	310.3
SES C	17.7%	88.7
SES D	8.4%	42.2
SES E	7.1%	35.7
SES FG	4.6%	23.1
geoStages Lifecycle		
Living at Home	10.9%	130.5
Young Independents	7.1%	58.9
Young Families	5.4%	41.9
Middle Aged Families	16.2%	99.7
Mature Families	26.3%	162.8
Mature Independents	14.8%	88.8
Early Seniors	9.7%	106.4
Late Seniors	9.5%	112.6
Language Spoken		
European	4.9%	77.3
Asian	6.0%	111.5
Arabic	0.6%	33.0
Tenure Type		
Own	51.4%	145.5
Mortgage	35.4%	99.9
Rent	13.2%	45.2
Other Vars		
4+ Bedrooms	56.9%	200.5
Flat 4+ Storeys	0.7%	22.6
Different Address 5 yrs Ago	36.2%	83.9
Use Public Transport	12.9%	141.4
Both Parents Born Overseas	34.9%	109.0
Work in Agriculture	0.6%	18.0
Attend University F/T	4.8%	189.4
Lone Parent Families	7.0%	49.9

Geographic... 1.4% of all Australian households

Sydney... (50.7%)
Pymble, St Ives, Killara, Roseville

Melbourne... (20.1%)
Canterbury, Brighton, Kew

Brisbane... (9.7%)
Fig Tree Pocket, Kenmore Hills, Brookfield

Adelaide... (2.4%)
Glen Osmond, Springfield, Medindie

Perth... (10.8%)
City Beach, Dalkeith, Peppermint Grove

Centres with GT 100K Population... (6.2%)
Forrest (ACT), Chapman (ACT), Hawker (ACT)

Centres with 10-100K Population... (0.0%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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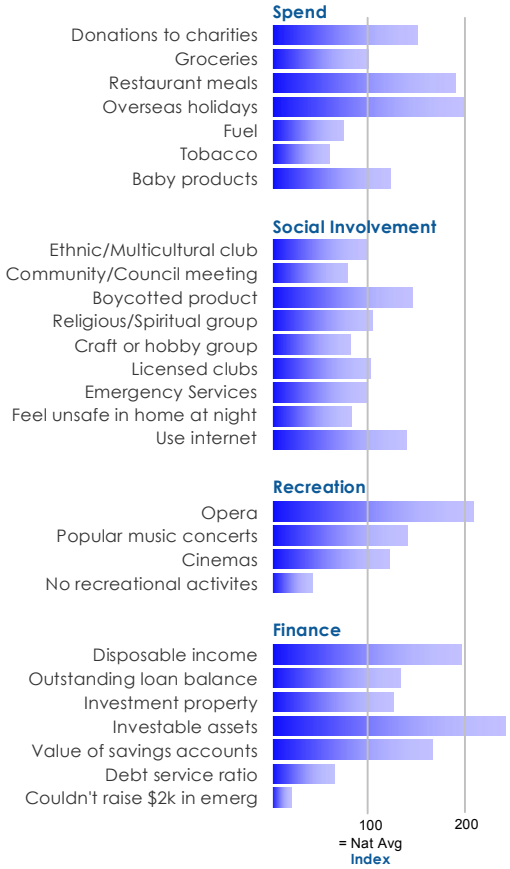
G2 High Status Urban...

Exclusive higher density areas.

Tend towards: Affluent young & mature independents. High household & individual incomes. Travel by public transport. Work as professionals and managers. Work in professional, scientific & technical services, finance & insurance, IT, information, media and telecommunications. Graduate and postgraduate qualifications. Units, row/terrace houses and high rise apartments. Frequent broadband usage. Savings & financial investments. Spend on overseas holidays, entertainment, restaurants, wine, books, household furnishings & furniture, charity donations, computers and personal care services. Attend popular & classical music concerts, art galleries, museums, theatre, opera and cinema. Involved in body corporate associations. Engage in political and consumer activism. Donate to international aid. Participate in sports & recreation and socialise with friends.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	50.3%	251.4
SES C	23.1%	115.4
SES D	9.2%	45.8
SES E	9.8%	49.0
SES FG	7.7%	38.3
geoStages Lifecycle		
Living at Home	5.1%	61.1
Young Independents	28.0%	231.0
Young Families	9.2%	71.4
Middle Aged Families	11.4%	70.0
Mature Families	10.3%	63.8
Mature Independents	20.0%	119.7
Early Seniors	7.9%	86.4
Late Seniors	8.2%	97.1
Language Spoken		
European	7.3%	116.6
Asian	4.6%	85.4
Arabic	0.7%	37.3
Tenure Type		
Own	33.0%	93.3
Mortgage	26.0%	73.3
Rent	41.0%	140.4
Other Vars		
4+ Bedrooms	12.1%	42.6
Flat 4+ Storeys	22.1%	748.6
Different Address 5 yrs Ago	54.5%	126.4
Use Public Transport	27.0%	295.7
Both Parents Born Overseas	39.5%	123.3
Work in Agriculture	0.3%	10.0
Attend University F/T	3.1%	123.0
Lone Parent Families	9.8%	69.8

Geographic... 1.4% of all Australian households

Sydney... (75.6%)
Fairlight, Balmain, Paddington

Melbourne... (16.1%)
Middle Park, Toorak, Albert Park

Brisbane... (3.0%)
Kangaroo Point, New Farm

Adelaide... (0.3%)
Eastwood

Perth... (3.9%)
Subiaco, Cottesloe

Centres with GT 100K Population... (0.8%)
Barton (ACT)

Centres with 10-100K Population... (0.3%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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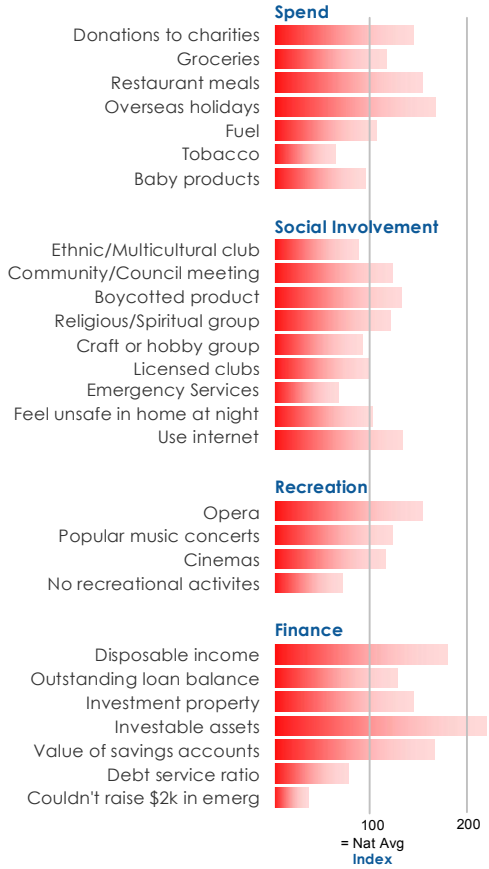
G3 Desirable Suburban...

Professionals in desirable suburban areas.

Tend towards: Affluent middle & mature aged families and late seniors. High individual & household incomes. Financial & property investments. Work as professionals and managers. Work in professional, scientific and technical services. Graduate and postgraduate qualifications. Frequent broadband usage. Own incorporated businesses. Spend on wine, books, household furnishings & services, insurance, charity donations, overseas holidays, fresh fruit & vegetables, school fees, entertainment, clothing, restaurant meals, sports & recreation, personal care services and computers. Attend theatre, libraries, museums, art galleries, classical music concerts and musicals. Involved in school & youth activities, arts/heritage organisations, health support and community events. Engage in political and consumer activism. Donate to international aid and arts/heritage organisations. Participate in sports & recreation.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	49.6%	248.2
SES C	18.7%	93.4
SES D	12.7%	63.3
SES E	11.2%	55.9
SES FG	7.8%	39.2
geoStages Lifecycle		
Living at Home	9.0%	107.4
Young Independents	11.0%	91.3
Young Families	8.0%	62.3
Middle Aged Families	17.6%	108.5
Mature Families	20.7%	128.3
Mature Independents	14.6%	87.5
Early Seniors	8.6%	94.0
Late Seniors	10.4%	123.1
Language Spoken		
European	7.1%	112.8
Asian	4.7%	86.6
Arabic	0.6%	31.9
Tenure Type		
Own	43.8%	124.0
Mortgage	35.1%	99.1
Rent	21.1%	72.1
Other Vars		
4+ Bedrooms	33.9%	119.2
Flat 4+ Storeys	0.8%	27.5
Different Address 5 yrs Ago	37.9%	87.8
Use Public Transport	13.5%	148.3
Both Parents Born Overseas	32.4%	101.1
Work in Agriculture	0.4%	11.1
Attend University F/T	4.3%	170.0
Lone Parent Families	9.2%	65.9

Geographic... 2.7% of all Australian households

Sydney... (19.1%)
Oatley, Balgowlah, Lane Cove North

Melbourne... (40.0%)
Surrey Hills, Hampton, Brighton East

Brisbane... (12.5%)
Ashgrove, Bardon, Kenmore

Adelaide... (8.3%)
Dulwich, Beaumont, Malvern

Perth... (11.8%)
Swanbourne, Floreat, Wembley Downs

Centres with GT 100K Population... (7.8%)
Austinmer (NSW), Aranda (ACT)

Centres with 10-100K Population... (0.3%)
No Typical Suburbs

Centres with LT 10K Population... (0.1%)
Fern Tree (TAS)

Rural Areas... (0.0%)
No Typical Suburbs

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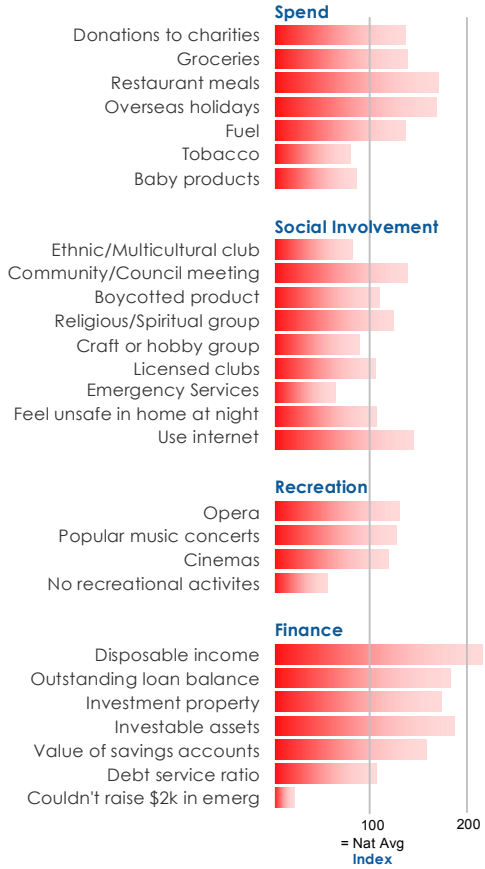
G4 Affluent Family...

Affluent maturing families in large mortgaged homes.

Tend towards: Affluent middle & mature aged families. Own incorporated businesses. 4+ bedroom houses. High household incomes. Financial & property investments. Large outstanding balances on loans & mortgages. Frequent broadband usage. Mature children living at home. 4+ persons in household. Spend on school fees, groceries, fresh fruit & vegetables, insurance, clothing & footwear, healthcare, meat, sports & recreation, household furnishings, mortgage & loan payments, wine, fuel, personal care services, domestic & overseas holidays, motor vehicles, chocolate, homemaker goods, jewellery and computers. Attend cinema. Involved in school & youth activities and community events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	39.9%	199.3
SES C	25.8%	128.9
SES D	17.3%	86.7
SES E	11.3%	56.7
SES FG	5.7%	28.3
geoStages Lifecycle		
Living at Home	15.3%	182.6
Young Independents	3.6%	29.5
Young Families	7.4%	57.7
Middle Aged Families	20.4%	125.6
Mature Families	29.4%	182.1
Mature Independents	13.7%	82.3
Early Seniors	6.5%	70.9
Late Seniors	3.7%	43.6
Language Spoken		
European	6.4%	101.5
Asian	4.8%	88.7
Arabic	1.2%	64.6
Tenure Type		
Own	42.2%	119.3
Mortgage	49.9%	140.9
Rent	7.9%	27.1
Other Vars		
4+ Bedrooms	71.4%	251.5
Flat 4+ Storeys	0.0%	1.4
Different Address 5 yrs Ago	32.3%	74.9
Use Public Transport	6.5%	71.0
Both Parents Born Overseas	34.1%	106.7
Work in Agriculture	0.5%	14.3
Attend University F/T	3.6%	141.5
Lone Parent Families	6.5%	46.6

Geographic... 1.7% of all Australian households

Sydney... (42.1%)
Glenhaven, Bella Vista, Illawong, Kenthurst

Melbourne... (17.5%)
Park Orchards, Eltham North

Brisbane... (13.7%)
Bridgeman Downs, Mackenzie, Westlake

Adelaide... (1.6%)
Highbury, Flagstaff Hill

Perth... (13.0%)
Leeming, Sorrento, Hillarys

Centres with GT 100K Population... (8.9%)
Fadden (ACT), Wandana Heights (VIC)

Centres with 10-100K Population... (1.2%)
Robin Hill (NSW), Brinkin (NT)

Centres with LT 10K Population... (0.3%)
Stanwell Park (NSW)

Rural Areas... (1.7%)
Wamboin (NSW), Environa (NSW)

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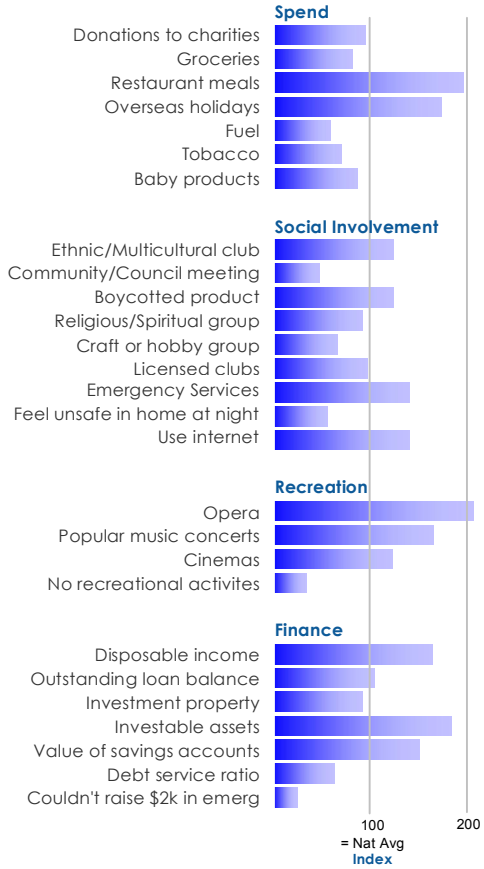
G5 High Density Urban...

Affluent young persons living in near CBD high rise housing.

Tend towards: Affluent young independents. 4+ storey flats. Lone persons and couples. High residential mobility. Many rented dwellings. Strong workforce participation. Work in finance & insurance, professional, scientific & technical services, information, media and telecommunications. High individual incomes. Some financial investments. Use public transport. Graduate and postgraduate education. Spend on home entertainment, computers, jewellery, beer & wine on licensed premises, restaurants, overseas holidays, personal services and takeaway food. Attend popular & classical music concerts, performing arts, art galleries, botanic gardens, libraries, museums, zoos and cinema. Involved in body corporate associations. Participate in sports & recreation, internet social activity and socialise with friends & work colleagues.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	41.4%	207.2
SES C	24.3%	121.6
SES D	10.3%	51.4
SES E	15.2%	76.0
SES FG	8.7%	43.7
geoStages Lifecycle		
Living at Home	3.4%	40.3
Young Independents	53.3%	440.6
Young Families	10.0%	77.4
Middle Aged Families	4.7%	29.2
Mature Families	2.8%	17.4
Mature Independents	17.5%	104.7
Early Seniors	4.2%	46.1
Late Seniors	4.1%	48.5
Language Spoken		
European	7.2%	113.9
Asian	13.5%	251.5
Arabic	1.0%	53.3
Tenure Type		
Own	15.1%	42.7
Mortgage	21.9%	61.8
Rent	63.0%	215.5
Other Vars		
4+ Bedrooms	2.0%	7.0
Flat 4+ Storeys	73.4%	2483.6
Different Address 5 yrs Ago	76.2%	176.7
Use Public Transport	30.3%	332.1
Both Parents Born Overseas	50.9%	159.0
Work in Agriculture	0.2%	6.5
Attend University F/T	5.0%	198.5
Lone Parent Families	8.2%	58.2

Geographic... 1.4% of all Australian households

Sydney... (64.9%)
Potts Point, Pyrmont, Darlinghurst

Melbourne... (19.7%)
Docklands, Southbank, St Kilda West

Brisbane... (9.0%)
Newstead, Spring Hill, Brisbane City

Adelaide... (0.5%)
No Typical Suburbs

Perth... (2.6%)
West Perth, East Perth

Centres with GT 100K Population... (2.8%)
Kingston (ACT), Canberra City (ACT)

Centres with 10-100K Population... (0.5%)
Darwin City (NT)

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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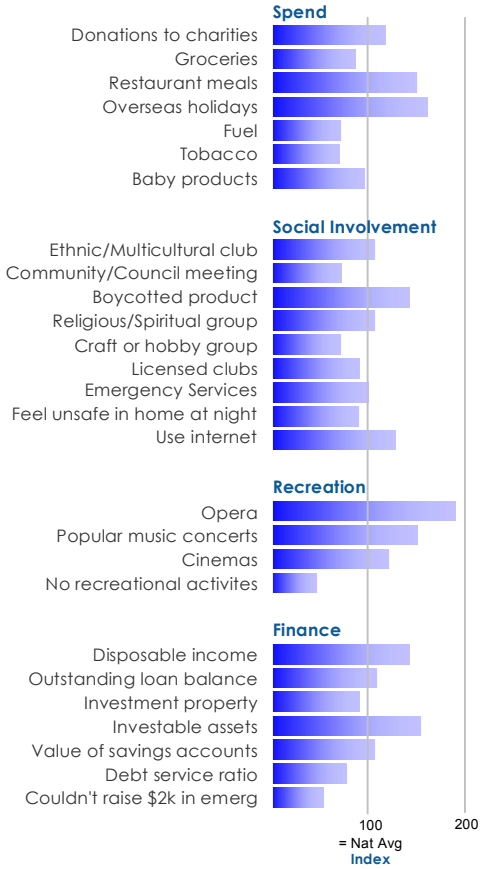
G6 Urban Bohemian...

Affluent young persons living in near CBD medium density housing.

Tend towards: Affluent young independents. Group households. Work as professionals. Use public transport. Low rise units & 2 bedroom row/terrace houses. Work in information, media & telecommunications, professional, scientific and technical services. Graduate and postgraduate qualifications. Strong workforce participation. Many rented dwellings. Residential mobility. 1 motor vehicle. Spend on books, wine, rent, overseas holidays, entertainment, computers and restaurants. Attend art galleries, performing arts, popular & classical music concerts, museums, libraries, botanic gardens and cinema. Involved in body corporate associations, arts/heritage organisations. Donate to international aid and universities. Engage in political and consumer activism. Participate in sports & recreation, internet social activity and socialise with friends.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	40.5%	202.6
SES C	25.5%	127.3
SES D	9.8%	48.8
SES E	13.4%	66.9
SES FG	10.9%	54.4
geoStages Lifecycle		
Living at Home	4.4%	52.0
Young Independents	43.7%	360.6
Young Families	9.1%	70.7
Middle Aged Families	10.3%	63.7
Mature Families	7.2%	44.3
Mature Independents	15.4%	92.5
Early Seniors	5.2%	56.6
Late Seniors	4.8%	56.7
Language Spoken		
European	9.7%	154.0
Asian	6.0%	110.8
Arabic	0.9%	49.0
Tenure Type		
Own	21.8%	61.8
Mortgage	26.2%	74.1
Rent	51.9%	177.6
Other Vars		
4+ Bedrooms	8.0%	28.2
Flat 4+ Storeys	7.6%	256.2
Different Address 5 yrs Ago	60.2%	139.7
Use Public Transport	28.3%	310.3
Both Parents Born Overseas	40.0%	124.9
Work in Agriculture	0.2%	6.5
Attend University F/T	5.8%	229.5
Lone Parent Families	11.4%	81.2

Geographic... 2.1% of all Australian households

Sydney... (40.2%)
Newtown, Bondi Beach, Petersham

Melbourne... (43.5%)
Elwood, Fitzroy, Carlton North

Brisbane... (7.4%)
Bowen Hills, Paddington, Red Hill

Adelaide... (2.4%)
Norwood

Perth... (2.2%)
Leederville, Highgate, Perth

Centres with GT 100K Population... (4.2%)
Cooks Hill (NSW), Phillip (ACT), Bruce (ACT)

Centres with 10-100K Population... (0.2%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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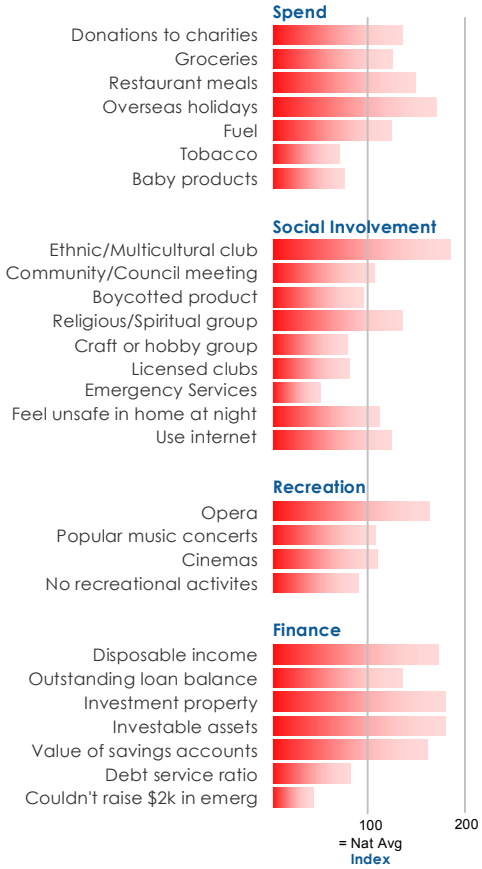
G7 Affluent Multicultural...

Affluent multicultural families.

Tend towards: Affluent mature families. Multicultural backgrounds. Many of Asian descent. Own incorporated businesses. Financial and property investments. Mature children living at home. Some students. 4+ bedroom houses. Frequent broadband usage. High household incomes. Graduate and postgraduate qualifications. Work as professionals. Spend on fresh fruit & vegetables, fish & seafood, groceries, insurance, computers, healthcare, entertainment, clothing & footwear, recreation, overseas holidays, school fees, chocolate, meat, restaurant meals, charity donations, books, homemaker goods and fuel. Attend cinema, theatre and classical music concerts. Involved in religious groups, school & youth activities and multicultural clubs. Donate to international aid.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	39.1%	195.3
SES C	22.4%	112.0
SES D	12.2%	60.9
SES E	15.9%	79.6
SES FG	10.5%	52.3
geoStages Lifecycle		
Living at Home	15.8%	189.1
Young Independents	7.1%	58.4
Young Families	6.2%	47.9
Middle Aged Families	16.6%	102.6
Mature Families	26.6%	164.8
Mature Independents	11.4%	68.1
Early Seniors	9.1%	100.2
Late Seniors	7.1%	84.4
Language Spoken		
European	8.5%	134.9
Asian	23.1%	429.2
Arabic	2.2%	121.6
Tenure Type		
Own	48.5%	137.2
Mortgage	37.0%	104.6
Rent	14.5%	49.5
Other Vars		
4+ Bedrooms	57.3%	201.6
Flat 4+ Storeys	0.1%	3.3
Different Address 5 yrs Ago	34.0%	78.8
Use Public Transport	12.5%	136.4
Both Parents Born Overseas	55.1%	172.2
Work in Agriculture	0.2%	6.9
Attend University F/T	5.8%	228.4
Lone Parent Families	9.3%	66.1

Geographic... 1.3% of all Australian households

Sydney... (35.7%)
Cherrybrook, Carlingford, Epping

Melbourne... (38.8%)
Glen Waverley, Balwyn North, Wantirna South

Brisbane... (13.1%)
Stretton, Middle Park, Sunnybank Hills

Adelaide... (1.0%)
Auldana

Perth... (11.0%)
Winthrop, Waterford, Rossmoyne

Centres with GT 100K Population... (0.3%)
No Typical Suburbs

Centres with 10-100K Population... (0.0%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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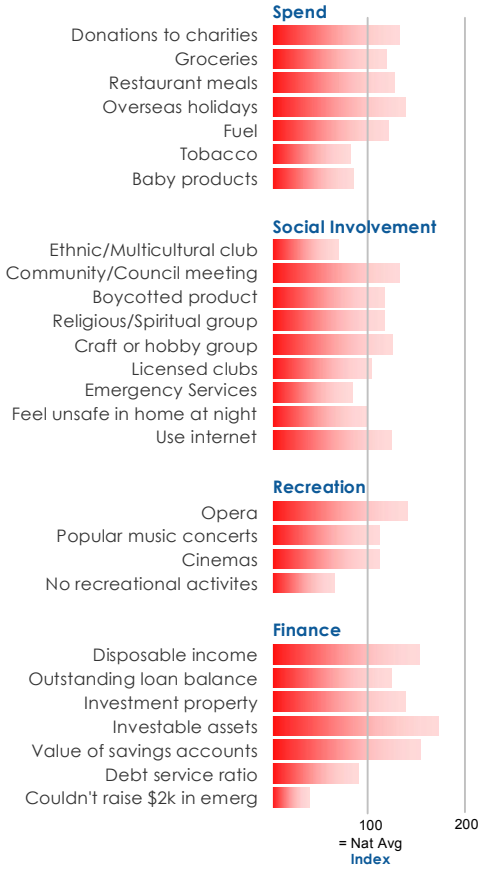
G8 High Status Suburban...

Better off maturing suburban areas.

Tend towards: Affluent mature families, mature independents and early seniors. Financial & property investments. Own incorporated businesses. 4+ bedroom houses. Work in education & training. Mature children at home. Some students. Frequent internet usage. 2 motor vehicles. Do voluntary work. Spend on insurance, domestic & overseas holidays, healthcare, sports & recreation, homemaker goods, household furnishings & services, fresh fruit & vegetables, wine, groceries, meat, chocolate, charity donations, school fees, household maintenance & repairs, fuel, personal care services, newspapers, clothing & footwear and computers. Attend musicals, museums, theatre and botanic gardens. Involved in welfare organisations and community events. Donate to international aid. Participate in sports & recreation and socialise with neighbours.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	34.6%	173.2
SES C	22.8%	114.1
SES D	20.0%	99.9
SES E	14.3%	71.6
SES FG	8.3%	41.3
geoStages Lifecycle		
Living at Home	10.5%	125.3
Young Independents	5.4%	44.3
Young Families	8.5%	66.3
Middle Aged Families	16.6%	102.6
Mature Families	22.1%	136.9
Mature Independents	19.6%	117.6
Early Seniors	10.1%	110.8
Late Seniors	7.1%	84.1
Language Spoken		
European	4.2%	66.6
Asian	1.9%	35.1
Arabic	0.4%	20.6
Tenure Type		
Own	46.0%	130.3
Mortgage	41.1%	116.1
Rent	12.8%	43.9
Other Vars		
4+ Bedrooms	48.1%	169.4
Flat 4+ Storeys	0.1%	2.6
Different Address 5 yrs Ago	34.7%	80.4
Use Public Transport	5.8%	64.0
Both Parents Born Overseas	27.5%	85.9
Work in Agriculture	1.2%	39.3
Attend University F/T	2.9%	114.9
Lone Parent Families	8.9%	63.8

Geographic... 2.4% of all Australian households

Sydney... (13.4%)
Lugarno, Blaxland, Faulconbridge

Melbourne... (16.1%)
Warrandyte, Mount Martha, Ringwood North

Brisbane... (10.9%)
Jindalee, McDowall, Bellbowrie

Adelaide... (11.3%)
Hawthorndene, Aldgate, Glenalta

Perth... (18.2%)
Darlington, Lesmurdie, Roleystone

Centres with GT 100K Population... (13.1%)
Eleebana (NSW), Bundall (QLD)

Centres with 10-100K Population... (10.0%)
Blackmans Bay (TAS), Middle Ridge (QLD)

Centres with LT 10K Population... (2.1%)
Mt Macedon (VIC), Pallarenda (QLD)

Rural Areas... (4.8%)
Oakbank (SA), Tinderbox (TAS)

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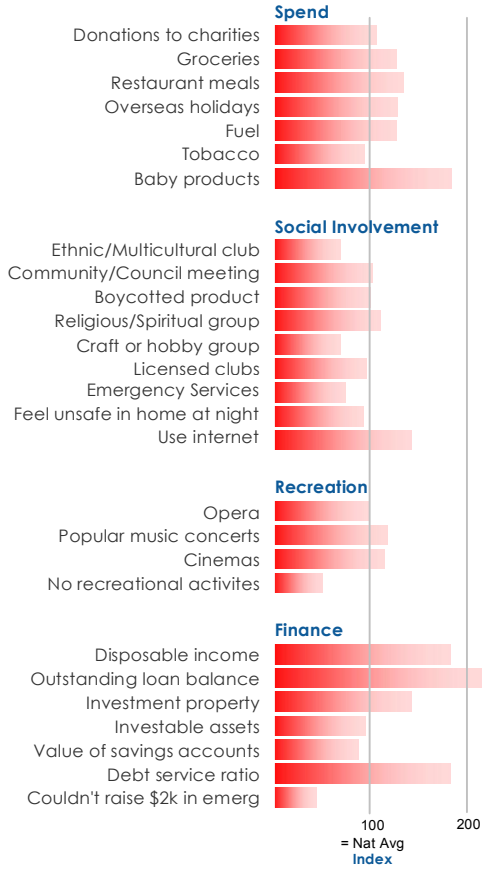
G9 Family Achiever...

Better off young & mature families in large mortgaged houses.

Tend towards: Establishing young, middle aged & mature families. Large outstanding balances on mortgages & consumer debt. High debt service ratios. 4+ persons in household. 4+ bedroom houses. 2 motor vehicles. High household incomes. Establishing areas. Frequent internet usage. Spend on mortgage & loan payments, household furnishings, baby products, infant & children's clothing, confectionery, credit card interest payments, jewellery, groceries, household repairs & maintenance, chocolate, takeaway food, homemaker goods, meat, sports & recreation, healthcare, home entertainment, mobile phone accounts, motor vehicles, clothing & footwear and fresh fruit & vegetables. Involved in school & youth activities, community events and trade union/professional associations. Attend sporting events, wildlife parks, aquariums and dance performances.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	27.7%	138.4
SES C	31.2%	155.8
SES D	20.2%	100.9
SES E	12.8%	64.2
SES FG	8.1%	40.7
geoStages Lifecycle		
Living at Home	10.4%	124.7
Young Independents	5.0%	40.9
Young Families	20.4%	158.9
Middle Aged Families	29.2%	179.9
Mature Families	19.3%	119.5
Mature Independents	9.9%	59.3
Early Seniors	3.9%	42.8
Late Seniors	1.9%	22.1
Language Spoken		
European	4.9%	77.4
Asian	5.0%	94.0
Arabic	1.5%	80.2
Tenure Type		
Own	17.6%	49.9
Mortgage	67.7%	191.2
Rent	14.6%	50.1
Other Vars		
4+ Bedrooms	78.7%	277.1
Flat 4+ Storeys	0.0%	0.2
Different Address 5 yrs Ago	67.6%	156.9
Use Public Transport	5.7%	62.2
Both Parents Born Overseas	36.4%	113.5
Work in Agriculture	0.5%	14.6
Attend University F/T	1.9%	73.0
Lone Parent Families	6.6%	46.8

Geographic... 1.7% of all Australian households

Sydney... (24.1%)
Harrington Park, Beaumont Hills, Glenwood

Melbourne... (17.9%)
Doreen, Heatherton, Beaconsfield

Brisbane... (16.4%)
Wakerley, Upper Kedron, Cashmere

Adelaide... (0.5%)
Northgate

Perth... (17.7%)
Landsdale, Atwell, Canning Vale

Centres with GT 100K Population... (11.4%)
Fletcher (NSW), Amaroo (ACT)

Centres with 10-100K Population... (10.4%)
Wandina, (WA), Ashtonfield (NSW)

Centres with LT 10K Population... (1.0%)
Firgrove, (NSW), Traralgon South (VIC)

Rural Areas... (0.6%)
No typical Suburbs

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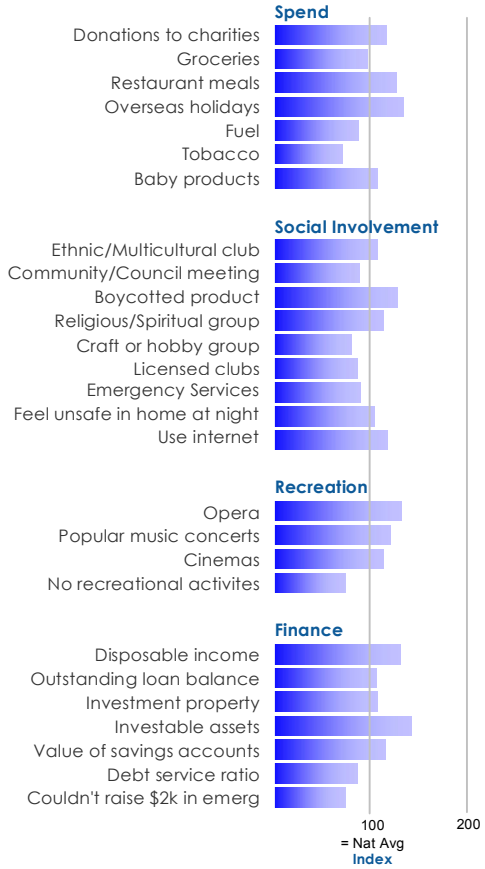
G10 Desirable Urban...

Affluent households in established medium density housing.

Tend towards: High status young independents. Work as professionals and managers. Graduate, postgraduate and graduate diploma qualifications. Work in professional, scientific & technical services, education & training, information, media and telecommunications. High household incomes. Use public transport. Group households. 2 bedrooms. Row/terrace houses. Frequent internet access. Spend on books, household furnishings, wine, overseas holidays, entertainment, personal care services, restaurant meals and charity donations. Attend museums, art galleries, libraries, popular & classical music concerts, performing arts, theatre, cinema, botanic gardens and dance performances. Engage in political and consumer activism. Involved in body corporate associations, arts/heritage organisations, international aid and human rights groups. Donate to international aid. Participate in sports & recreation and socialise with friends.

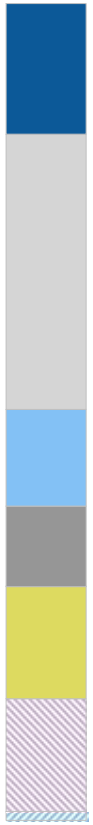
Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	37.7%	188.5
SES C	20.7%	103.4
SES D	14.2%	70.8
SES E	14.0%	70.0
SES FG	13.5%	67.3
geoStages Lifecycle		
Living at Home	5.9%	70.3
Young Independents	21.7%	179.2
Young Families	12.1%	94.3
Middle Aged Families	16.0%	98.6
Mature Families	13.4%	83.0
Mature Independents	15.1%	90.4
Early Seniors	7.2%	79.3
Late Seniors	8.6%	101.0
Language Spoken		
European	10.6%	167.5
Asian	5.4%	99.8
Arabic	0.9%	50.4
Tenure Type		
Own	31.7%	89.7
Mortgage	31.8%	89.9
Rent	36.4%	124.7
Other Vars		
4+ Bedrooms	16.8%	59.0
Flat 4+ Storeys	1.5%	52.0
Different Address 5 yrs Ago	46.7%	108.2
Use Public Transport	17.7%	193.9
Both Parents Born Overseas	37.0%	115.7
Work in Agriculture	0.3%	9.8
Attend University F/T	4.8%	189.4
Lone Parent Families	12.5%	89.0

Geographic... 2.4% of all Australian households



Sydney... (16.0%)
Lilyfield, Summer Hill, Leichhardt

Melbourne... (33.7%)
Northcote, Moonee Ponds, Elsternwick

Brisbane... (11.9%)
Norman Park, Windsor, Graceville

Adelaide... (9.7%)
Wayville, Maylands, Parkside

Perth... (13.7%)
Mount Hawthorn, Shenton Park, North Perth

Centres with GT 100K Population... (13.8%)
Downer (ACT), Ainslie (ACT), Dickson (ACT)

Centres with 10-100K Population... (1.2%)
Ludmilla (NT), Fannie Bay (NT)

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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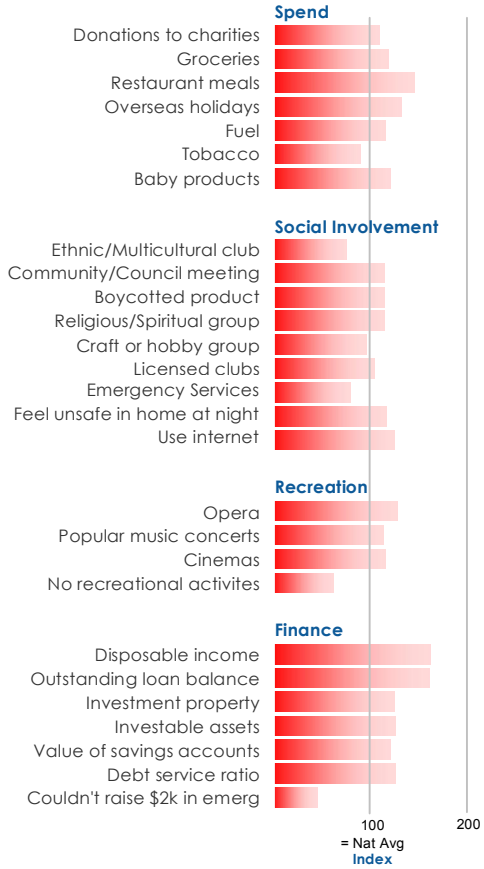
G11 High Status Family...

Better off established family areas.

Tend towards: Better off young to mature families. Large outstanding balances on mortgages & consumer debt. High household incomes. Financial investments. Own incorporated business. 4 persons in household. 2 motor vehicles. Frequent broadband usage. Strong workforce participation. Spend on healthcare, mortgage and loan payments, takeaway food, fresh fruit & vegetables, sports & recreation, domestic holidays, groceries, restaurant meals, credit card interest payments, wine, household maintenance, clothing & footwear, entertainment, jewellery, motor vehicles, fish & seafood, homemaker goods, confectionery, school fees and personal care services. Attend cinema, sporting events, wildlife parks & aquariums and musicals. Involved in school & youth activities, trade union/professional associations and sporting groups. Donate to environmental groups and schools.

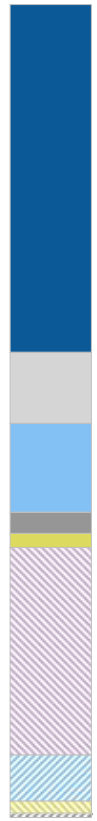
Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	31.0%	155.0
SES C	24.9%	124.5
SES D	19.2%	96.2
SES E	14.7%	73.6
SES FG	10.1%	50.6
geoStages Lifecycle		
Living at Home	9.7%	115.7
Young Independents	7.5%	61.7
Young Families	14.5%	112.9
Middle Aged Families	20.4%	125.8
Mature Families	19.2%	118.8
Mature Independents	16.3%	97.5
Early Seniors	7.2%	78.8
Late Seniors	5.3%	62.1
Language Spoken		
European	5.2%	81.9
Asian	3.8%	70.8
Arabic	0.9%	48.8
Tenure Type		
Own	35.5%	100.4
Mortgage	46.7%	131.9
Rent	17.8%	60.9
Other Vars		
4+ Bedrooms	38.8%	136.7
Flat 4+ Storeys	0.1%	2.0
Different Address 5 yrs Ago	35.7%	82.7
Use Public Transport	9.3%	102.1
Both Parents Born Overseas	28.0%	87.5
Work in Agriculture	0.4%	11.8
Attend University F/T	2.3%	91.7
Lone Parent Families	11.2%	79.8

Geographic... 2.6% of all Australian households



Sydney... (42.7%)
Berowra Heights, Winston Hills, Winmalee

Melbourne... (8.7%)
Yallambie, Eltham

Brisbane... (11.1%)
Belmont, Arana Hills, Jindalee

Adelaide... (2.6%)
Craigburn Farm, Colonel Light Gardens

Perth... (1.7%)
No Typical Suburbs

Centres with GT 100K Population... (25.4%)
Kaleen (ACT), Evatt (ACT), Ngunnawal (ACT)

Centres with 10-100K Population... (6.0%)
Wanguri (NT), Jingili (NT), Leanyer (NT)

Centres with LT 10K Population... (1.2%)
Bungendore (NSW), Otford (NSW)

Rural Areas... (0.5%)
Clifton Beach (TAS), Primrose Valley (NSW)

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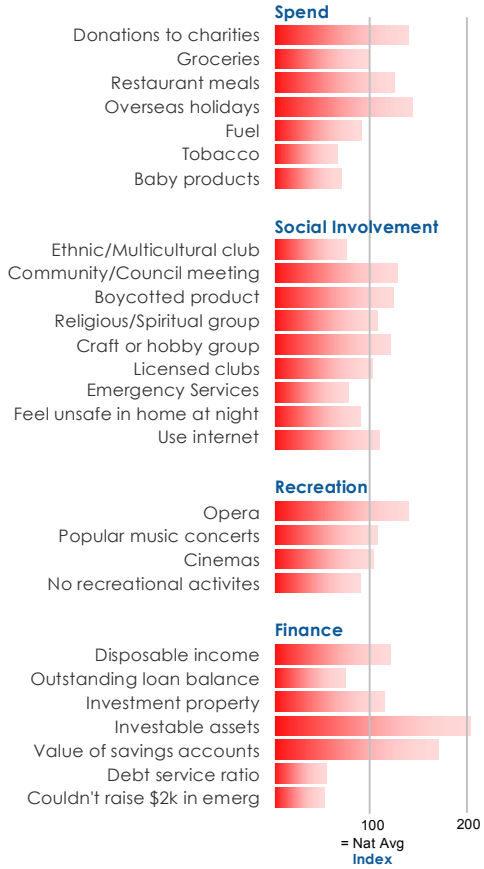
G12 Mature Affluent Suburban...

Mature independents and retirees in affluent, stable suburban areas.

Tend towards: Mature independents and retirees. Many on pensions. Large cash & financial investments. High individual incomes many from investments. Dwellings owned. Work as professionals and managers in education, management, professional, scientific & technical services. Graduate and postgraduate qualifications. Do voluntary work. Spend on charity donations, household services, wine, domestic & overseas holidays, insurance, household furnishings, newspapers, personal care services, books, entertainment, homemaker goods, healthcare and restaurants. Attend art galleries, museums, classical music concerts, musicals, libraries and theatre. Involved in body corporate associations, international aid, arts/heritage organisations, human rights groups, licensed clubs, community organisations, special interest groups and welfare organisations. Engage in political and consumer activism. Donate to community welfare services, international aid, arts/heritage organisations, universities and environmental groups.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	35.9%	179.7
SES C	18.8%	93.9
SES D	18.0%	89.8
SES E	14.2%	71.1
SES FG	13.1%	65.5
geoStages Lifecycle		
Living at Home	5.9%	70.5
Young Independents	11.0%	91.2
Young Families	6.4%	49.4
Middle Aged Families	11.1%	68.4
Mature Families	15.0%	93.0
Mature Independents	20.3%	121.6
Early Seniors	12.8%	140.5
Late Seniors	17.5%	206.0
Language Spoken		
European	4.6%	72.5
Asian	2.9%	54.6
Arabic	0.5%	25.4
Tenure Type		
Own	49.1%	138.8
Mortgage	26.8%	75.6
Rent	24.1%	82.6
Other Vars		
4+ Bedrooms	25.3%	89.1
Flat 4+ Storeys	4.5%	152.2
Different Address 5 yrs Ago	41.5%	96.3
Use Public Transport	8.4%	91.9
Both Parents Born Overseas	28.5%	89.0
Work in Agriculture	1.0%	31.2
Attend University F/T	3.4%	132.8
Lone Parent Families	10.7%	76.5

Geographic... 1.1% of all Australian households

Sydney... (11.4%)
Wentworth Falls, Leura, Palm Beach

Melbourne... (18.8%)
Mentone, Black Rock, Blackburn

Brisbane... (3.4%)
Brookfield

Adelaide... (22.6%)
Linden Park, Brighton, Kensington Gardens

Perth... (14.3%)
North Fremantle, Mt Claremont

Centres with GT 100K Population... (18.7%)
Sandy Bay (TAS), Main Beach (QLD)

Centres with 10-100K Population... (9.3%)
Lake Wendouree (VIC), Kingston Bch, (QLD)

Centres with LT 10K Population... (1.4%)
Gerroa (NSW)

Rural Areas... (0.3%)
Broughton Vale (NSW)

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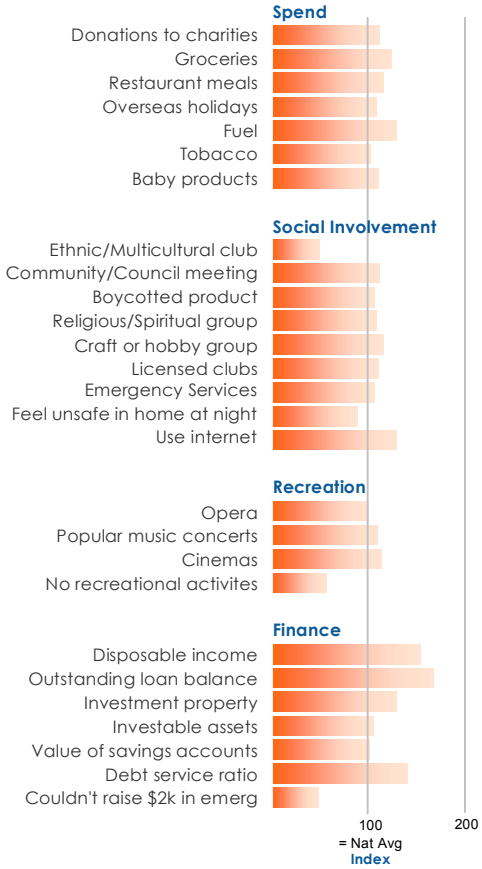
G13 Aspiring Family...

Financially extended families in large houses.

Tend towards: Mid status, middle aged & mature families. 4+ bedroom houses. Large outstanding balances on mortgages & consumer debt. 2-3 motor vehicles. High household incomes. Own incorporated businesses. Do voluntary work. Frequent use of the internet. Spend on confectionery, homemaker goods & furnishings, meat, groceries, mortgage & loan payments, soft drinks, household repairs & maintenance, school fees, motor vehicles, jewellery, sports & recreation, pet expenses, credit card interest payments, insurance, takeaway food and home entertainment. Attend sporting events. Involved in sports & recreation groups, community events and socialise with friends & neighbours.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	23.1%	115.7
SES C	26.1%	130.3
SES D	24.1%	120.3
SES E	17.4%	86.8
SES FG	9.4%	47.0
geoStages Lifecycle		
Living at Home	11.7%	139.5
Young Independents	4.1%	33.9
Young Families	12.0%	93.0
Middle Aged Families	24.0%	147.7
Mature Families	23.5%	145.3
Mature Independents	15.3%	91.9
Early Seniors	6.1%	67.3
Late Seniors	3.3%	39.4
Language Spoken		
European	3.2%	50.9
Asian	1.4%	25.6
Arabic	0.4%	22.6
Tenure Type		
Own	32.5%	92.1
Mortgage	56.7%	160.1
Rent	10.7%	36.8
Other Vars		
4+ Bedrooms	61.3%	215.9
Flat 4+ Storeys	0.0%	0.4
Different Address 5 yrs Ago	39.9%	92.5
Use Public Transport	3.8%	42.0
Both Parents Born Overseas	25.4%	79.3
Work in Agriculture	1.0%	32.4
Attend University F/T	2.0%	77.1
Lone Parent Families	8.0%	57.4

Geographic... 2.7% of all Australian households

Sydney... (10.9%)
East Kurrajong, Kearns, Silverdale

Melbourne... (15.4%)
Croydon Hills, Diamond Creek, Somerville

Brisbane... (15.2%)
Cornubia, Shailer Park, Wellington Point

Adelaide... (5.1%)
Onkaparinga Hills, Gulfview Heights

Perth... (12.6%)
Woodvale, Kinross, Kingsley

Centres with GT 100K Population... (13.2%)
Tallebudgera (QLD), Worongary (QLD)

Centres with 10-100K Population... (14.3%)
Gelorup (WA), East Bowral (NSW)

Centres with LT 10K Population... (6.4%)
Alice River (QLD), Helensburgh (NSW)

Rural Areas... (6.9%)
Bonogin (QLD), Acton Park (TAS)

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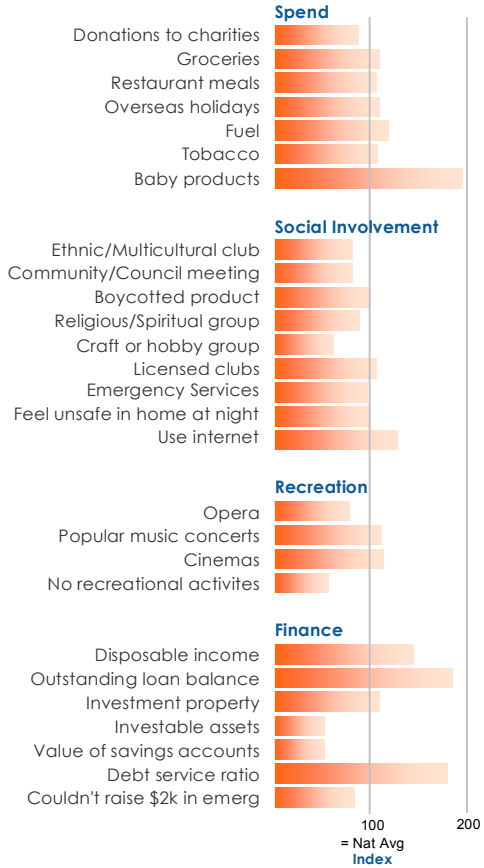
G14 Mid Status Family Starter...

Mid status families in new estates on city outskirts.

Tend towards: Mid status young & middle aged families. Recently purchased dwellings. High residential mobility. High outstanding balances on mortgages & consumer debt. High debt service ratios. 4+ bedroom houses. 2 vehicles. Young children & infants. High household incomes. 3-4 persons in household. Frequent internet access. Work in public administration & safety. Spend on mortgage & loan payments, baby products, infant & children's clothing, household furnishings, mobile phone accounts, credit card interest payments, spirits, home entertainment, motor vehicles, household repairs & maintenance, beer, soft drinks and confectionery. Attend wildlife parks, aquariums and sporting events. Involved in school & youth activities and community events. Participate in internet social activity and socialise with work colleagues.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	20.1%	100.7
SES C	27.3%	136.3
SES D	27.1%	135.6
SES E	14.9%	74.7
SES FG	10.5%	52.7
geoStages Lifecycle		
Living at Home	8.5%	101.8
Young Independents	10.6%	87.9
Young Families	33.3%	259.0
Middle Aged Families	23.3%	143.5
Mature Families	11.1%	68.6
Mature Independents	9.2%	55.1
Early Seniors	2.6%	28.9
Late Seniors	1.4%	16.0
Language Spoken		
European	5.3%	84.6
Asian	5.2%	96.4
Arabic	1.4%	75.7
Tenure Type		
Own	9.2%	26.0
Mortgage	61.4%	173.2
Rent	29.5%	100.7
Other Vars		
4+ Bedrooms	62.6%	220.3
Flat 4+ Storeys	0.0%	1.7
Different Address 5 yrs Ago	89.3%	207.0
Use Public Transport	5.5%	60.8
Both Parents Born Overseas	37.8%	118.2
Work in Agriculture	0.4%	13.3
Attend University F/T	2.0%	78.4
Lone Parent Families	9.5%	67.6

Geographic... 1.3% of all Australian households

Sydney... (1.3%)
Holsworthy

Melbourne... (28.3%)
Point Cook, Tarneit, Caroline Springs

Brisbane... (13.3%)
Springfield Lakes, Griffin, Drewvale

Adelaide... (4.3%)
Mawson Lakes, Northgate

Perth... (26.6%)
Darch, Bertram, Butler

Centres with GT 100K Population... (16.1%)
Pacific Pines (QLD), Idalia (QLD)

Centres with 10-100K Population... (7.1%)
Durack (NT), Dalyellup (WA)

Centres with LT 10K Population... (1.5%)
Craiglie (QLD)

Rural Areas... (1.6%)
Puckapunyal (VIC), Lakelands (WA)

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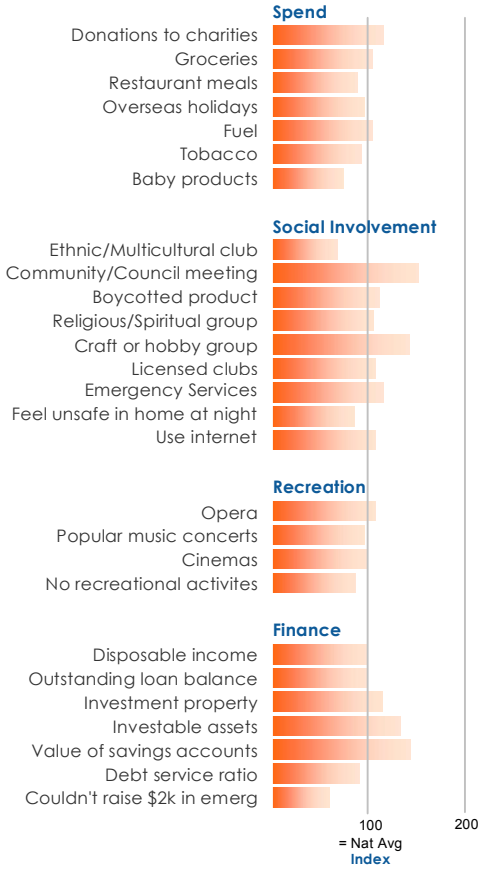
G15

Affluent Seachange...

Better off mature independents & seniors, mainly living in coastal locations.

Tend towards: Mid status, mature independents and early seniors. Couples without children. Live in non capital major cities. Financial and cash investments. Dwellings owned. Many Protestants. Income from pensions and investments. 4 bedroom houses. Do voluntary work. 2 motor vehicles. Work in rental, hiring, real estate services and construction as managers and sales workers. Spend on overseas & domestic holidays, green fees, healthcare, pet expenses, motor vehicles, household repairs & maintenance, home phone accounts, coffee, household furnishings, newspapers, spirits and charity donations. Donate to hobby groups, community & welfare services and research organisations. Attend musicals and museums. Involved in hobby groups, community organisations, welfare organisations, health support, licensed clubs, special interest groups and community events. Socialise with friends.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	21.7%	108.7
SES C	24.3%	121.7
SES D	24.6%	122.9
SES E	16.7%	83.4
SES FG	12.7%	63.3
geoStages Lifecycle		
Living at Home	5.8%	69.1
Young Independents	5.9%	49.0
Young Families	8.9%	69.5
Middle Aged Families	14.7%	90.8
Mature Families	14.3%	88.4
Mature Independents	26.3%	157.4
Early Seniors	14.6%	159.7
Late Seniors	9.5%	112.2
Language Spoken		
European	3.0%	47.1
Asian	1.2%	21.5
Arabic	0.2%	8.3
Tenure Type		
Own	46.9%	132.8
Mortgage	33.7%	95.1
Rent	19.4%	66.3
Other Vars		
4+ Bedrooms	41.3%	145.5
Flat 4+ Storeys	0.5%	18.3
Different Address 5 yrs Ago	50.4%	116.8
Use Public Transport	2.1%	23.1
Both Parents Born Overseas	26.8%	83.7
Work in Agriculture	1.8%	58.3
Attend University F/T	1.2%	48.8
Lone Parent Families	10.0%	71.3

Geographic...

1.3% of all Australian households

Sydney/Central Coast... (2.2%)
Mooney Mooney, St Huberts Island

Melbourne... (3.2%)
Safety Beach, Red Hill

Brisbane... (4.5%)
Banksia Beach, Sandstone Point

Adelaide... (1.7%)
Vista

Perth... (5.7%)
Ashby, Mount Richon, Safety Bay

Centres with GT 100K Population... (38.6%)
Hollywelll (QLD), Pelican Waters (QLD)

Centres with 10-100K Population... (20.8%)
Wannanup (WA), Dundowran Beach (QLD)

Centres with LT 10K Population... (14.5%)
Long Beach (NSW), Corlette (NSW)

Rural Areas... (8.8%)
Tinbeerwah (QLD), Exeter (NSW)

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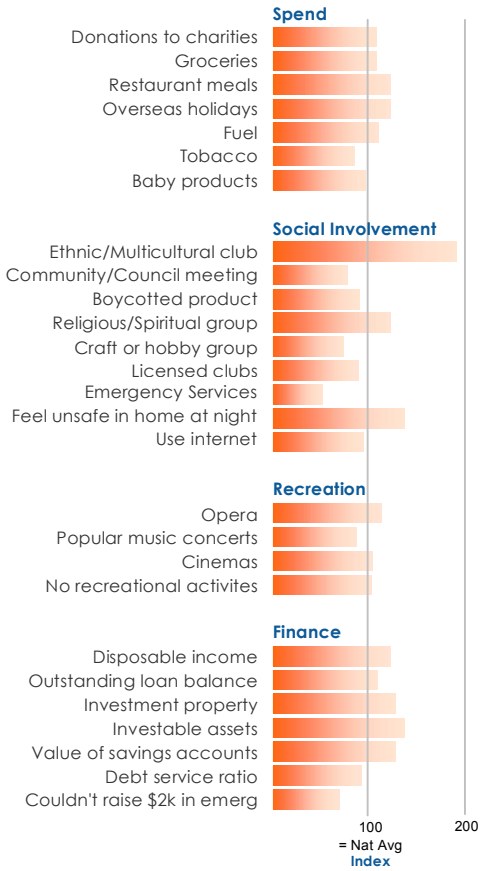
G16 Established Multicultural Suburban...

Established multicultural suburban areas in Sydney & Melbourne.

Tend towards: Range of lifecycle stages. Multicultural backgrounds especially European. Catholics & Orthodox Christians. Mature children living at home. High residential stability. Dwellings owned. Both parents born overseas. Property and financial investments. Work as clerical and administrative workers. Work in finance & insurance services. 3 bedrooms. 3-4 person households. Spend on fish & seafood, fresh fruit & vegetables, clothing & footwear, insurance, entertainment, overseas holidays, house maintenance & improvements, restaurants, school fees, meat, deli items and fuel. Involved in multicultural clubs and religious groups. Donate to hospitals. Attend variety shows & revues. Socialise with family members.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	23.6%	118.0
SES C	21.1%	105.7
SES D	17.1%	85.7
SES E	22.4%	111.8
SES FG	15.8%	78.8
geoStages Lifecycle		
Living at Home	11.9%	141.5
Young Independents	7.9%	65.0
Young Families	9.2%	71.9
Middle Aged Families	16.5%	101.6
Mature Families	20.4%	126.1
Mature Independents	12.1%	72.5
Early Seniors	11.4%	124.7
Late Seniors	10.7%	126.6
Language Spoken		
European	16.5%	261.4
Asian	9.0%	168.4
Arabic	3.0%	162.7
Tenure Type		
Own	48.0%	135.7
Mortgage	33.5%	94.5
Rent	18.6%	63.5
Other Vars		
4+ Bedrooms	29.4%	103.4
Flat 4+ Storeys	0.3%	9.9
Different Address 5 yrs Ago	29.8%	69.2
Use Public Transport	12.6%	137.7
Both Parents Born Overseas	46.1%	144.0
Work in Agriculture	0.2%	6.3
Attend University F/T	2.8%	110.9
Lone Parent Families	11.6%	82.7

Geographic... 2.7% of all Australian households

Sydney... (40.7%)
Peakhurst, North Ryde, Concord

Melbourne... (46.3%)
Bentleigh East, Lower Templestowe, Mulgrave

Brisbane... (1.6%)
Mansfield

Adelaide... (6.2%)
Dernancourt, Fulham Gardens

Perth... (3.9%)
Noranda

Centres with GT 100K Population... (1.3%)
Tarrawanna (NSW)

Centres with 10-100K Population... (0.1%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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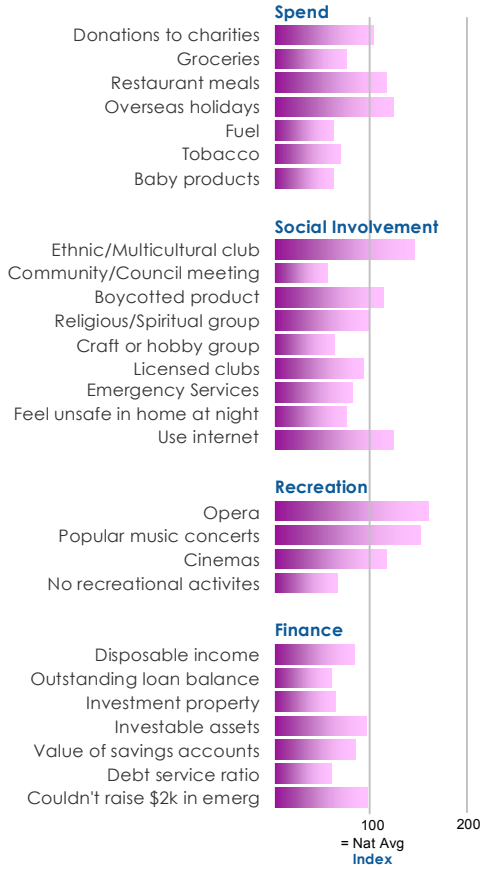
G17 Urban Lifestyle...

Young renters in medium density housing.

Tend towards: Young independents. Group and lone person households. Some university students. 1-2 bedrooms. Row/terrace houses and low & high rise units. Rented dwellings. High residential mobility. Use public transport. Graduate and postgraduate qualifications. 0-1 motor vehicles. Some financial investments. Frequent internet usage. Work in professional, scientific & technical services. Spend on overseas holidays, spirits, household furniture and computers. Attend popular & classical music concerts, libraries, performing arts, art galleries, museums, botanic gardens, zoos, cinema and opera. Involved in body corporate associations, arts/heritage organisations and sporting groups. Participate in internet social activity, sports & recreation and socialise with work colleagues & friends. Donate to universities.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	28.5%	142.7
SES C	19.9%	99.6
SES D	14.9%	74.6
SES E	17.4%	87.0
SES FG	19.2%	96.1
geoStages Lifecycle		
Living at Home	3.2%	38.4
Young Independents	52.3%	432.2
Young Families	8.1%	62.6
Middle Aged Families	6.8%	41.8
Mature Families	4.9%	30.0
Mature Independents	14.4%	86.1
Early Seniors	4.8%	52.4
Late Seniors	5.6%	66.1
Language Spoken		
European	7.3%	116.0
Asian	13.5%	251.0
Arabic	1.2%	68.2
Tenure Type		
Own	15.8%	44.8
Mortgage	18.8%	53.1
Rent	65.4%	223.6
Other Vars		
4+ Bedrooms	6.3%	22.3
Flat 4+ Storeys	16.7%	565.4
Different Address 5 yrs Ago	69.6%	161.5
Use Public Transport	25.1%	274.8
Both Parents Born Overseas	46.2%	144.2
Work in Agriculture	0.3%	9.2
Attend University F/T	13.1%	516.4
Lone Parent Families	13.4%	95.7

Geographic... 1.1% of all Australian households

Sydney... (12.4%)
Kensington, Camperdown

Melbourne... (26.6%)
North Melbourne, St Kilda

Brisbane... (23.7%)
Toowong, Fortitude Valley, Spring Hill

Adelaide... (6.1%)
Kent Town, Adelaide City, North Adelaide

Perth... (14.8%)
Northbridge, West Perth, Victoria Park

Centres with GT 100K Population... (15.3%)
Hobart (TAS), Belconnen (ACT)

Centres with 10-100K Population... (1.2%)
Brinkin (NT)

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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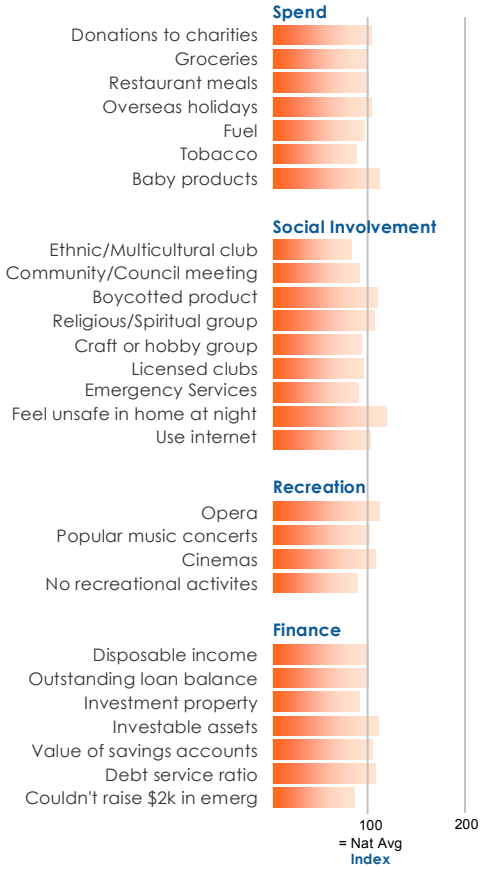
G18 Mid Status Suburban...

Stable mid status suburban areas.

Tend towards: Range of lifecycle stages. Most measures in line with National averages. 2-3 bedrooms. Work as professionals, clerical and administrative workers. Work in education & training, public administration & safety, health care & social assistance and professional, scientific & technical services. Graduate degree, diploma and certificate qualifications. 1 motor vehicle. Spend on household improvements & maintenance, furniture & furnishings, holiday package tours, personal care services, insurance and baby products. Involved in international aid, political parties, human rights groups, school & youth activities and arts/heritage organisations. Donate to environmental groups, community & welfare services, hospitals and political parties. Attend cinema, circuses, libraries, theatre, museums and dance performances. Engage in political and consumer activism. Socialise with family members.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	23.7%	118.4
SES C	20.9%	104.3
SES D	20.3%	101.3
SES E	19.2%	95.9
SES FG	16.0%	80.2
geoStages Lifecycle		
Living at Home	6.9%	82.4
Young Independents	11.9%	98.6
Young Families	14.6%	113.8
Middle Aged Families	16.7%	103.0
Mature Families	15.4%	95.0
Mature Independents	15.0%	90.0
Early Seniors	9.0%	98.9
Late Seniors	10.4%	123.2
Language Spoken		
European	5.4%	86.4
Asian	3.1%	58.3
Arabic	0.7%	38.8
Tenure Type		
Own	36.4%	103.1
Mortgage	36.4%	102.9
Rent	27.1%	92.8
Other Vars		
4+ Bedrooms	21.1%	74.3
Flat 4+ Storeys	0.3%	11.8
Different Address 5 yrs Ago	41.2%	95.5
Use Public Transport	10.9%	119.1
Both Parents Born Overseas	27.2%	85.1
Work in Agriculture	0.4%	14.1
Attend University F/T	2.6%	103.5
Lone Parent Families	14.8%	105.8

Geographic... 3.3% of all Australian households

Sydney... (9.7%)
Lawson, Hazelbrook, Jannali

Melbourne... (22.3%)
Highett, Mitcham, Parkdale

Brisbane... (21.4%)
Wavell Heights, Salisbury, Oxley

Adelaide... (11.8%)
Semaphore, Oakden, Tranmere

Perth... (12.3%)
Lathlain, Bedford, Palmyra

Centres with GT 100K Population... (13.8%)
Lenah Valley (TAS), Scullin (ACT)

Centres with 10-100K Population... (7.8%)
East Launceston (TAS), Mt Clear (VIC)

Centres with LT 10K Population... (0.8%)
Moonee Beach (NSW)

Rural Areas... (0.1%)
No Typical Suburbs

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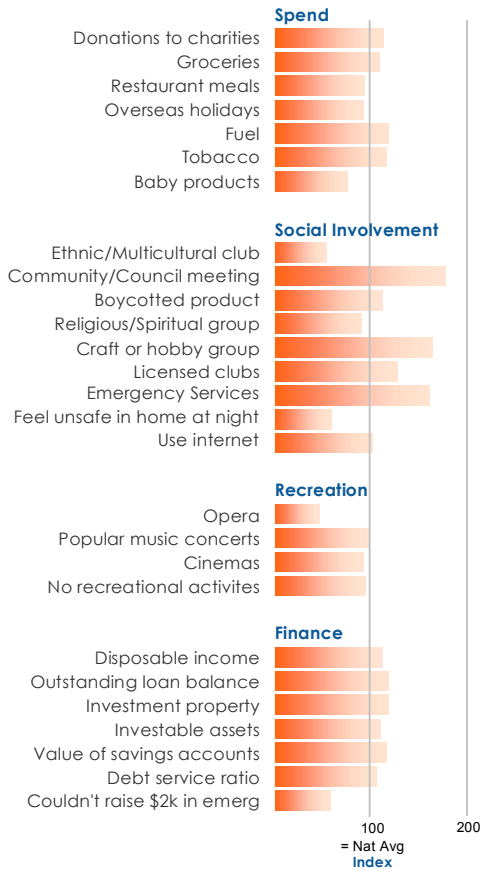
G19 Provincial Fringe...

Hobby farmers & other households on the fringe of provincial centres.

Tend towards: Mid status middle aged & mature families and mature independents. Living on the fringe of provincial centres. Dialup internet. 2-4 motor vehicles. Born in Australia. 4+ bedrooms. Secondary education. Many Protestants. Do voluntary work. Spend on newspapers, motor vehicles, coffee, animal expenses, spirits, soft drinks, household repairs & maintenance, healthcare, domestic holidays, household furnishings, beer, jewellery, meat, sports & recreation and confectionery. Involved in hobby groups, licensed clubs, special interest groups, emergency services, environmental groups, welfare organisations, sporting groups, school & youth activities and community events. Engage in political and consumer activism. Donate to hobby groups, special interest groups and schools. Participate in sports & recreation and socialise with friends and neighbours.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	17.9%	89.6
SES C	26.7%	133.4
SES D	21.4%	107.2
SES E	21.1%	105.7
SES FG	12.8%	64.1
geoStages Lifecycle		
Living at Home	7.0%	83.5
Young Independents	4.8%	39.4
Young Families	10.4%	81.2
Middle Aged Families	19.4%	119.9
Mature Families	18.2%	112.9
Mature Independents	25.0%	149.7
Early Seniors	9.6%	105.6
Late Seniors	5.5%	65.0
Language Spoken		
European	1.9%	30.5
Asian	0.3%	6.2
Arabic	0.1%	4.2
Tenure Type		
Own	43.9%	124.1
Mortgage	42.3%	119.5
Rent	13.8%	47.3
Other Vars		
4+ Bedrooms	43.0%	151.3
Flat 4+ Storeys	0.0%	1.3
Different Address 5 yrs Ago	37.2%	86.2
Use Public Transport	1.1%	12.5
Both Parents Born Overseas	14.7%	46.0
Work in Agriculture	9.1%	286.6
Attend University F/T	1.1%	42.7
Lone Parent Families	8.2%	58.7

Geographic... 2.1% of all Australian households

Sydney/Central Coast... (1.3%)
Yarramalong, Central Mangrove, Kurmond

Melbourne... (3.0%)
Chum Creek, Gruyere, Dixons Creek

Brisbane... (1.0%)
Moorina, Mount Pleasant, Laceys Creek

Adelaide... (1.4%)
Kangarilla, Willunga South, Uraidla

Perth... (0.8%)
Mahogany Creek, Karrakup, Chidlow

Centres with GT 100K Population... (2.9%)
Bokarina (NSW)

Centres with 10-100K Population... (16.1%)
Buninyong (VIC), Mt Pleasant (QLD)

Centres with LT 10K Population... (13.0%)
Virginia (NT), Legana (TAS)

Rural Areas... (60.6%)
Kings Creek (NSW), Yinnar South (VIC)

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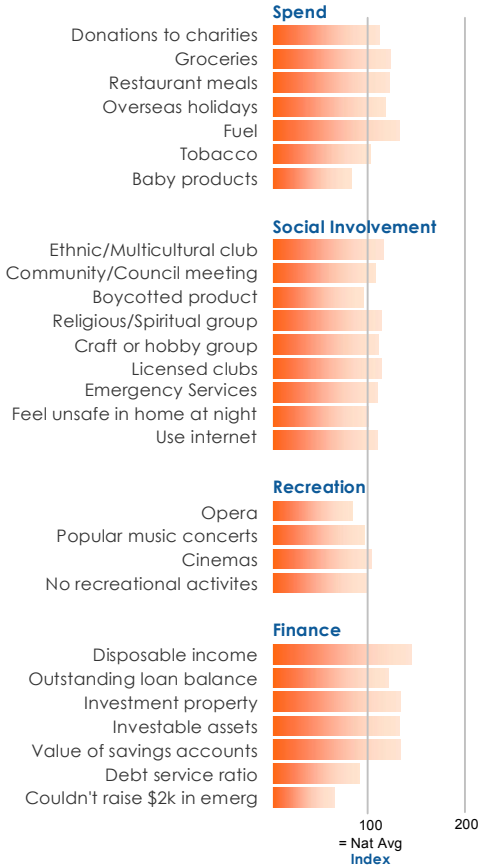
G20 Metro Fringe...

Hobby farmers & other families on the fringe of capital cities.

Tend towards: Mid status mature families. 4+ bedroom houses on the fringe of capital cities. High residential stability. 3-4 motor vehicles. Mature children living at home. Work in construction. Many with non Anglo backgrounds and of the Catholic faith. Financial and property investments. Dwellings owned. Large households. Own incorporated businesses. Trade qualifications. Spend on sports & recreation, motor vehicles, groceries, meat, confectionery, personal care services, clothing, school fees, beer, homemaker goods, soft drinks, household repairs & maintenance, insurance, fresh fruit & vegetables, healthcare, jewellery and entertainment. Involved in community events. Socialise with neighbours.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	19.8%	98.8
SES C	21.6%	107.9
SES D	23.2%	116.2
SES E	19.8%	99.1
SES FG	15.6%	78.0
geoStages Lifecycle		
Living at Home	14.5%	172.8
Young Independents	4.7%	38.6
Young Families	8.6%	67.2
Middle Aged Families	17.7%	108.8
Mature Families	23.8%	147.3
Mature Independents	17.3%	103.9
Early Seniors	8.7%	94.9
Late Seniors	4.8%	56.2
Language Spoken		
European	9.9%	157.2
Asian	2.0%	37.9
Arabic	1.3%	71.8
Tenure Type		
Own	46.6%	131.8
Mortgage	39.5%	111.6
Rent	13.9%	47.4
Other Vars		
4+ Bedrooms	56.0%	197.1
Flat 4+ Storeys	0.0%	1.5
Different Address 5 yrs Ago	28.9%	67.0
Use Public Transport	2.6%	28.2
Both Parents Born Overseas	33.2%	103.8
Work in Agriculture	5.7%	179.4
Attend University F/T	1.9%	74.4
Lone Parent Families	8.1%	57.7

Geographic... 0.8% of all Australian households

Sydney... (32.5%)
Horsley Park, Oakville, Bringelly

Melbourne... (29.4%)
Devon Meadows, Yarrambat

Brisbane... (9.2%)
Greenbank, Thornlands, Pallara

Adelaide... (2.0%)
Uleybury, Macdonald Park, Yatala Vale

Perth... (18.2%)
Gnangara, Herne Hill

Centres with GT 100K Population... (1.0%)
Moolap (VIC)

Centres with 10-100K Population... (0.0%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (7.7%)
Lake Wyangan (NSW) Parklands (WA)

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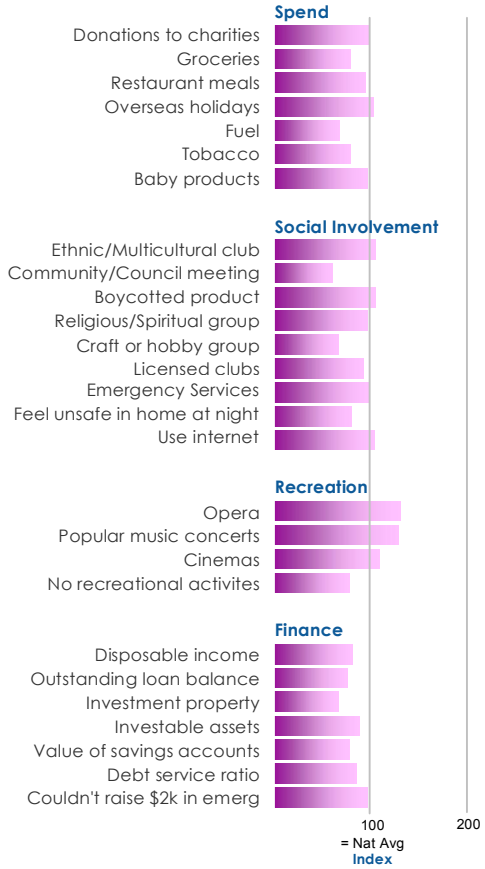
G21 Mid Status Urban...

Mid status young people in medium density housing.

Tend towards: Mid status young independents. 2-3 bedroom row/terrace houses & flats. Rented dwellings. Lone person households. High residential mobility. 0-1 motor vehicles. Graduate and TAFE qualifications. Strong workforce participation. Some investments. Work in professional, scientific & technical services and clerical & administration. Attend popular & classical music concerts, performing arts, art galleries, libraries, museums and cinema. Involved in body corporate associations and human rights groups. Participate in sports & recreation and socialise with work colleagues.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	24.2%	121.1
SES C	21.1%	105.5
SES D	19.5%	97.4
SES E	16.5%	82.6
SES FG	18.7%	93.4
geoStages Lifecycle		
Living at Home	3.3%	39.1
Young Independents	34.5%	285.3
Young Families	12.3%	95.7
Middle Aged Families	10.4%	64.2
Mature Families	7.2%	44.4
Mature Independents	17.8%	106.5
Early Seniors	6.6%	72.0
Late Seniors	7.9%	93.8
Language Spoken		
European	6.6%	104.8
Asian	5.5%	102.0
Arabic	1.3%	74.0
Tenure Type		
Own	21.6%	61.2
Mortgage	25.5%	71.9
Rent	52.9%	180.9
Other Vars		
4+ Bedrooms	7.2%	25.4
Flat 4+ Storeys	8.6%	291.9
Different Address 5 yrs Ago	61.3%	142.3
Use Public Transport	17.6%	193.3
Both Parents Born Overseas	36.4%	113.6
Work in Agriculture	0.3%	9.3
Attend University F/T	3.9%	155.0
Lone Parent Families	17.7%	126.1

Geographic... 2.1% of all Australian households

Sydney/Central Coast... (22.4%)
Sutherland, Dee Why, Gosford

Melbourne... (6.0%)
Mordialloc

Brisbane... (25.5%)
Nundah, Greenslopes, Lutwyche

Adelaide... (6.8%)
Collinswood, Camden Park, Plympton

Perth... (21.8%)
Tuart Hill, Como, Osborne Park

Centres with GT 100K Population... (10.6%)
North Ward (QLD), Mermaid Beach (QLD)

Centres with 10-100K Population... (6.9%)
Coconut Grove (NT), Dodsworth (NSW)

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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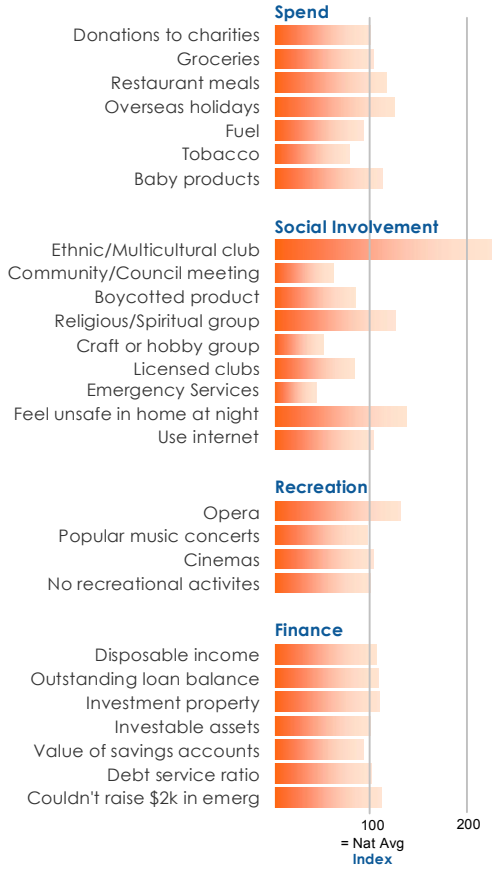
G22 Mixed Multicultural Suburban...

Mid status households with mixed multicultural backgrounds.

Tend towards: Diverse lifecycle stages with a skew towards younger segments. Many of Asian descent. Hindus & Buddhists. Use public transport. Work in finance & insurance services and wholesale trades. Work as professionals, clerks and administrators. Graduate and postgraduate qualifications. 3 bedrooms. Some row/terrace houses & townhouses. Frequent broadband usage. Spend on fish & seafood, overseas holidays, fresh fruit & vegetables, loan payments, computers and entertainment. Attend performing arts, classical music concerts and cinema. Involved in multicultural clubs and religious groups. Participate in internet social activity.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	21.1%	105.6
SES C	21.5%	107.5
SES D	15.5%	77.6
SES E	21.8%	109.2
SES FG	20.0%	100.0
geoStages Lifecycle		
Living at Home	11.2%	133.8
Young Independents	17.2%	142.0
Young Families	9.9%	77.2
Middle Aged Families	16.1%	99.2
Mature Families	17.5%	108.1
Mature Independents	11.3%	67.4
Early Seniors	8.3%	91.4
Late Seniors	8.5%	100.7
Language Spoken		
European	10.0%	158.9
Asian	28.7%	534.5
Arabic	4.9%	267.3
Tenure Type		
Own	34.5%	97.6
Mortgage	30.5%	86.1
Rent	35.0%	119.7
Other Vars		
4+ Bedrooms	21.2%	74.6
Flat 4+ Storeys	3.4%	115.7
Different Address 5 yrs Ago	44.4%	103.0
Use Public Transport	23.1%	253.0
Both Parents Born Overseas	64.1%	200.1
Work in Agriculture	0.2%	6.0
Attend University F/T	5.6%	220.8
Lone Parent Families	14.2%	100.9

Geographic... 1.2% of all Australian households

Sydney... (68.1%)
Lidcombe, Beverly Hills, Riverwood

Melbourne... (22.3%)
Box Hill, Clayton, Chadstone

Brisbane... (7.8%)
Sunnybank, Coopers Plains, Macgregor

Adelaide... (0.2%)
No Typical Suburbs

Perth... (1.2%)
Karawara

Centres with GT 100K Population... (0.2%)
No Typical Suburbs

Centres with 10-100K Population... (0.0%)
No Typical Suburbs

Centres with LT 10K Population... (0.2%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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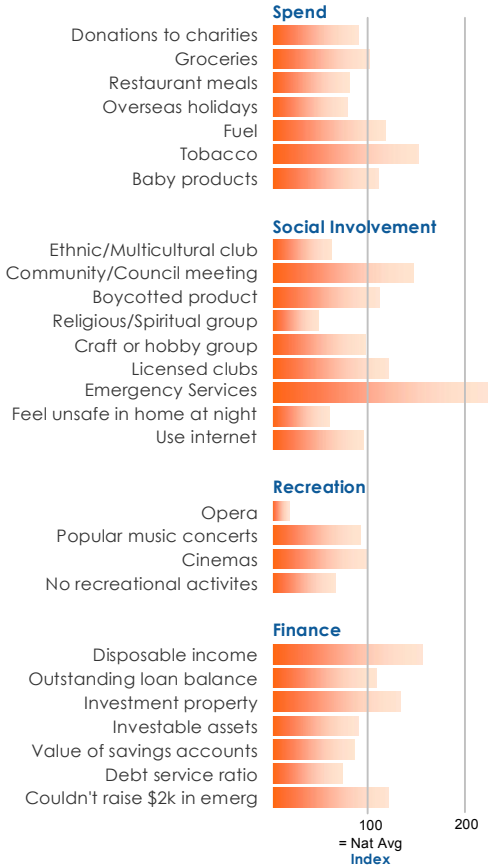
G23 Mining...

Mining towns.

Tend towards: Mid status young & middle aged families. Work in mining. Work as machine operators, technicians and tradespersons. High residential mobility. High individual incomes. Consumer debt. Certificate qualifications. Property investments. Strong workforce participation. Spend on spirits, loan payments, beer, tobacco, motor vehicles, magazines & comics, household furniture & furnishings and home entertainment. Attend sporting events and wildlife parks. Involved in emergency services, trade union/professional associations, licensed clubs and community events. Donate to health & safety organisations. Socialise with work colleagues.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	14.7%	73.7
SES C	30.1%	150.4
SES D	28.5%	142.5
SES E	12.4%	62.1
SES FG	14.3%	71.4
geoStages Lifecycle		
Living at Home	7.1%	84.4
Young Independents	11.0%	90.9
Young Families	25.2%	196.0
Middle Aged Families	21.0%	129.2
Mature Families	12.0%	73.9
Mature Independents	17.9%	107.2
Early Seniors	3.6%	39.0
Late Seniors	2.4%	28.0
Language Spoken		
European	1.4%	21.5
Asian	1.0%	19.2
Arabic	0.1%	5.5
Tenure Type		
Own	18.2%	51.4
Mortgage	31.4%	88.6
Rent	50.4%	172.5
Other Vars		
4+ Bedrooms	28.0%	98.6
Flat 4+ Storeys	0.1%	4.8
Different Address 5 yrs Ago	61.4%	142.5
Use Public Transport	5.7%	62.7
Both Parents Born Overseas	17.8%	55.5
Work in Agriculture	0.9%	26.8
Attend University F/T	0.4%	15.2
Lone Parent Families	9.9%	70.6

Geographic... 0.7% of all Australian households

Sydney... (0.0%)
No Typical Suburbs

Melbourne... (0.0%)
No Typical Suburbs

Brisbane... (0.0%)
No Typical Suburbs

Adelaide... (0.0%)
No Typical Suburbs

Perth... (0.0%)
No Typical Suburbs

Centres with GT 100K Population... (0.0%)
No Typical Suburbs

Centres with 10-100K Population... (54.4%)
South Hedland (WA), South Kalgoorlie (WA)

Centres with LT 10K Population... (44.7%)
Roxby Downs (SA), Newman (WA)

Rural Areas... (0.9%)
Ravensworth (NSW), Muscle Creek (NSW)

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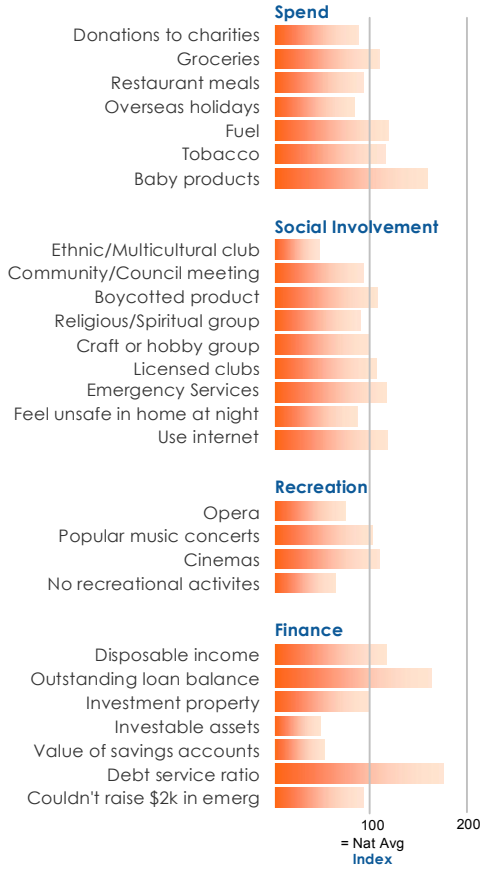
G24 Mid Status Young Family...

Financially extended younger families in new housing.

Tend towards: Mid status young to middle aged families. High outstanding balances on mortgages & consumer debt. 4 bedroom houses. Moved in recently. 2 motor vehicles. Many preschool children. Strong workforce participation. High debt service ratios. Secondary education and certificate level qualifications. Spend on mortgage & loan payments, baby products, infant & children's clothing, household furnishings, soft drinks, motor vehicles, confectionery, home entertainment, spirits, mobile phone accounts, household repairs & maintenance, pet expenses and beer. Attend wildlife parks & aquariums and sporting events. Involved in school & youth activities. Donate to research organisations and schools. Socialise with friends and work colleagues.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	15.0%	74.8
SES C	23.8%	118.9
SES D	26.7%	133.5
SES E	20.6%	102.9
SES FG	14.0%	69.9
geoStages Lifecycle		
Living at Home	8.1%	97.1
Young Independents	7.0%	57.6
Young Families	24.1%	187.6
Middle Aged Families	24.1%	148.8
Mature Families	14.8%	91.6
Mature Independents	13.6%	81.4
Early Seniors	5.4%	59.2
Late Seniors	2.9%	33.8
Language Spoken		
European	2.8%	44.2
Asian	1.7%	30.9
Arabic	0.5%	25.4
Tenure Type		
Own	19.0%	53.7
Mortgage	57.1%	161.3
Rent	23.9%	81.7
Other Vars		
4+ Bedrooms	48.7%	171.5
Flat 4+ Storeys	0.0%	0.5
Different Address 5 yrs Ago	57.9%	134.3
Use Public Transport	3.9%	42.2
Both Parents Born Overseas	23.9%	74.7
Work in Agriculture	0.8%	25.4
Attend University F/T	1.2%	47.7
Lone Parent Families	13.1%	93.8

Geographic... 2.8% of all Australian households

Sydney/Central Coast... (9.5%)
Currans Hill, Bligh Park, Kariong

Melbourne... (12.1%)
Cranbourne East

Brisbane... (15.1%)
Springfield, Heritage Park, Narangba

Adelaide... (4.7%)
Munno Para West, Blakeview

Perth... (8.3%)
Beeliar, Caversham, Seville Grove

Centres with GT 100K Population... (19.9%)
Banks (ACT), Pacific Pines (QLD)

Centres with 10-100K Population... (21.4%)
Thurgoona (QLD), Kewarra Beach (QLD)

Centres with LT 10K Population... (8.2%)
Kinglake (VIC), Old Beach (TAS)

Rural Areas... (0.9%)
Honeywood (TAS), Goldsborough (QLD)

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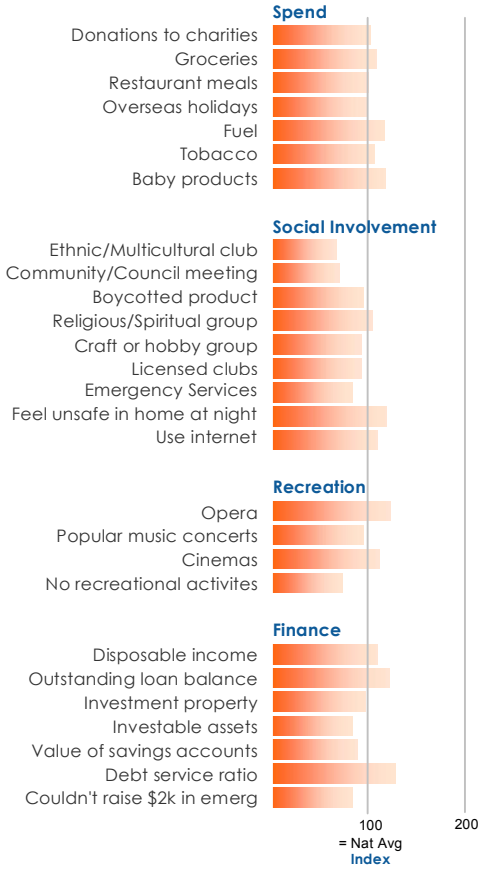
G25 Mature Mid Status Family...

Mid status established family areas.

Tend towards: Mid status mature & younger families. 3 bedroom houses. Mature children living a home. High outstanding mortgage balances. Work as clerks & administrators, technicians & tradespersons. Secondary education and certificate level qualifications. 3-4 persons in household. 2-3 motor vehicles. Some financial investments. Spend on pet expenses, home maintenance & improvements, clothing & footwear, soft drinks, motor vehicles, confectionery, meat, household furnishings, beer, deli items, spirits, infant & children's clothing, groceries, sports fees & recreation. Attend sporting events, cinema and circuses. Participate in internet social activity and socialise with neighbours, family members and friends. Donate to environmental groups.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	16.0%	80.1
SES C	20.4%	102.1
SES D	25.0%	125.2
SES E	22.6%	112.8
SES FG	16.0%	79.9
geoStages Lifecycle		
Living at Home	11.6%	138.6
Young Independents	6.9%	56.9
Young Families	15.1%	117.2
Middle Aged Families	16.9%	104.0
Mature Families	20.5%	126.8
Mature Independents	16.0%	95.7
Early Seniors	7.7%	84.4
Late Seniors	5.4%	64.0
Language Spoken		
European	4.2%	66.9
Asian	2.3%	43.1
Arabic	0.8%	42.8
Tenure Type		
Own	34.7%	98.3
Mortgage	46.5%	131.2
Rent	18.8%	64.3
Other Vars		
4+ Bedrooms	33.8%	118.9
Flat 4+ Storeys	0.0%	0.3
Different Address 5 yrs Ago	35.6%	82.6
Use Public Transport	7.2%	78.6
Both Parents Born Overseas	29.2%	91.1
Work in Agriculture	0.5%	16.0
Attend University F/T	1.9%	74.6
Lone Parent Families	14.5%	103.2

Geographic... 4.2% of all Australian households

Sydney... (17.3%)
Ruse, South Penrith, Camden South

Melbourne... (21.8%)
Chirnside Park, Ferntree Gully, Boronia

Brisbane... (17.3%)
Rochedale South, Algester, Petrie

Adelaide... (12.8%)
Redwood Park, Modbury Heights, Wynn Vale

Perth... (15.7%)
Beldon, Greenwood, Parkwood

Centres with GT 100K Population... (7.9%)
Farmborough Hghts (NSW), Blackbutt (NSW)

Centres with 10-100K Population... (5.8%)
Bayview Hghts (QLD), Bilambil Hghts (NSW)

Centres with LT 10K Population... (1.4%)
Lauderdale (TAS), Smithfield (QLD)

Rural Areas... (0.1%)
No Typical Suburbs

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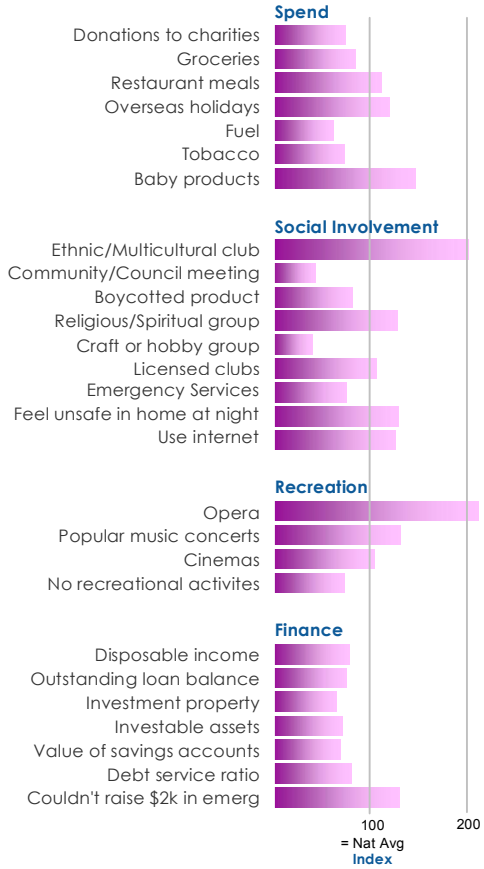
G26 Multicultural Urban Lifestyle...

Multicultural households in high density housing.

Tend towards: Mid status young independents. Many of Asian decent. Hindus & Buddhists. 2 bedroom row/terrace houses and high rise apartments, mainly in Sydney. Rented dwellings. Both parents born overseas. Many arrived in Australia after 1996. Travel by train. Graduate and postgraduate qualifications especially in IT and management & commerce. 0-1 motor vehicles. Group households. Frequent internet access. High residential mobility. Work in financial & insurance services. Some financial investments. Spend on home entertainment, baby products and overseas holidays. Attend performing arts, opera, popular & classical music concerts, botanic gardens, libraries, zoos, wildlife parks and aquariums. Involved in body corporate associations, multicultural clubs, consumer organisations and religious groups. Participate in internet social activity.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	18.8%	93.9
SES C	23.0%	114.8
SES D	13.0%	65.1
SES E	23.5%	117.4
SES FG	21.8%	108.9
geoStages Lifecycle		
Living at Home	5.6%	67.4
Young Independents	36.1%	298.2
Young Families	13.2%	102.6
Middle Aged Families	13.6%	84.0
Mature Families	7.8%	48.2
Mature Independents	13.2%	79.1
Early Seniors	5.5%	60.1
Late Seniors	5.0%	58.6
Language Spoken		
European	8.4%	132.8
Asian	36.7%	683.7
Arabic	6.3%	343.0
Tenure Type		
Own	16.0%	45.2
Mortgage	20.7%	58.5
Rent	63.3%	216.6
Other Vars		
4+ Bedrooms	3.4%	11.8
Flat 4+ Storeys	29.0%	981.2
Different Address 5 yrs Ago	64.4%	149.3
Use Public Transport	40.1%	438.9
Both Parents Born Overseas	80.1%	250.1
Work in Agriculture	0.2%	6.0
Attend University F/T	7.5%	294.3
Lone Parent Families	15.8%	112.5

Geographic... 1.1% of all Australian households

Sydney... (86.5%)
Westmead, Kogarah, Parramatta

Melbourne... (13.3%)
Glen Huntly, Albion

Brisbane... (0.0%)
No Typical Suburbs

Adelaide... (0.0%)
No Typical Suburbs

Perth... (0.2%)
No Typical Suburbs

Centres with GT 100K Population... (0.0%)
No Typical Suburbs

Centres with 10-100K Population... (0.0%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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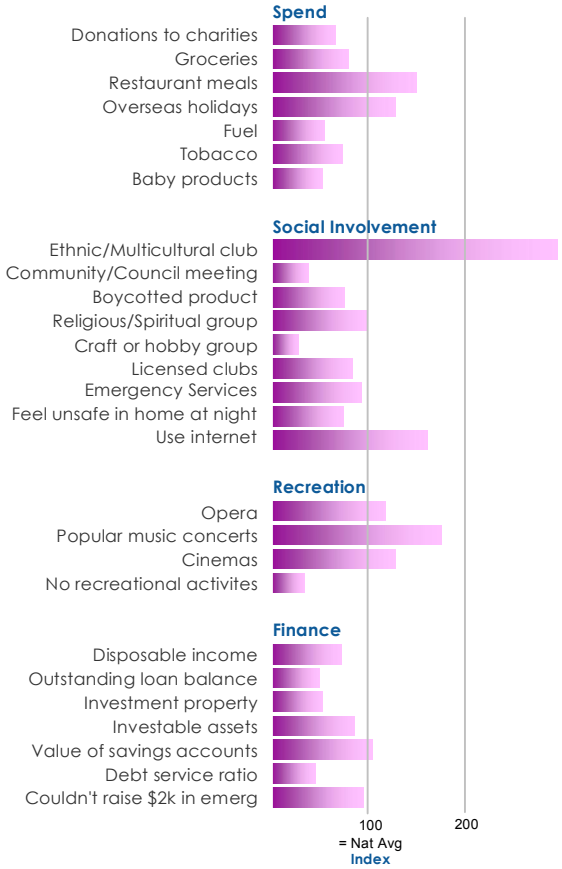
G27 University Enclaves...

University students & other young people living near major university campuses.

Tend towards: Young independents. High proportion attending full time university. 1-2 bedroom high rise flats and row/terrace houses. Many group households. Diverse multicultural backgrounds. High residential mobility. Rented dwellings. 0 motor vehicles. Low labour force participation. Low household incomes. Do voluntary work. Use public transport. Frequent broadband usage. Work in accommodation & food services. Spend on jewellery, computers, mobile phone accounts, household furniture, spirits & beer on licensed premises, entertainment, overseas holidays, restaurants and home entertainment. Attend libraries, popular music concerts, botanic gardens, performing arts, zoos, cinema, wildlife parks & aquariums and museums. Donate to universities. Involved in multicultural clubs. Participate in internet social activity.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	18.4%	92.2
SES C	15.2%	76.0
SES D	10.5%	52.5
SES E	20.2%	100.9
SES FG	35.7%	178.3
geoStages Lifecycle		
Living at Home	6.8%	80.7
Young Independents	65.2%	538.3
Young Families	9.2%	71.2
Middle Aged Families	4.7%	28.7
Mature Families	3.6%	22.4
Mature Independents	6.0%	36.2
Early Seniors	2.1%	22.8
Late Seniors	2.5%	29.6
Language Spoken		
European	4.9%	78.1
Asian	39.2%	729.8
Arabic	1.8%	96.8
Tenure Type		
Own	14.4%	40.6
Mortgage	13.5%	38.2
Rent	72.1%	246.7
Other Vars		
4+ Bedrooms	7.2%	25.2
Flat 4+ Storeys	56.9%	1925.2
Different Address 5 yrs Ago	83.0%	192.5
Use Public Transport	27.8%	304.7
Both Parents Born Overseas	68.4%	213.6
Work in Agriculture	0.6%	20.5
Attend University F/T	39.1%	1541.0
Lone Parent Families	10.4%	74.3

Geographic... 0.5% of all Australian households

Sydney... (29.5%)
Haymarket, Sydney City

Melbourne... (45.3%)
Clayton, Melbourne City, Carlton

Brisbane... (11.3%)
St Lucia

Adelaide... (4.3%)
Bedford Park

Perth... (5.5%)
Crawley

Centres with GT 100K Population... (3.3%)
Acton, North Wollongong

Centres with 10-100K Population... (0.9%)
Mitchell (NSW)

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.1%)
No Typical Suburbs

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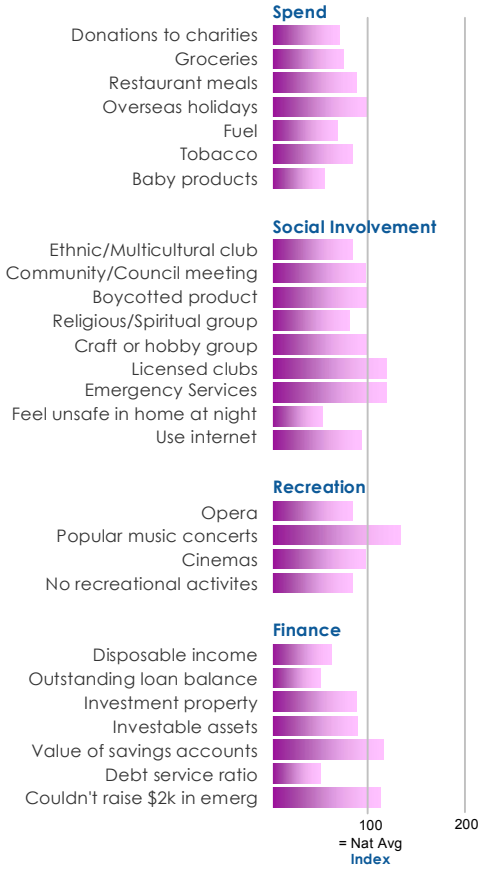
G28 Holiday Lifestyle...

Areas where a high proportion of the population is non resident holiday makers.

Tend towards: Mid status young & mature independents. Mainly on the QLD Gold & Sunshine Coasts. High residential mobility. Mainly visitors. 1-2 bedrooms. Row/terrace houses and flats. Rented dwellings. Group and lone person households. Work in accommodation & food services, rental, hiring & real estate services, sales & personal services and arts & recreation. 1 motor vehicle. Spend on jewellery and overseas holidays. Involved in body corporate associations, international aid, environmental groups, arts/heritage organisations, licensed clubs and human rights groups. Attend popular music concerts, museums and art galleries. Donate to arts/heritage organisations and environmental groups.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	17.0%	85.0
SES C	17.9%	89.3
SES D	31.0%	154.8
SES E	16.9%	84.6
SES FG	17.3%	86.3
geoStages Lifecycle		
Living at Home	3.1%	36.9
Young Independents	32.5%	268.7
Young Families	11.8%	91.6
Middle Aged Families	5.0%	30.6
Mature Families	7.0%	43.2
Mature Independents	23.5%	141.1
Early Seniors	8.8%	96.9
Late Seniors	8.3%	97.7
Language Spoken		
European	4.5%	71.1
Asian	4.0%	75.0
Arabic	0.7%	39.1
Tenure Type		
Own	25.2%	71.4
Mortgage	16.5%	46.7
Rent	58.2%	199.2
Other Vars		
4+ Bedrooms	5.5%	19.5
Flat 4+ Storeys	29.1%	984.7
Different Address 5 yrs Ago	69.4%	160.9
Use Public Transport	5.4%	58.6
Both Parents Born Overseas	33.3%	104.1
Work in Agriculture	1.0%	30.2
Attend University F/T	2.3%	92.1
Lone Parent Families	15.2%	108.6

Geographic... 0.6% of all Australian households

Sydney... (0.3%)
No Typical Suburbs

Melbourne... (0.2%)
No Typical Suburbs

Brisbane... (0.1%)
No Typical Suburbs

Adelaide... (0.5%)
No Typical Suburbs

Perth... (2.4%)
Rottnest Island

Centres with GT 100K Population... (69.3%)
Surfers Paradise (QLD), Coolangatta (QLD)

Centres with 10-100K Population... (12.8%)
Cairns City (QLD)

Centres with LT 10K Population... (14.3%)
Port Douglas (QLD), Jindabyne (NSW)

Rural Areas... (0.2%)
No Typical Suburbs

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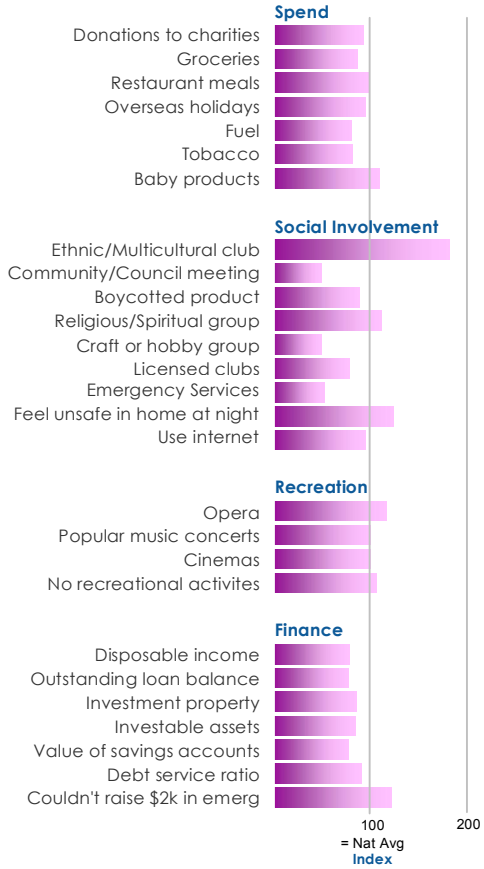
G29 Multicultural Mixed Urban...

Medium density areas with diverse multicultural backgrounds.

Tend towards: Mid status young independents and some seniors. Mixed multicultural backgrounds, including Southern & Eastern Europeans and Asians. Many Orthodox Christians. Both parents born overseas. Mainly in Sydney & Melbourne. 2 bedrooms. Low rise units and row/terrace houses. Use public transport. 0-1 motor vehicles. Lone person and group households. Graduate and postgraduate qualifications. Rented dwellings. Work in information, media & telecommunications, financial & insurance services and administrative & support services. Work as professionals. Involved in multicultural clubs and body corporate associations. Attend performing arts and classical music concerts.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	18.9%	94.5
SES C	19.8%	98.8
SES D	15.4%	77.1
SES E	21.8%	108.8
SES FG	24.2%	120.8
geoStages Lifecycle		
Living at Home	7.6%	90.5
Young Independents	22.7%	187.6
Young Families	11.2%	86.8
Middle Aged Families	14.6%	90.3
Mature Families	12.9%	79.9
Mature Independents	12.9%	77.3
Early Seniors	8.5%	92.9
Late Seniors	9.6%	113.4
Language Spoken		
European	19.1%	303.1
Asian	11.3%	209.7
Arabic	4.6%	252.0
Tenure Type		
Own	30.3%	85.7
Mortgage	26.5%	74.9
Rent	43.2%	147.7
Other Vars		
4+ Bedrooms	10.3%	36.2
Flat 4+ Storeys	3.8%	129.6
Different Address 5 yrs Ago	43.9%	101.8
Use Public Transport	22.9%	250.6
Both Parents Born Overseas	54.4%	169.9
Work in Agriculture	0.2%	7.5
Attend University F/T	4.5%	177.4
Lone Parent Families	17.1%	121.7

Geographic... 1.6% of all Australian households

Sydney... (31.2%)
Tempe Marrickville, Brighton-Le-Sands

Melbourne... (49.9%)
West Footscray, Thornbury, Preston

Brisbane... (1.3%)
No Typical Suburbs

Adelaide... (11.5%)
Mile End, West Hindmarsh, Thebarton

Perth... (3.2%)
O'Connor, Cannington

Centres with GT 100K Population... (2.7%)
Gwynneville (NSW)

Centres with 10-100K Population... (0.2%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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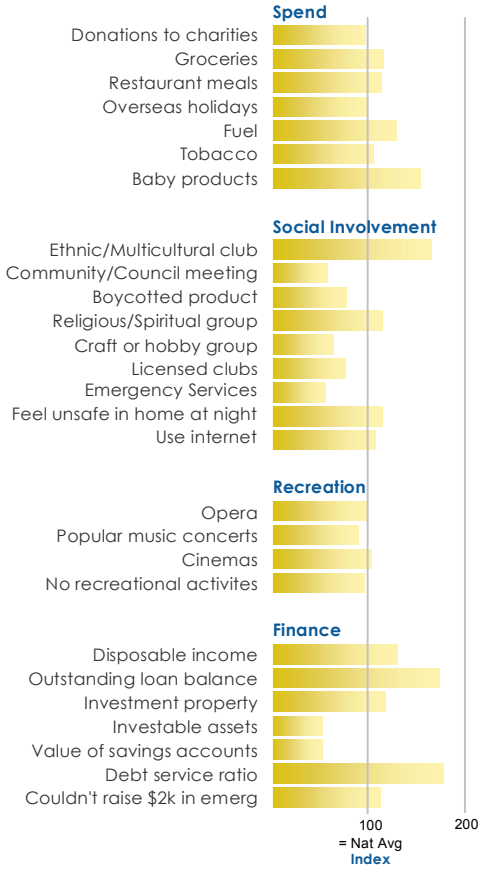
G30 Establishing Multicultural Family...

Outerlying multicultural family suburbs of Sydney & Melbourne.

Tend towards: Lower status young to mature families. Diverse multicultural backgrounds. High outstanding balances on mortgages & consumer debt. High debt service ratios. 4-5 person households. Both parents born overseas. Many Catholics. Work in manufacturing, transport, postal and warehousing. Work as machinery operators and drivers. 4 bedrooms. 2 motor vehicles. Spend on mobile phone accounts, infant & children's clothing, motor vehicles, school fees, clothing & footwear, mortgage payments, confectionery, household furnishings, groceries, credit card interest payments, home entertainment, soft drinks and home improvements & maintenance. Attend cinema, wildlife parks and aquariums. Involved in multicultural clubs. Donate to hospitals.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	14.1%	70.6
SES C	22.1%	110.6
SES D	19.7%	98.6
SES E	24.1%	120.6
SES FG	19.9%	99.5
geoStages Lifecycle		
Living at Home	15.0%	179.0
Young Independents	5.7%	47.3
Young Families	18.0%	140.1
Middle Aged Families	24.0%	147.8
Mature Families	22.7%	140.6
Mature Independents	7.6%	45.8
Early Seniors	4.2%	46.1
Late Seniors	2.7%	32.4
Language Spoken		
European	12.9%	204.6
Asian	12.2%	227.2
Arabic	5.3%	289.8
Tenure Type		
Own	22.3%	63.1
Mortgage	59.8%	168.8
Rent	17.9%	61.2
Other Vars		
4+ Bedrooms	44.1%	155.4
Flat 4+ Storeys	0.0%	1.4
Different Address 5 yrs Ago	39.1%	90.8
Use Public Transport	9.0%	98.2
Both Parents Born Overseas	56.8%	177.5
Work in Agriculture	0.3%	10.9
Attend University F/T	2.0%	80.5
Lone Parent Families	12.4%	88.3

Geographic... 2.1% of all Australian households

Sydney... (44.4%)
Hinchinbrook, Plumpton, Oakhurst

Melbourne... (48.9%)
Endeavour Hills, Hampton Park

Brisbane... (1.6%)
Doolandella

Adelaide... (0.4%)
No Typical Suburbs

Perth... (4.3%)
Alexander Heights

Centres with GT 100K Population... (0.4%)
Lovely Banks (VIC)

Centres with 10-100K Population... (0.1%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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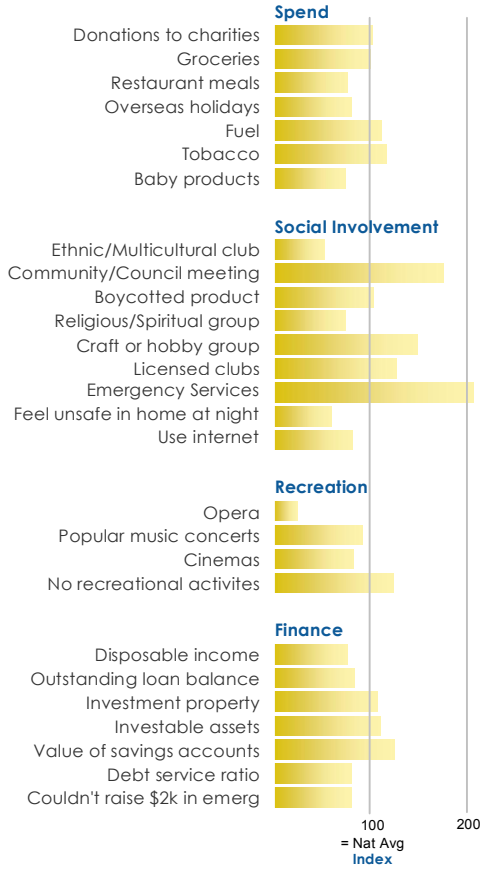
G31 Inland Rural Fringe...

Live in rural areas within 20 km of population centres. Engaged in agriculture.

Tend towards: Mature independents with some middle aged families and seniors. Work in agriculture. Born in Australia. Dwellings owned. Use dialup internet. Do voluntary work. 4+ more vehicles. Secondary level education. Residential stability. Cash savings. Work as managers and labourers. Spend on coffee, magazines & newspapers, animal expenses, beer, spirits, motor vehicles and tobacco. Involved in emergency services, licensed clubs, hobby groups, special interest groups and community events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	9.6%	48.0
SES C	25.8%	129.2
SES D	24.8%	124.0
SES E	23.6%	117.9
SES FG	16.2%	80.8
geoStages Lifecycle		
Living at Home	5.2%	62.7
Young Independents	5.3%	43.5
Young Families	11.0%	85.3
Middle Aged Families	18.3%	112.7
Mature Families	15.1%	93.6
Mature Independents	28.2%	169.1
Early Seniors	10.9%	119.6
Late Seniors	6.0%	70.6
Language Spoken		
European	2.1%	34.0
Asian	0.3%	5.5
Arabic	0.1%	4.1
Tenure Type		
Own	49.0%	138.5
Mortgage	32.1%	90.7
Rent	18.9%	64.7
Other Vars		
4+ Bedrooms	34.2%	120.6
Flat 4+ Storeys	0.0%	0.1
Different Address 5 yrs Ago	32.6%	75.6
Use Public Transport	0.6%	7.1
Both Parents Born Overseas	12.1%	37.7
Work in Agriculture	38.3%	1210.0
Attend University F/T	0.5%	20.3
Lone Parent Families	7.6%	54.4

Geographic... 1.5% of all Australian households

Sydney/Central Coast... (0.5%)
Mangrove Mountain, Peats Ridge

Melbourne... (0.5%)
Caldermeade, Iona

Brisbane... (0.1%)
No Typical Suburbs

Adelaide... (0.0%)
No Typical Suburbs

Perth... (0.1%)
Mardella

Centres with GT 100K Population... (0.0%)
No Typical Suburbs

Centres with 10-100K Population... (0.0%)
No Typical Suburbs

Centres with LT 10K Population... (0.9%)
Foster (VIC), Mirboo North (VIC)

Rural Areas... (98.0%)
Yarroweyah (VIC), Invergordon (VIC)

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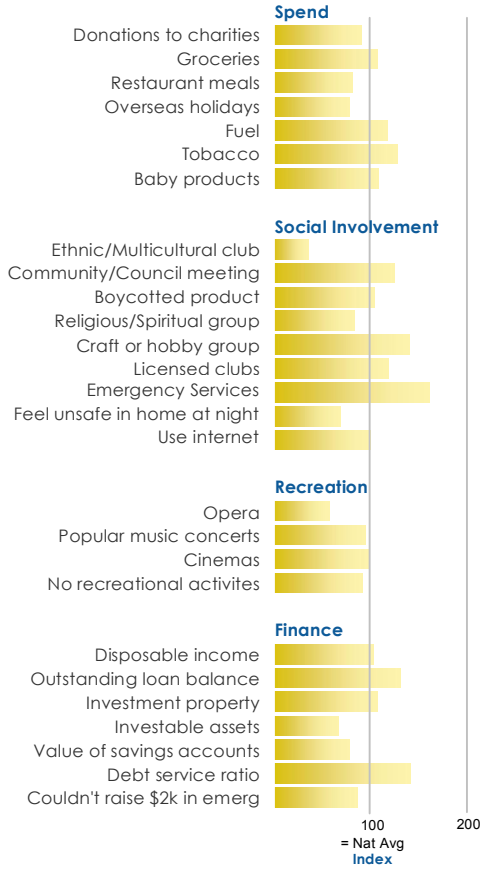
G32 Establishing Provincial Family...

Lower status suburban areas in provincial cities & towns.

Tend towards: Young families through to mature independents. Secondary and certificate level qualifications. 3 motor vehicles. 3-4 bedroom houses. High debt service ratios. Outstanding mortgage balances and consumer debt. Work as technicians, tradespersons, machinery operators and drivers. Born in Australia. Use dialup internet. 4 persons in household. One stay at home parent. Do voluntary work. Spend on soft drinks, motor vehicles, spirits, beer, tobacco, mortgage & loan payments, animal expenses, household maintenance & repairs, homemaker goods & furnishings, confectionery, meat and children's clothing. Involved in hobby groups, emergency services, licensed clubs, sporting groups and trade union/professional associations. Socialise with friends.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	12.4%	62.0
SES C	20.7%	103.5
SES D	26.8%	133.8
SES E	23.4%	117.2
SES FG	16.7%	83.5
geoStages Lifecycle		
Living at Home	8.3%	99.6
Young Independents	5.4%	44.3
Young Families	16.1%	124.9
Middle Aged Families	21.3%	131.6
Mature Families	17.4%	107.6
Mature Independents	19.4%	116.3
Early Seniors	7.5%	82.4
Late Seniors	4.6%	54.1
Language Spoken		
European	1.8%	28.2
Asian	0.5%	9.2
Arabic	0.1%	6.1
Tenure Type		
Own	33.7%	95.3
Mortgage	49.8%	140.5
Rent	16.5%	56.5
Other Vars		
4+ Bedrooms	39.0%	137.2
Flat 4+ Storeys	0.0%	0.5
Different Address 5 yrs Ago	41.6%	96.4
Use Public Transport	1.8%	19.4
Both Parents Born Overseas	15.8%	49.3
Work in Agriculture	4.0%	126.8
Attend University F/T	0.9%	35.2
Lone Parent Families	11.0%	78.7

Geographic... 2.4% of all Australian households

Sydney... (5.5%)
Wallacia, Thirlmere, Kurnell

Melbourne... (7.4%)
Bunyip, Wandin North, Pearcedale

Brisbane... (10.4%)
Cedar Grove, Caboolture, Tamborine

Adelaide... (0.3%)
McLaren Flat

Perth... (3.4%)
Mundijong, Golden Bay, Byford

Centres with GT 100K Population... (7.6%)
Floraville (NSW), Cardiff South (NSW)

Centres with 10-100K Population... (20.7%)
Bucasia (QLD), Boambee East (NSW)

Centres with LT 10K Population... (22.7%)
Humpty Doo (NT), Hadspen (TAS)

Rural Areas... (22.1%)
Two Wells (SA), Black River (QLD)

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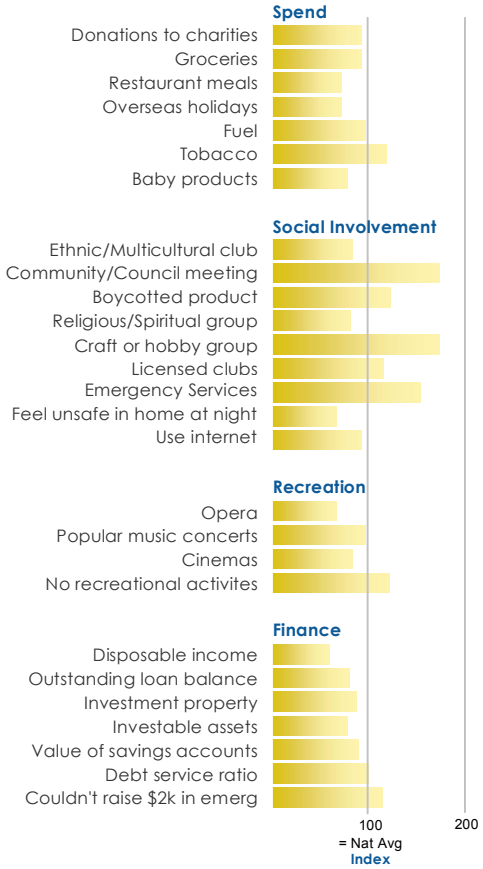
G33 New Age Lifestyle...

People living 'alternative' lifestyles in coastal hinterland areas.

Tend towards: Mature independents & early seniors. 1-2 bedroom houses. Some caravans and cabins. Couples without children. Work in accommodation & food service and construction. Do voluntary work. Technical and tradespersons. Financial investments. Spend on tobacco, animal expenses, coffee and newspapers. Attend council & community meetings. Involved in hobby groups, special interest groups, environmental groups, human rights groups, arts/heritage organisations, licensed clubs, emergency services, international aid, welfare organisations and community events. Engage in political and consumer activism. Donate to arts/heritage organisations, art galleries and research organisations. Socialise with friends.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	13.9%	69.5
SES C	23.9%	119.6
SES D	21.4%	107.1
SES E	19.0%	94.8
SES FG	21.8%	109.1
geoStages Lifecycle		
Living at Home	3.7%	44.1
Young Independents	8.3%	68.9
Young Families	11.3%	88.1
Middle Aged Families	16.5%	101.7
Mature Families	14.4%	89.2
Mature Independents	28.0%	167.6
Early Seniors	10.6%	115.8
Late Seniors	7.2%	84.9
Language Spoken		
European	2.7%	42.6
Asian	0.5%	10.0
Arabic	0.1%	4.9
Tenure Type		
Own	40.6%	115.0
Mortgage	32.6%	92.1
Rent	26.8%	91.5
Other Vars		
4+ Bedrooms	21.9%	77.1
Flat 4+ Storeys	0.2%	5.3
Different Address 5 yrs Ago	45.3%	105.1
Use Public Transport	2.0%	21.9
Both Parents Born Overseas	21.4%	66.8
Work in Agriculture	5.4%	171.8
Attend University F/T	0.8%	31.5
Lone Parent Families	15.7%	112.1

Geographic... 0.9% of all Australian households

Sydney... (4.6%)
Mt Victoria, Spencer

Melbourne... (2.7%)
East Warburton, St Andrews Beach

Brisbane... (0.8%)
Point Lookout, Mt Glorious

Adelaide... (1.5%)
Maslin Beach

Perth... (1.7%)
Yanchep

Centres with GT 100K Population... (5.7%)
Dicky Beach (QLD), Mudjimba (QLD)

Centres with 10-100K Population... (5.4%)
Fingal Head (NSW), Machans Beach (QLD)

Centres with LT 10K Population... (48.6%)
Ocean Shores (NSW), Denmark (WA)

Rural Areas... (28.9%)
Federal (NSW), Nimbin (NSW)

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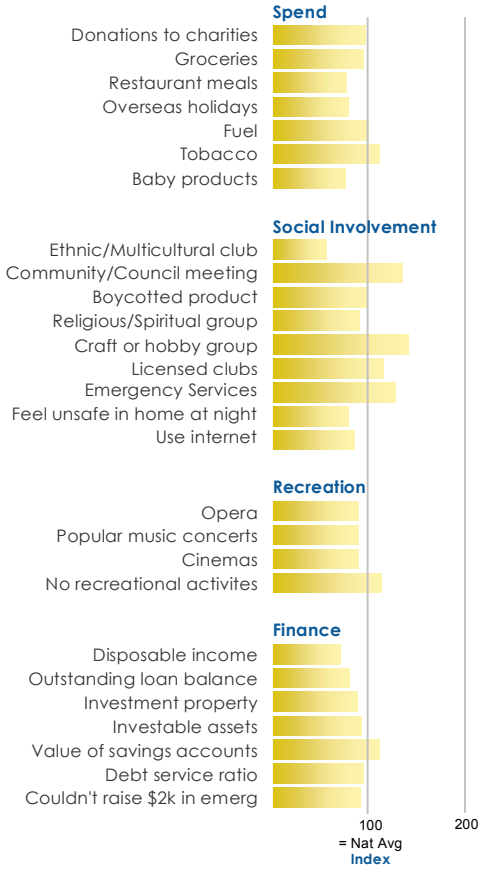
G34 Mature Provincial Suburban...

Poorer seniors & mature independents in provincial cities & towns.

Tend towards: Seniors and mature independents. Born in Australia. Many Protestants. Secondary and certificate qualifications. Owned dwellings. 3 bedroom houses. 2 persons in household. Work in retail trade, healthcare, social assistance and education & training. Low internet connection rates. Spend on newspapers, poker machines, pet expenses, green fees, coffee, healthcare, spirits, motor vehicles and tobacco. Involved in hobby groups, licensed clubs, welfare organisations, special interest groups, emergency services and community events. Donate to community & welfare services, hobby and special interest groups. Socialise with family members and neighbours.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	12.9%	64.5
SES C	20.1%	100.6
SES D	22.8%	113.8
SES E	23.2%	115.9
SES FG	21.0%	105.1
geoStages Lifecycle		
Living at Home	5.5%	65.5
Young Independents	7.0%	57.8
Young Families	12.3%	95.6
Middle Aged Families	14.3%	88.4
Mature Families	13.9%	85.7
Mature Independents	20.2%	120.8
Early Seniors	13.1%	143.7
Late Seniors	13.8%	162.6
Language Spoken		
European	2.3%	36.6
Asian	0.6%	11.9
Arabic	0.2%	11.2
Tenure Type		
Own	44.7%	126.6
Mortgage	31.6%	89.3
Rent	23.6%	80.8
Other Vars		
4+ Bedrooms	26.2%	92.2
Flat 4+ Storeys	0.1%	3.3
Different Address 5 yrs Ago	41.0%	95.2
Use Public Transport	2.3%	25.4
Both Parents Born Overseas	15.6%	48.7
Work in Agriculture	2.4%	75.2
Attend University F/T	1.2%	45.8
Lone Parent Families	14.3%	102.1

Geographic... 3.6% of all Australian households

Sydney/Central Coast... (4.0%)
Point Clare, Shelly Beach, Bateau Bay

Melbourne... (3.0%)
McCrae

Brisbane... (2.6%)
Eastern Heights

Adelaide... (3.3%)
Seacliff Park, Gawler East, Willunga

Perth... (0.3%)
No Typical Suburbs

Centres with GT 100K Population... (17.5%)
Warners Bay (NSW), Hamlyn Heights (VIC)

Centres with 10-100K Population... (41.4%)
Centenary Hghts (QLD), East Maitland (NSW)

Centres with LT 10K Population... (27.8%)
Cooma (NSW), Leongatha (VIC)

Rural Areas... (0.2%)
Richmond (TAS), Neerim South (VIC)

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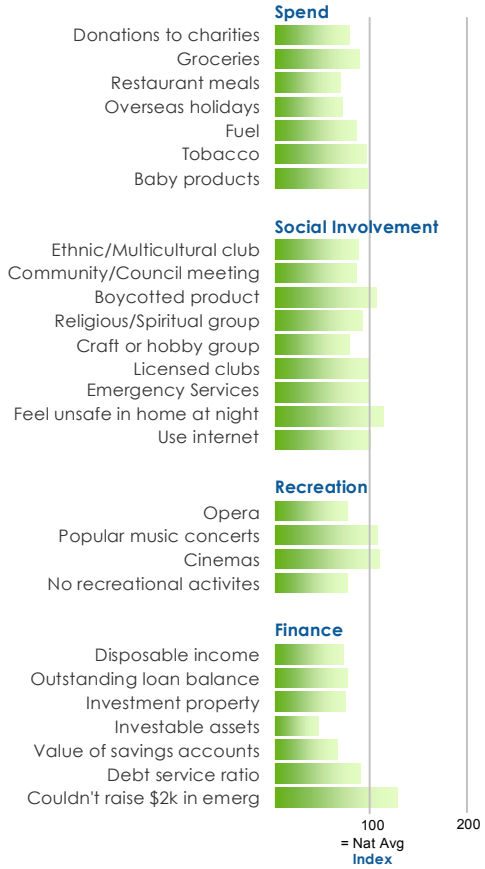
G35 Mixed Suburban...

Young people in low cost suburban housing.

Tend towards: Young independents & young families. 3 bedrooms. Row/terrace houses & townhouses. Concentrated in South East QLD. Rented dwellings. Many lone parents. Some group households.1 motor vehicle. Outstanding balances on consumer debt. Financial distress. High residential mobility. Work in retail trade, sales, community & personal services, construction and administration & support services. Spend on household furniture & furnishings, spirits, household services and poker machines. Attend cinema. Involved in sporting groups and environmental groups. Donate to environmental groups. Socialise with work colleagues.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	14.0%	70.0
SES C	18.1%	90.6
SES D	30.1%	150.6
SES E	19.7%	98.5
SES FG	18.1%	90.3
geoStages Lifecycle		
Living at Home	5.6%	66.9
Young Independents	20.9%	172.7
Young Families	17.6%	137.2
Middle Aged Families	14.0%	86.0
Mature Families	11.7%	72.4
Mature Independents	17.0%	101.6
Early Seniors	7.3%	80.3
Late Seniors	5.9%	69.8
Language Spoken		
European	3.8%	60.5
Asian	4.5%	83.0
Arabic	0.7%	39.2
Tenure Type		
Own	20.6%	58.3
Mortgage	28.2%	79.5
Rent	51.2%	175.3
Other Vars		
4+ Bedrooms	15.7%	55.2
Flat 4+ Storeys	0.5%	18.3
Different Address 5 yrs Ago	65.9%	152.8
Use Public Transport	5.9%	65.1
Both Parents Born Overseas	34.0%	106.1
Work in Agriculture	0.5%	14.5
Attend University F/T	2.9%	113.0
Lone Parent Families	22.5%	160.7

Geographic... 1.0% of all Australian households

Sydney/Central Coast... (3.5%)
Mardi, West Gosford

Melbourne... (1.8%)
No Typical Suburbs

Brisbane... (22.7%)
Taigum, Thorneside

Adelaide... (0.1%)
No Typical Suburbs

Perth... (2.8%)

Centres with GT 100K Population... (61.0%)
Merrimac (QLD), Varsity Lakes (QLD)

Centres with 10-100K Population... (3.8%)
Holloways Beach (QLD), Driver (NT)

Centres with LT 10K Population... (4.1%)
Cooya Beach (QLD), Jubilee Pocket (QLD)

Rural Areas... (0.2%)
No Typical Suburbs

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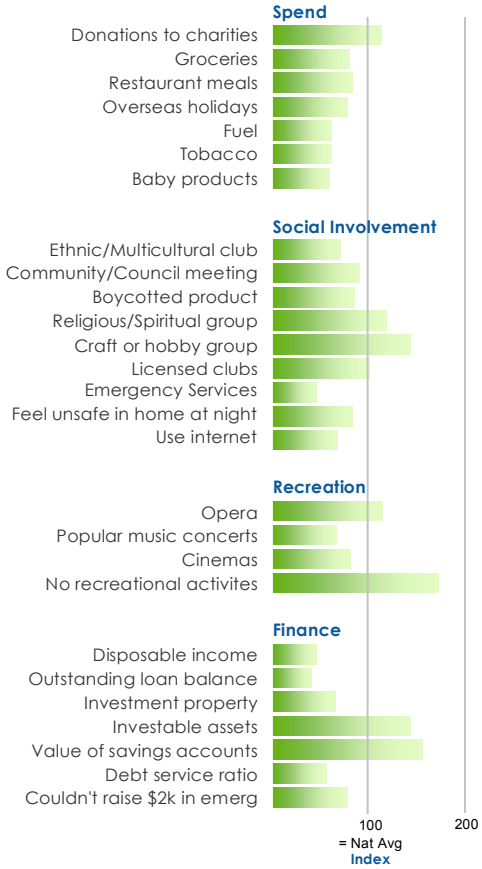
G36 Elderly Enclaves...

Mainly retirement homes & surrounding housing.

Tend towards: Late seniors. Home ownership. Rent free & life tenure schemes. Many lone person households. Low workforce participation. Investable assets & savings. Do voluntary work. Income from pensions & investments. Low household & individual incomes. 1-2 bedrooms. Row/terrace houses and low rise units. Low internet connection rates. 0-1 motor vehicles. Many Protestants. Diploma or secondary qualifications. Spend on household services, charity donations, newspapers and lottery tickets. Involved in licensed clubs, body corporate associations, hobby groups, religious groups, special interest groups and human rights groups. Attend classical music concerts. Low attendance at cultural & recreational events. Donate to research & health organisations and environmental groups. Socialise with neighbours.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	16.8%	83.9
SES C	16.1%	80.7
SES D	18.9%	94.4
SES E	18.2%	90.9
SES FG	30.0%	150.1
geoStages Lifecycle		
Living at Home	3.2%	38.3
Young Independents	7.7%	63.7
Young Families	5.6%	43.5
Middle Aged Families	7.4%	45.8
Mature Families	8.2%	51.0
Mature Independents	11.3%	67.5
Early Seniors	14.1%	154.3
Late Seniors	42.5%	501.6
Language Spoken		
European	5.1%	80.4
Asian	2.6%	47.8
Arabic	0.6%	34.0
Tenure Type		
Own	53.1%	150.3
Mortgage	20.4%	57.5
Rent	26.5%	90.7
Other Vars		
4+ Bedrooms	14.3%	50.3
Flat 4+ Storeys	1.9%	63.9
Different Address 5 yrs Ago	46.9%	108.9
Use Public Transport	8.7%	94.9
Both Parents Born Overseas	31.0%	96.8
Work in Agriculture	0.9%	29.9
Attend University F/T	1.5%	60.9
Lone Parent Families	11.3%	80.4

Geographic... 1.5% of all Australian households

Sydney/Central Coast... (18.3%)
Erina, Padstow Heights

Melbourne... (16.6%)
Rosebud West

Brisbane... (10.4%)
Fitzgibbon

Adelaide... (14.1%)
Marion, West Lakes, North Plympton

Perth... (10.9%)
Menora, Madeley

Centres with GT 100K Population... (12.4%)
Towradgi (NSW)

Centres with 10-100K Population... (13.5%)
Victor Harbor, (SA)

Centres with LT 10K Population... (3.8%)
Fingal Bay (NSW), Shoal Bay (NSW)

Rural Areas... (0.0%)
No Typical Suburbs

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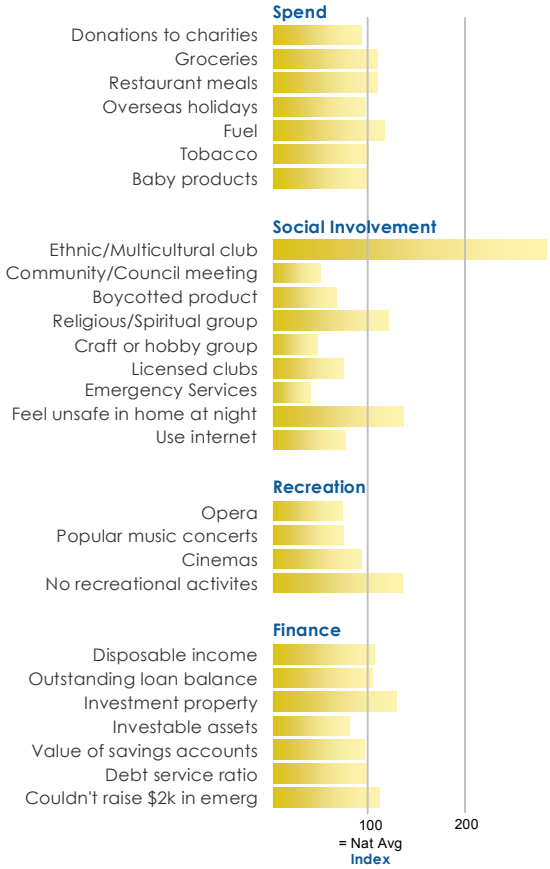
G37 Established Multicultural Family...

Mature multicultural families in stable suburban areas of Sydney & Melbourne.

Tend towards: Lower status mature families. Many of Southern & Eastern European and Middle Eastern descent. Many Orthodox Christians and Catholics. High residential stability. Dwellings owned. Mature children living at home. Both parents born overseas. Work in transport, postal, warehousing and manufacturing. Work as machinery operators & drivers. 3 bedrooms. 4-5 person households. Secondary education. Spend on clothing & footwear, fish & seafood, fuel, meat, mobile phone bills, fresh fruit & vegetables, groceries, personal care services and school fees. Involved in multicultural clubs and religious groups. Low participation in cultural & recreational events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	12.4%	62.2
SES C	18.9%	94.3
SES D	16.8%	83.8
SES E	28.4%	141.8
SES FG	23.6%	117.9
geoStages Lifecycle		
Living at Home	16.5%	197.1
Young Independents	6.6%	54.3
Young Families	9.8%	76.2
Middle Aged Families	16.1%	99.3
Mature Families	22.9%	141.4
Mature Independents	11.0%	65.7
Early Seniors	9.9%	108.7
Late Seniors	7.3%	86.0
Language Spoken		
European	28.1%	445.6
Asian	11.9%	222.1
Arabic	10.2%	557.5
Tenure Type		
Own	46.9%	132.7
Mortgage	33.0%	93.1
Rent	20.1%	68.9
Other Vars		
4+ Bedrooms	28.3%	99.8
Flat 4+ Storeys	0.9%	30.0
Different Address 5 yrs Ago	27.4%	63.6
Use Public Transport	11.8%	129.4
Both Parents Born Overseas	66.5%	207.6
Work in Agriculture	0.3%	8.8
Attend University F/T	2.3%	89.9
Lone Parent Families	13.6%	96.9

Geographic... 1.5% of all Australian households

Sydney... (55.7%)
Bossley Park, Earlwood, Wetherill Park

Melbourne... (38.8%)
Keilor Downs, Lalor, Clarinda

Brisbane... (0.0%)
No Typical Suburbs

Adelaide... (0.0%)
No Typical Suburbs

Perth... (0.3%)
No Typical Suburbs

Centres with GT 100K Population... (5.2%)
Coniston (NSW), Port Kembla (NSW)

Centres with 10-100K Population... (0.0%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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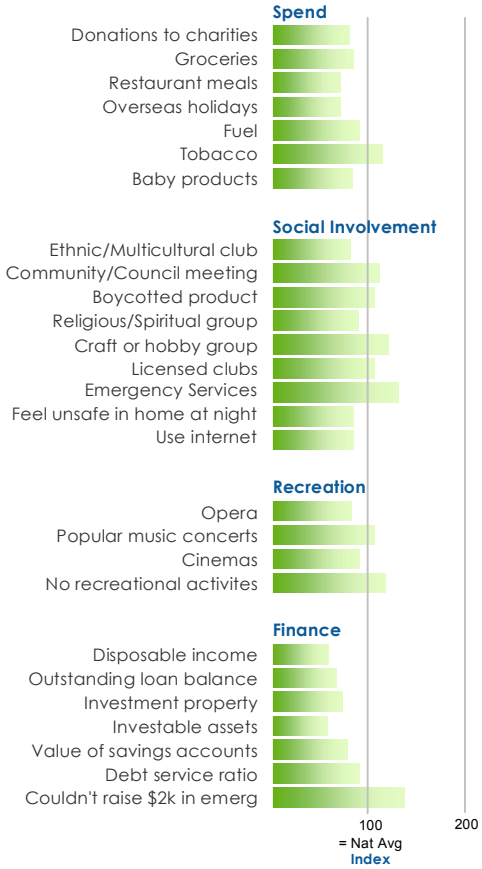
G38 Provincial Mixed Urban...

Medium density areas in provincial cities and towns.

Tend towards: A mix of low status young families & independents and late seniors. Reside in provincial cities & towns. 2 bedrooms. Low rise units and houses. Born in Australia. Many lone person households. Low internet connection rates. Dwellings rented. Residential mobility. Work in education & training, healthcare & social assistance and accommodation & food services. Low household incomes. 0-1 motor vehicles. Often in financial stress. Spend on tobacco and spirits. Involved in human rights groups, international aid, special interest groups, arts/heritage organisations, hobby groups, environmental groups, emergency services and licensed clubs. Low participation in cultural & recreational events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	13.8%	69.0
SES C	19.2%	96.2
SES D	20.0%	100.1
SES E	22.0%	110.0
SES FG	24.9%	124.7
geoStages Lifecycle		
Living at Home	4.6%	55.1
Young Independents	17.3%	142.7
Young Families	16.3%	127.1
Middle Aged Families	13.2%	81.3
Mature Families	11.8%	73.0
Mature Independents	17.5%	104.9
Early Seniors	8.7%	95.5
Late Seniors	10.6%	124.9
Language Spoken		
European	2.6%	41.9
Asian	1.5%	28.3
Arabic	0.3%	18.1
Tenure Type		
Own	30.1%	85.3
Mortgage	26.9%	76.1
Rent	42.9%	146.8
Other Vars		
4+ Bedrooms	14.9%	52.4
Flat 4+ Storeys	0.4%	15.0
Different Address 5 yrs Ago	50.3%	116.7
Use Public Transport	3.9%	42.6
Both Parents Born Overseas	17.2%	53.6
Work in Agriculture	1.7%	52.8
Attend University F/T	3.5%	137.6
Lone Parent Families	20.8%	148.2

Geographic... 2.3% of all Australian households

Sydney... (2.3%)
Windsor

Melbourne... (2.1%)
No Typical Suburbs

Brisbane... (3.0%)
East Ipswich

Adelaide... (3.2%)
Exeter

Perth... (3.0%)
Hilton, Willagee, Woodbridge

Centres with GT 100K Population... (27.8%)
Mayfield (NSW), Hermit Park (QLD)

Centres with 10-100K Population... (47.2%)
Ballarat (VIC), Bendigo (VIC)

Centres with LT 10K Population... (11.1%)
Derby (WA), Suffolk Park (NSW), Bourke (NSW)

Rural Areas... (0.3%)
Loftville (NSW), Poatina (TAS)

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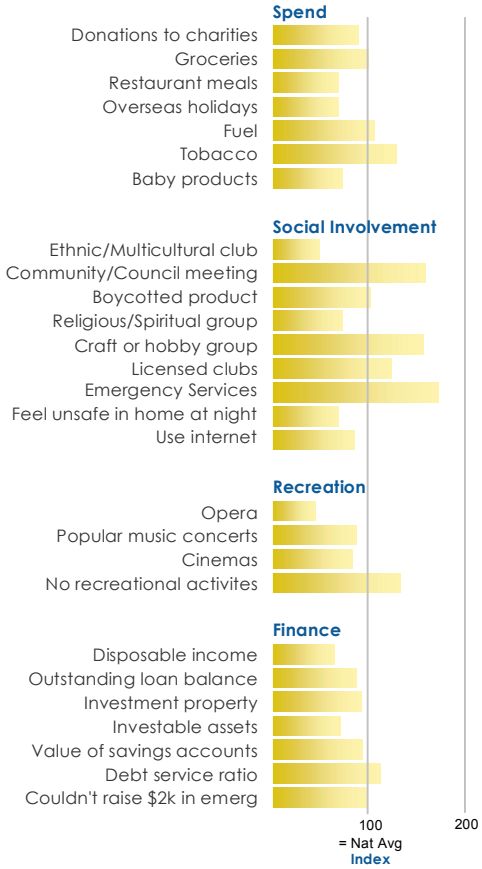
G39 Low Status Rural Fringe...

Living in smaller houses on the rural fringe.

Tend towards: Mature independents, early seniors and middle aged families. Living in fringe rural areas. Low individual and household incomes. Secondary education and certificate level qualifications. Dialup internet. Born in Australia. Many Protestants. 2-3 bedrooms. 2-4 motor vehicles. Dwellings owned. Work in agriculture, forestry and fishing. Work as labourers, machinery operators and drivers and managers. Do voluntary work. Spend on newspapers, tobacco, coffee, household repairs & maintenance, beer, spirits, animal expenses, motor vehicles, soft drinks and magazines. Involved in hobby groups, emergency services, licensed clubs and community events. Low participation in cultural & recreational events. Socialise with friends.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	9.0%	45.1
SES C	20.1%	100.6
SES D	25.0%	125.1
SES E	23.9%	119.4
SES FG	21.9%	109.7
geoStages Lifecycle		
Living at Home	6.0%	71.5
Young Independents	5.6%	46.1
Young Families	10.9%	85.1
Middle Aged Families	18.4%	113.3
Mature Families	15.9%	98.2
Mature Independents	26.6%	159.6
Early Seniors	10.8%	118.1
Late Seniors	5.8%	68.7
Language Spoken		
European	1.9%	30.5
Asian	0.4%	6.8
Arabic	0.1%	5.2
Tenure Type		
Own	44.7%	126.5
Mortgage	39.3%	110.8
Rent	16.0%	54.8
Other Vars		
4+ Bedrooms	30.9%	108.8
Flat 4+ Storeys	0.0%	0.7
Different Address 5 yrs Ago	38.8%	90.0
Use Public Transport	1.0%	10.7
Both Parents Born Overseas	14.9%	46.4
Work in Agriculture	13.2%	417.9
Attend University F/T	0.6%	25.2
Lone Parent Families	11.1%	78.9

Geographic... 1.8% of all Australian households

Sydney/Central Coast... (0.5%)
Calga, Kangy Angy

Melbourne... (1.6%)
Wesburn, Yarra Junction, Don Valley

Brisbane... (2.3%)
Grandchester, Neurum, Marburg

Adelaide... (0.2%)
Sellicks Hill

Perth... (0.5%)
West Swan

Centres with GT 100K Population... (0.5%)
Fassifern

Centres with 10-100K Population... (4.2%)
Ambleside (TAS), Milpara (WA), Branyan (QLD)

Centres with LT 10K Population... (21.1%)
Carisbrook (VIC), Rosedale (VIC)

Rural Areas... (69.1%)
Meadowvale (QLD), Burringbar (NSW)

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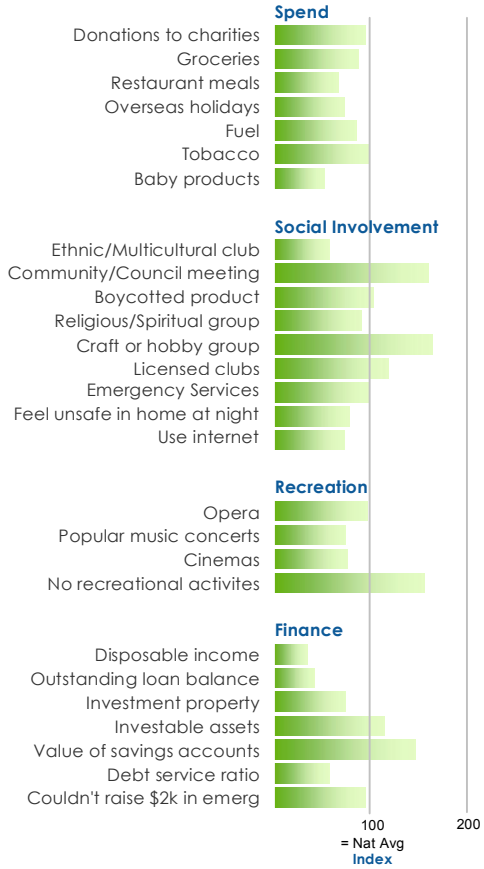
G40 Coastal Empty Nest & Retirement...

Less affluent seachange couples.

Tend towards: Mature independents & seniors. Living in coastal towns. Receive government allowances & pensions. Low workforce participation. 2 person households. Dwellings owned. Low individual incomes. 1 motor vehicle. Secondary education & certificate level qualifications. Low internet connection rates. Savings & investments. Spend on newspapers, poker machines, green fees, lottery tickets, coffee and household services. Involved in hobby groups, arts/heritage organisations, special interest groups, licensed clubs and community events. Low participation in cultural & recreational events. Donate to community & welfare services, hobby groups, special interest groups and arts/heritage organisations.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	10.8%	54.2
SES C	17.9%	89.7
SES D	24.5%	122.6
SES E	20.8%	104.0
SES FG	25.9%	129.5
geoStages Lifecycle		
Living at Home	2.5%	30.1
Young Independents	5.2%	43.3
Young Families	6.7%	52.2
Middle Aged Families	9.1%	56.0
Mature Families	9.9%	61.0
Mature Independents	27.0%	161.9
Early Seniors	21.8%	239.1
Late Seniors	17.7%	209.6
Language Spoken		
European	2.3%	35.8
Asian	0.5%	8.9
Arabic	0.1%	3.3
Tenure Type		
Own	58.9%	166.5
Mortgage	20.2%	57.1
Rent	20.9%	71.6
Other Vars		
4+ Bedrooms	19.3%	68.1
Flat 4+ Storeys	1.0%	33.4
Different Address 5 yrs Ago	47.1%	109.1
Use Public Transport	1.7%	18.5
Both Parents Born Overseas	21.0%	65.6
Work in Agriculture	3.9%	123.0
Attend University F/T	0.4%	17.2
Lone Parent Families	11.9%	84.8

Geographic...

1.3% of all Australian households

Sydney/Central Coast... (2.4%)
Kincumber South, Patonga

Melbourne... (4.2%)
Blairgowrie, Sorrento

Brisbane... (6.2%)
Russell Is, Coochiemudlo Is, Macleay Is

Adelaide... (1.1%)
Penfield

Perth... (0.3%)

Centres with GT 100K Population... (9.0%)
Golden Beach (QLD), Fern Bay (NSW)

Centres with 10-100K Population... (22.3%)
McCracken (SA), Mollymook Beach (NSW)

Centres with LT 10K Population... (49.1%)
Tuross Head (NSW), Tea Gardens (NSW)

Rural Areas... (5.4%)
Buxton (QLD), Johnsonville (VIC)

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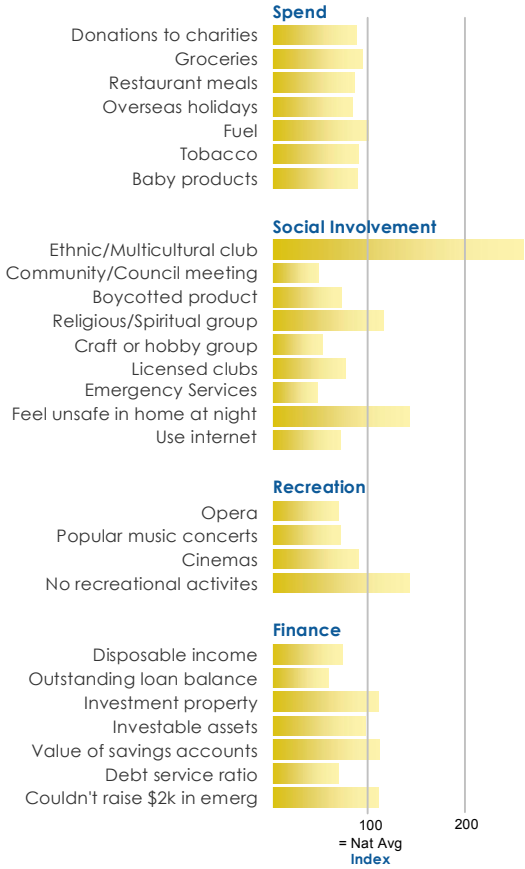
G41 Old European Blue Collar...

Older European migrants in established suburbs.

Tend towards: Low status mature families & seniors. Many Italians and Southern & Eastern Europeans. Catholics & Orthodox Christians. Secondary education. High residential stability. Dwellings owned. Low individual incomes. Some savings & investments. Low internet connection rates. 2-3 bedrooms. Separate houses. Work in clerical & administration, manufacturing and trades. Spend on deli items and household bills. Involved in multicultural clubs and religious groups. Donate to hospitals.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	12.9%	64.7
SES C	15.6%	78.1
SES D	17.6%	87.8
SES E	25.3%	126.3
SES FG	28.6%	143.1
geoStages Lifecycle		
Living at Home	11.2%	133.3
Young Independents	9.2%	75.8
Young Families	9.7%	75.4
Middle Aged Families	14.4%	88.9
Mature Families	17.5%	108.4
Mature Independents	11.2%	67.0
Early Seniors	14.1%	154.4
Late Seniors	12.8%	150.7
Language Spoken		
European	31.2%	494.8
Asian	5.5%	102.2
Arabic	4.5%	248.0
Tenure Type		
Own	51.0%	144.4
Mortgage	25.0%	70.6
Rent	24.0%	81.9
Other Vars		
4+ Bedrooms	19.5%	68.7
Flat 4+ Storeys	0.1%	4.1
Different Address 5 yrs Ago	29.0%	67.3
Use Public Transport	10.6%	116.2
Both Parents Born Overseas	56.6%	176.9
Work in Agriculture	1.0%	31.2
Attend University F/T	2.3%	90.4
Lone Parent Families	14.3%	102.3

Geographic... 1.3% of all Australian households

Sydney... (5.6%)
Wareemba, Leppington, Haberfield

Melbourne... (56.3%)
Avondale Heights, Airport West, Fawkner

Brisbane... (0.0%)
No Typical Suburbs

Adelaide... (24.0%)
Newton, Hectorville, Campbelltown

Perth... (8.4%)
Balcatta, Stirling

Centres with GT 100K Population... (4.4%)
Bell Park (VIC), Lake Heights (NSW)

Centres with 10-100K Population... (0.5%)
No Typical Suburbs

Centres with LT 10K Population... (0.6%)
Trebonne (QLD)

Rural Areas... (0.3%)
Tharbogang (NSW)

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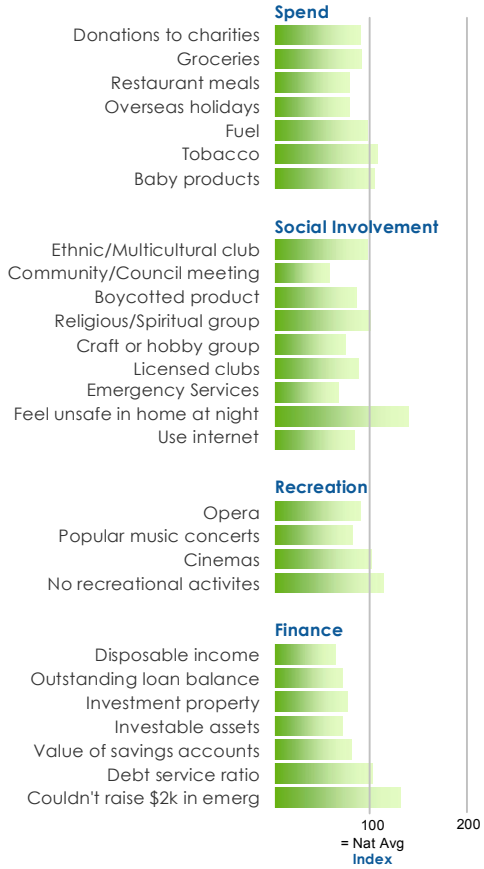
G42 Established Blue Collar Suburban...

Stable blue collar suburban areas.

Tend towards: Low status suburban areas with a range of lifecycle stages. 3 bedroom houses. Lone parents and divorcees. High residential stability. Secondary education and certificate level qualifications. Low internet connection rates. Work in accommodation & food services, manufacturing, trades, machinery operation, transport and construction. Often under financial stress. Receive government allowances & pensions. Some nondependent children living at home. 1 vehicle. Spend on loan payments, home maintenance & improvements, pet expenses and deli items. Low participation in cultural & recreational events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	10.9%	54.5
SES C	14.8%	74.1
SES D	23.3%	116.4
SES E	25.4%	127.0
SES FG	25.6%	128.2
geoStages Lifecycle		
Living at Home	8.7%	104.4
Young Independents	10.6%	87.2
Young Families	13.9%	108.1
Middle Aged Families	13.8%	85.0
Mature Families	15.8%	97.6
Mature Independents	16.3%	97.7
Early Seniors	10.9%	119.5
Late Seniors	10.0%	118.6
Language Spoken		
European	6.9%	109.2
Asian	3.0%	55.5
Arabic	1.1%	61.1
Tenure Type		
Own	36.1%	102.1
Mortgage	34.8%	98.2
Rent	29.1%	99.7
Other Vars		
4+ Bedrooms	18.6%	65.4
Flat 4+ Storeys	0.2%	6.9
Different Address 5 yrs Ago	38.1%	88.3
Use Public Transport	8.8%	96.8
Both Parents Born Overseas	35.2%	109.8
Work in Agriculture	0.5%	17.1
Attend University F/T	1.6%	62.9
Lone Parent Families	19.3%	137.9

Geographic... 3.1% of all Australian households

Sydney... (8.7%)
Campbelltown, Lalor Park

Melbourne... (20.3%)
Seaford, Frankston, Bayswater

Brisbane... (11.2%)
Deagon, Banyo, Brighton

Adelaide... (26.6%)
Salisbury East, Ingle Farm, Clearview

Perth... (24.9%)
Cloverdale, Kewdale, Belmont

Centres with GT 100K Population... (6.8%)
West Moonah (TAS), Bell Post Hill (VIC)

Centres with 10-100K Population... (1.4%)
Caravonica (QLD)

Centres with LT 10K Population... (0.1%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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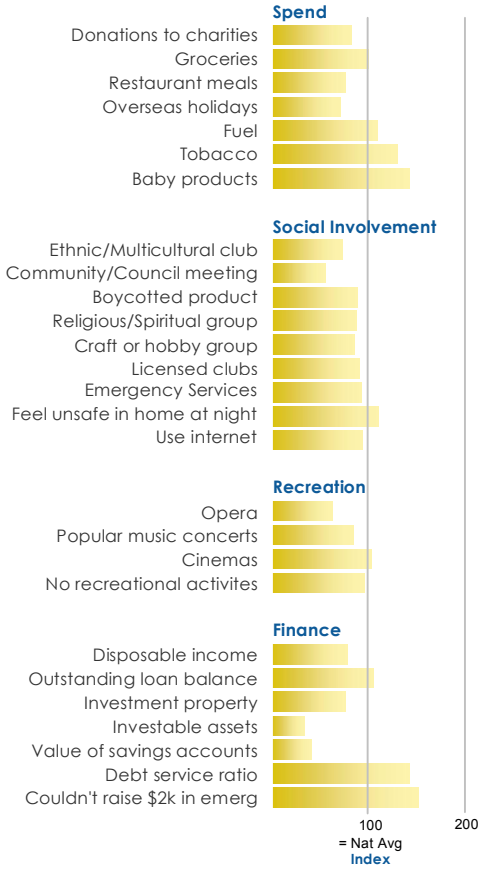
G43 Blue Collar Family...

Battling blue collar families.

Tend towards: Low status families. 3 bedroom houses. Lone parent families and divorcees. Often under financial stress. Outstanding balances on consumer debt & mortgages. High debt service ratios. Secondary education and certificate level qualifications. Work as machine operators, technicians, labourers and tradespersons. Spend on infant & children's clothing, tobacco, loan payments, baby products, soft drinks, confectionery, spirits, beer and motor vehicles. Socialise with family members.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	8.2%	40.8
SES C	14.2%	71.0
SES D	26.3%	131.5
SES E	26.0%	129.8
SES FG	25.4%	126.9
geoStages Lifecycle		
Living at Home	10.8%	128.6
Young Independents	8.2%	67.7
Young Families	20.2%	157.5
Middle Aged Families	18.6%	114.4
Mature Families	17.7%	109.5
Mature Independents	14.0%	83.8
Early Seniors	6.5%	70.8
Late Seniors	4.1%	48.5
Language Spoken		
European	3.7%	59.5
Asian	2.5%	46.6
Arabic	0.8%	45.0
Tenure Type		
Own	23.1%	65.3
Mortgage	46.3%	130.8
Rent	30.6%	104.6
Other Vars		
4+ Bedrooms	26.9%	94.8
Flat 4+ Storeys	0.1%	1.9
Different Address 5 yrs Ago	43.5%	101.0
Use Public Transport	5.8%	63.1
Both Parents Born Overseas	28.2%	88.0
Work in Agriculture	0.9%	28.5
Attend University F/T	1.1%	43.9
Lone Parent Families	21.6%	154.0

Geographic... 3.1% of all Australian households

Sydney... (11.4%)
Colyton

Melbourne... (18.1%)
Carrum Downs, Cranbourne North

Brisbane... (22.4%)
Crestmead, Redbank Plains, Browns Plains

Adelaide... (10.5%)
Paralowie, Noarlunga Downs, Burton

Perth... (15.8%)
Stratton, Westfield, Clarkson

Centres with GT 100K Population... (10.7%)
Beenleigh (QLD), Rasmussen (QLD)

Centres with 10-100K Population... (8.0%)
Woodberry (NSW), White Rock (QLD)

Centres with LT 10K Population... (2.8%)
Bakers Creek (QLD), Deeragun (QLD)

Rural Areas... (0.3%)
Kensington Grove (QLD)

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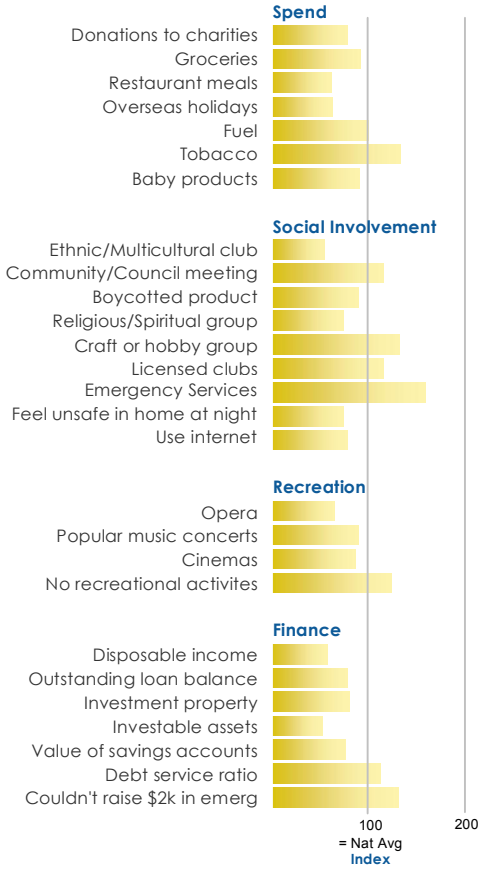
G44 Provincial Blue Collar Suburban...

Poorer suburban areas in provincial cities and towns.

Tend towards: Young families, mature independents & seniors. Secondary & certificate level qualifications. Born in Australia. Many Protestants. Low internet connection rates. 3 bedroom houses. Work as sales and service assistants, labourers, technicians, tradespersons, machine operators and drivers. Often under financial stress. Consumer debt. Spend on tobacco, poker machines, spirits, motor vehicles, loan payments and soft drinks. Involved in emergency services, hobby groups, licensed clubs, special interest groups and welfare organisations. Low participation in cultural & recreational events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	7.3%	36.6
SES C	16.1%	80.6
SES D	23.9%	119.3
SES E	24.0%	120.2
SES FG	28.7%	143.3
geoStages Lifecycle		
Living at Home	6.0%	71.8
Young Independents	8.6%	70.6
Young Families	16.9%	131.2
Middle Aged Families	15.8%	97.1
Mature Families	13.3%	82.1
Mature Independents	19.0%	113.8
Early Seniors	10.8%	118.0
Late Seniors	9.8%	115.5
Language Spoken		
European	1.7%	26.6
Asian	0.6%	10.7
Arabic	0.2%	11.3
Tenure Type		
Own	36.4%	102.9
Mortgage	34.0%	95.9
Rent	29.7%	101.4
Other Vars		
4+ Bedrooms	21.2%	74.6
Flat 4+ Storeys	0.1%	2.4
Different Address 5 yrs Ago	43.3%	100.5
Use Public Transport	2.0%	22.4
Both Parents Born Overseas	12.4%	38.7
Work in Agriculture	3.7%	115.5
Attend University F/T	0.8%	33.4
Lone Parent Families	18.2%	129.9

Geographic... 4.0% of all Australian households

Sydney/Central Coast... (5.6%)
Charmhaven, Gwandalan, Killarney Vale

Melbourne... (1.0%)
Lang Lang

Brisbane... (3.1%)
Willowbank, Rosewood, Silkstone

Adelaide... (0.4%)
No Typical Suburbs

Perth... (0.1%)
No Typical Suburbs

Centres with GT 100K Population... (11.1%)
Wurtulla (QLD), Oak Flats (NSW)

Centres with 10-100K Population... (40.2%)
Park Avenue (QLD), Lavington (NSW)

Centres with LT 10K Population... (38.1%)
Kingaroy (QLD), Narrabri (NSW)

Rural Areas... (0.4%)
Chewko (QLD), South Gundurimba (NSW)

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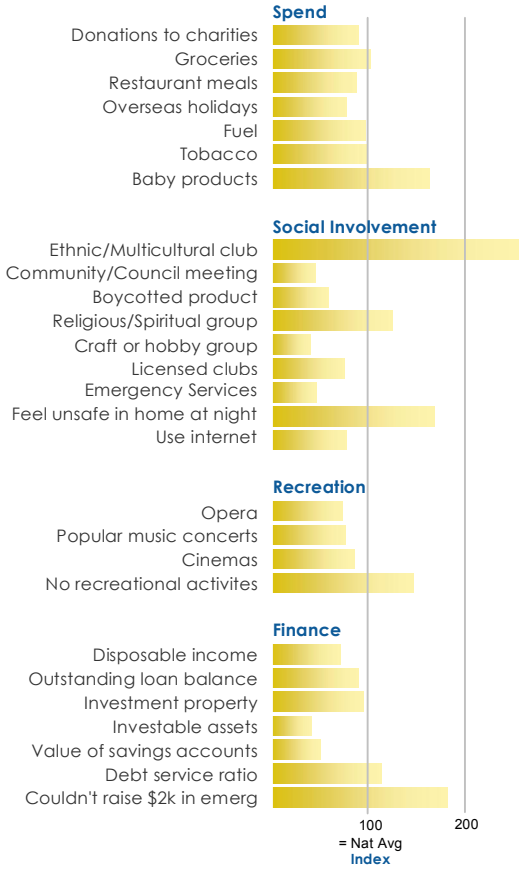
G45 Middle Eastern Multicultural...

Suburbs with a strong Middle Eastern cultural influence.

Tend towards: Low status families. Many of Middle Eastern descent. Islamic faith. Both parents born overseas. Mainly in Sydney & Melbourne. 5-6 persons in household. 2-3 bedrooms. Row/terrace houses and low rise units. Travel by train. Mature children living at home. Work as machinery operators, drivers and labourers. Financial distress. Low participation in workforce. Low individual incomes. 0 motor vehicles. Low internet connection rates. Spend on baby products, infant & children's clothing, fish and seafood. Involved in multicultural clubs and religious groups.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	8.9%	44.6
SES C	15.5%	77.7
SES D	15.6%	78.2
SES E	25.8%	128.8
SES FG	34.1%	170.7
geoStages Lifecycle		
Living at Home	14.9%	178.4
Young Independents	11.4%	93.9
Young Families	13.2%	103.0
Middle Aged Families	18.0%	110.9
Mature Families	18.7%	115.5
Mature Independents	9.3%	55.4
Early Seniors	7.6%	83.2
Late Seniors	6.9%	82.0
Language Spoken		
European	10.2%	161.5
Asian	15.1%	281.8
Arabic	34.4%	1887.9
Tenure Type		
Own	29.4%	83.2
Mortgage	30.8%	87.0
Rent	39.8%	136.1
Other Vars		
4+ Bedrooms	17.4%	61.4
Flat 4+ Storeys	3.4%	115.9
Different Address 5 yrs Ago	39.2%	90.8
Use Public Transport	17.8%	195.5
Both Parents Born Overseas	77.1%	240.7
Work in Agriculture	0.3%	10.0
Attend University F/T	2.2%	87.2
Lone Parent Families	16.7%	118.9

Geographic... 1.1% of all Australian households

Sydney... (80.6%)
Greenacre, Punchbowl, Lakemba

Melbourne... (18.7%)
Meadow Heights, Dallas, Coolaroo

Brisbane... (0.0%)
No Typical Suburbs

Adelaide... (0.0%)
No Typical Suburbs

Perth... (0.0%)
No Typical Suburbs

Centres with GT 100K Population... (0.3%)
No Typical Suburbs

Centres with 10-100K Population... (0.2%)
No Typical Suburbs

Centres with LT 10K Population... (0.2%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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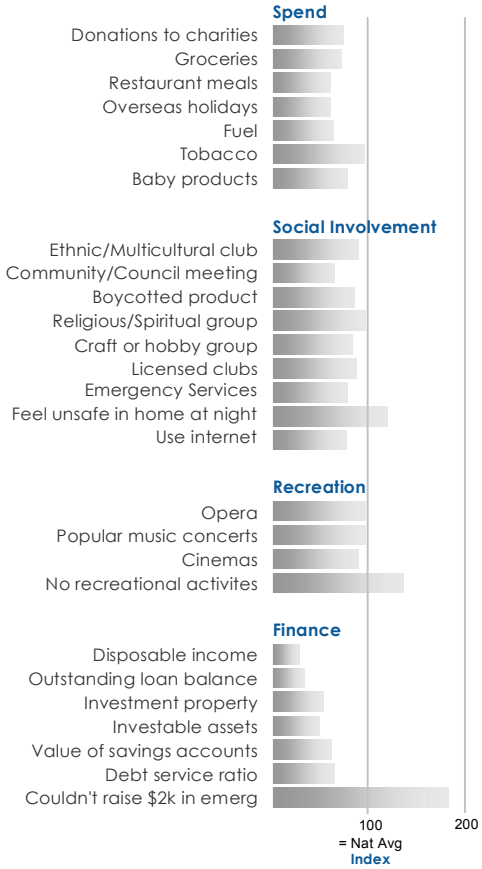
G46 Poor Mixed Urban...

Low cost medium density housing. Often in coastal or provincial areas.

Tend towards: Disadvantaged independents & seniors. Lone person households. Low rise flats and row/terrace houses. 1-2 bedrooms. 0-1 motor vehicles. Low household incomes. Low internet connection rates. Low cost rented dwellings. Welfare housing. High residential mobility. Many not in labour force. Often in financial stress. Work in community & personal services, accommodation and food services and as labourers. Secondary education. Low participation in cultural & recreational events. Low overall household expenditure. Involved in body corporate associations and human rights groups.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	10.7%	53.6
SES C	13.2%	66.1
SES D	20.7%	103.5
SES E	20.2%	100.9
SES FG	35.2%	175.9
geoStages Lifecycle		
Living at Home	3.9%	46.9
Young Independents	23.1%	190.6
Young Families	11.9%	92.8
Middle Aged Families	9.6%	59.3
Mature Families	9.3%	57.3
Mature Independents	19.6%	117.5
Early Seniors	10.4%	113.5
Late Seniors	12.2%	144.4
Language Spoken		
European	5.9%	93.2
Asian	3.7%	68.8
Arabic	1.2%	66.0
Tenure Type		
Own	21.9%	62.0
Mortgage	17.9%	50.6
Rent	60.1%	205.8
Other Vars		
4+ Bedrooms	6.9%	24.4
Flat 4+ Storeys	3.4%	115.6
Different Address 5 yrs Ago	54.2%	125.7
Use Public Transport	11.2%	122.6
Both Parents Born Overseas	32.3%	100.8
Work in Agriculture	0.8%	23.8
Attend University F/T	2.6%	102.4
Lone Parent Families	26.2%	186.8

Geographic... 1.5% of all Australian households

Sydney/Central Coast... (10.5%)
The Entrance, Penrith, North Gosford

Melbourne... (12.8%)
Chelsea,

Brisbane... (13.6%)
Woody Point, Redcliffe

Adelaide... (14.5%)
Ascot Park, Port Adelaide, Edwardstown

Perth... (10.0%)
Midland

Centres with GT 100K Population... (21.0%)
Waratah (NSW)

Centres with 10-100K Population... (16.6%)
Bungalow (QLD), Mackay (QLD)

Centres with LT 10K Population... (1.1%)
Halls Creek (WA)

Rural Areas... (0.0%)
No Typical Suburbs

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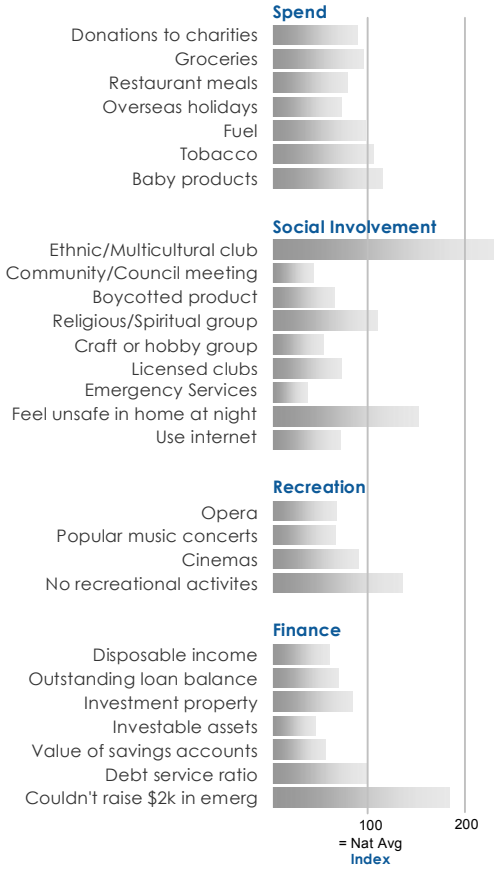
G47 Low Status Mixed Multicultural...

Lower status suburban areas with diverse multicultural backgrounds.

Tend towards: Mix of lifecycle stages. Mix of multicultural backgrounds including South East Asian, Middle Eastern, Southern and Eastern European. Both parents born overseas. Work in manufacturing and wholesale trade. Work as machinery operators, drivers and labourers. Financial distress. Low individual incomes. Low internet connection rates. Secondary education. Low workforce participation. Welfare housing. 3 bedroom houses. Rented dwellings. Mature children at home. 0 motor vehicles. Use public transport. Low overall household expenditure. Residential stability. Involved in multicultural clubs. Low participation in cultural & recreational events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	7.8%	39.2
SES C	12.8%	63.9
SES D	16.5%	82.7
SES E	28.6%	143.2
SES FG	34.2%	170.9
geoStages Lifecycle		
Living at Home	12.8%	153.1
Young Independents	10.5%	86.4
Young Families	11.5%	89.8
Middle Aged Families	15.5%	95.7
Mature Families	19.3%	119.6
Mature Independents	11.7%	70.3
Early Seniors	9.9%	108.7
Late Seniors	8.7%	102.4
Language Spoken		
European	14.7%	233.5
Asian	15.2%	283.0
Arabic	8.5%	465.7
Tenure Type		
Own	33.1%	93.8
Mortgage	30.0%	84.6
Rent	36.9%	126.3
Other Vars		
4+ Bedrooms	16.8%	59.2
Flat 4+ Storeys	0.4%	13.7
Different Address 5 yrs Ago	34.5%	79.9
Use Public Transport	13.0%	142.8
Both Parents Born Overseas	61.1%	191.0
Work in Agriculture	0.5%	15.9
Attend University F/T	1.9%	74.8
Lone Parent Families	21.7%	155.0

Geographic... 1.8% of all Australian households

Sydney... (38.8%)
Chester Hill, Smithfield, Mt Pritchard

Melbourne... (47.8%)
Doveton, Dandenong, Deer Park

Brisbane... (0.8%)
Willawong, Darra

Adelaide... (5.4%)
Ottoway, Kilburn, Woodville North

Perth... (6.0%)
Mirrabooka, Koondoola

Centres with GT 100K Population... (0.9%)
No Typical Suburbs

Centres with 10-100K Population... (0.4%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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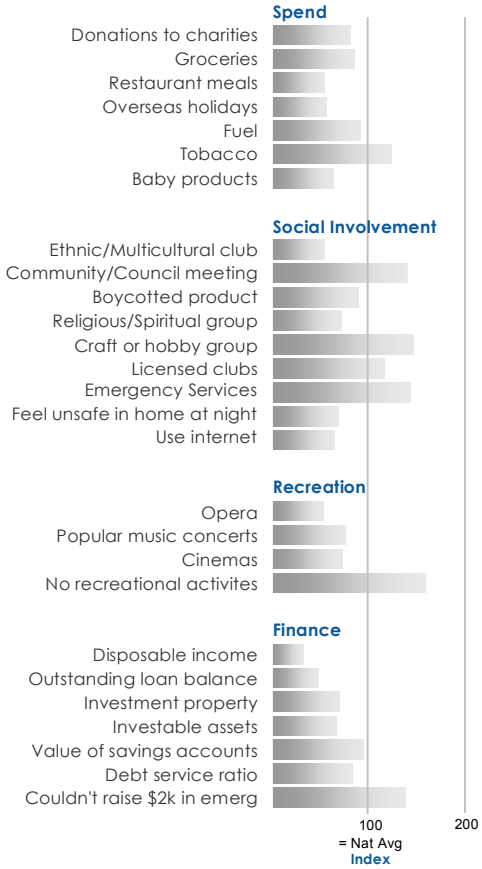
G48 Small Town Blue Collar Suburban...

Mature households in small country towns.

Tend towards: Mature independents & seniors. Lone persons and couples. Reside in small towns. Secondary or certificate level qualifications. Low internet connection rates. Financial distress. Incomes from pensions. Low individual incomes. Many Protestants. Low workforce participation. 2-3 bedroom houses. Dwellings owned. Born in Australia. Work as labourers, machinery operators and drivers. Spend on tobacco, newspapers and poker machines. Low overall household expenditure. Low participation in cultural & recreational events. Involved in hobby groups, licensed clubs, community events and emergency services.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	5.5%	27.5
SES C	14.4%	72.0
SES D	22.4%	112.2
SES E	23.7%	118.7
SES FG	33.9%	169.6
geoStages Lifecycle		
Living at Home	3.5%	42.3
Young Independents	7.2%	59.3
Young Families	11.7%	91.0
Middle Aged Families	13.2%	81.2
Mature Families	11.5%	71.0
Mature Independents	24.0%	143.7
Early Seniors	14.8%	161.9
Late Seniors	14.2%	167.5
Language Spoken		
European	1.3%	21.4
Asian	0.4%	7.5
Arabic	0.1%	5.8
Tenure Type		
Own	47.0%	132.9
Mortgage	26.8%	75.6
Rent	26.3%	89.8
Other Vars		
4+ Bedrooms	18.5%	65.2
Flat 4+ Storeys	0.0%	1.6
Different Address 5 yrs Ago	40.6%	94.2
Use Public Transport	1.2%	12.6
Both Parents Born Overseas	11.5%	35.8
Work in Agriculture	9.0%	283.3
Attend University F/T	0.4%	16.3
Lone Parent Families	16.7%	119.1

Geographic... 2.9% of all Australian households

Sydney... (0.6%)
No Typical Suburbs

Melbourne... (0.3%)
No Typical Suburbs

Brisbane... (0.9%)
No Typical Suburbs

Adelaide... (0.1%)
No Typical Suburbs

Perth... (0.1%)
No Typical Suburbs

Centres with GT 100K Population... (1.2%)
Teralba (NSW)

Centres with 10-100K Population... (15.1%)
East Devonport (TAS), Broken Hill (NSW)

Centres with LT 10K Population... (77.3%)
Warracknabeal (VIC), Gloucester (NSW)

Rural Areas... (4.4%)
South Nanango (QLD), Swan Bay (NSW)

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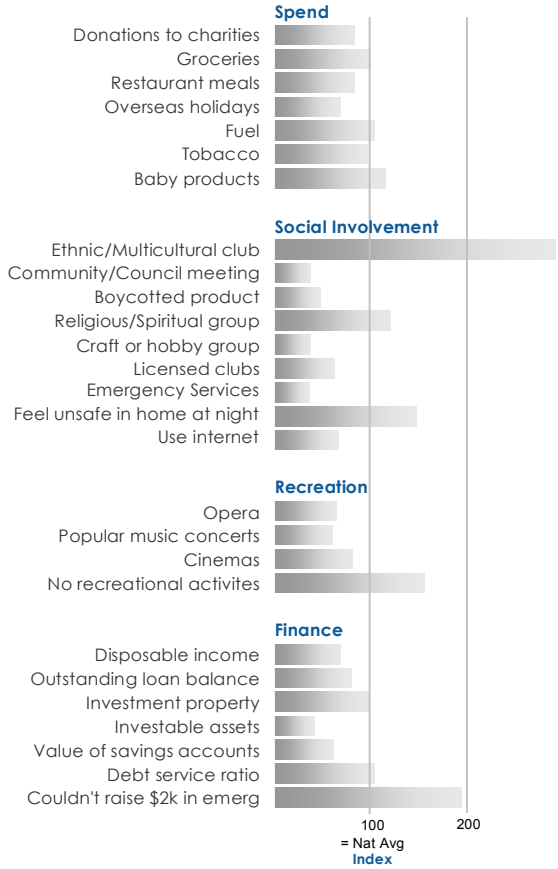
G49 Established Asian...

Suburbs with a large proportion of people from Vietnamese & other Asian backgrounds.

Tend towards: Middle aged and mature families. Many of North & South East Asian descent. Vietnamese and Khmer. Mainly in Sydney & Melbourne. Both parents born overseas. Work in manufacturing and wholesale trade. Work as machine operators, drivers and labourers. Mature children living at home. Low individual incomes. Many lone parent families. Low workforce participation. Secondary education. Low internet connection rates. 5-6 persons in household. Residential stability. 3 bedrooms. Travel by train. Low overall household expenditure. Involved in multicultural clubs and religious groups. Low participation in cultural & recreational events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	7.4%	36.8
SES C	14.9%	74.3
SES D	13.9%	69.3
SES E	27.5%	137.7
SES FG	36.4%	181.8
geoStages Lifecycle		
Living at Home	16.0%	191.6
Young Independents	9.1%	74.9
Young Families	10.5%	81.9
Middle Aged Families	16.7%	103.1
Mature Families	21.4%	132.7
Mature Independents	10.2%	61.4
Early Seniors	8.5%	93.3
Late Seniors	7.4%	87.9
Language Spoken		
European	13.9%	220.8
Asian	45.5%	846.4
Arabic	4.4%	240.5
Tenure Type		
Own	36.0%	101.9
Mortgage	32.7%	92.4
Rent	31.3%	106.9
Other Vars		
4+ Bedrooms	22.7%	79.8
Flat 4+ Storeys	2.5%	83.4
Different Address 5 yrs Ago	32.3%	74.9
Use Public Transport	12.1%	132.8
Both Parents Born Overseas	80.2%	250.5
Work in Agriculture	0.9%	29.1
Attend University F/T	2.5%	98.3
Lone Parent Families	20.6%	147.1

Geographic... 0.9% of all Australian households

Sydney... (42.9%)
Cabramatta, Bonnyrigg, Canley Vale

Melbourne... (44.8%)
Springvale South, Sunshine North, Springvale

Brisbane... (5.1%)
Richlands, Darra, Durack

Adelaide... (7.1%)
Wingfield, Athol Park, Ferryden Park

Perth... (0.0%)
No Typical Suburbs

Centres with GT 100K Population... (0.0%)
No Typical Suburbs

Centres with 10-100K Population... (0.0%)
No Typical Suburbs

Centres with LT 10K Population... (0.2%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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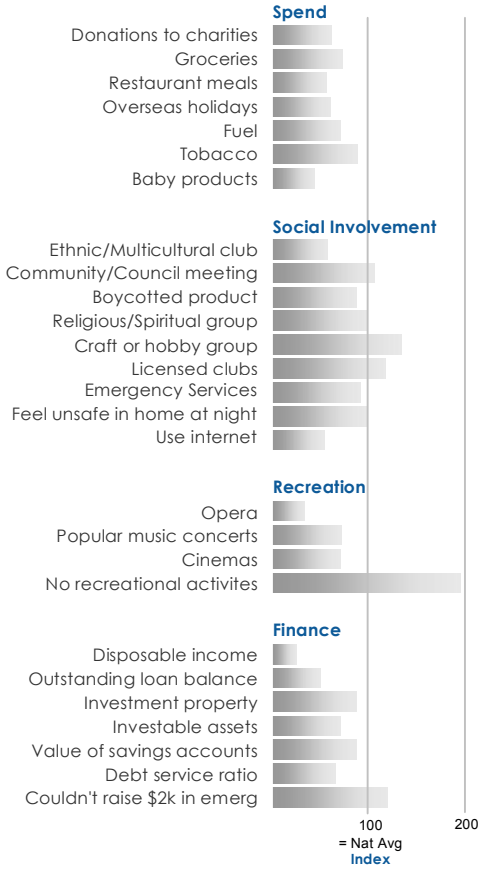
G50 Mobile Holiday Accommodation...

Caravan parks & cabins, mainly in coastal holiday areas.

Tend towards: Disadvantaged young & mature independents and seniors. 1 bedroom dwellings. Row/terrace houses, caravans, cabins and houseboats. Lone person households & couples without children. Low internet connection rates. High dwelling ownership. 1 motor vehicle. Work in accommodation, food services, transport, postal, warehousing and construction. Secondary or certificate level qualifications. Work as labourers, machinery operators, drivers, technicians and tradespersons. Low household incomes. Many on pensions. Spend on loan payments and beer. Low overall household expenditure. Involved in consumer organisations, licensed clubs, trade unions and hobby groups. Low participation in cultural & recreational events. High residential mobility. Donate to sporting clubs.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	7.6%	38.1
SES C	12.2%	60.8
SES D	28.8%	143.8
SES E	15.4%	77.0
SES FG	36.1%	180.4
geoStages Lifecycle		
Living at Home	3.5%	42.1
Young Independents	16.9%	139.6
Young Families	5.7%	44.1
Middle Aged Families	7.3%	44.9
Mature Families	10.6%	65.6
Mature Independents	27.5%	164.5
Early Seniors	16.5%	180.5
Late Seniors	12.1%	143.0
Language Spoken		
European	3.3%	52.6
Asian	1.6%	29.3
Arabic	0.2%	9.1
Tenure Type		
Own	55.3%	156.5
Mortgage	13.0%	36.7
Rent	31.7%	108.5
Other Vars		
4+ Bedrooms	9.7%	34.2
Flat 4+ Storeys	0.6%	20.9
Different Address 5 yrs Ago	48.7%	113.0
Use Public Transport	3.8%	41.8
Both Parents Born Overseas	26.7%	83.3
Work in Agriculture	4.7%	148.9
Attend University F/T	0.7%	28.0
Lone Parent Families	13.9%	99.0

Geographic... 0.3% of all Australian households

Sydney... (5.2%)
Great Mackeral Beach, Marsden Park

Melbourne... (4.6%)
Lilydale (Rural)

Brisbane... (12.3%)
Rochedale

Adelaide... (2.6%)
Aldinga, Bolivar

Perth... (6.2%)
East Rockingham, Peron

Centres with GT 100K Population... (19.2%)
Windang (NSW)

Centres with 10-100K Population... (22.9%)
Chinderah (NSW), Wedgefield (WA)

Centres with LT 10K Population... (15.7%)
Coral Bay (WA), Hastings Pt (NSW)

Rural Areas... (11.4%)
Bohle (QLD), Waterloo (WA), Killaloe (QLD)

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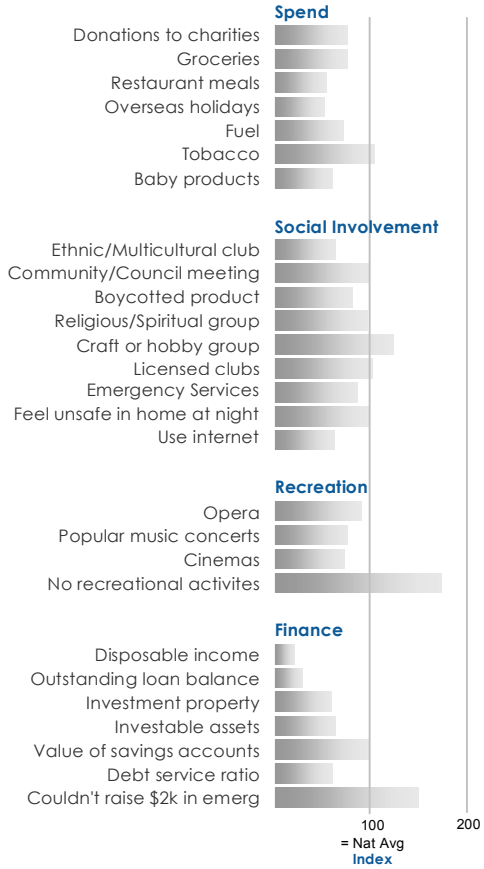
G51 Elderly Provincial Urban...

Low income & elderly households, mainly in coastal locations.

Tend towards: Seniors and mature independents. Many lone person households. Income from pensions. Low workforce participation. Low internet connection rates. Secondary education and certificate level qualifications. Low individual & household incomes. Financial distress. Do volunteer work. 0-1 motor vehicles. Many Protestants. 1-2 bedrooms. Separate & row/terrace houses and low rise flats. Poor health. Work as labourers, technicians, tradespersons and in community & personal services, accommodation, food services and retail trade. Welfare housing. Spend on poker machines. Low overall household expenditure. Low participation in cultural & recreational events. Involved in licensed clubs, community events and hobby groups.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	6.7%	33.7
SES C	13.1%	65.7
SES D	19.8%	98.9
SES E	22.5%	112.4
SES FG	37.9%	189.4
geoStages Lifecycle		
Living at Home	3.5%	41.9
Young Independents	9.9%	81.6
Young Families	9.5%	74.2
Middle Aged Families	9.4%	58.1
Mature Families	10.3%	63.6
Mature Independents	18.4%	110.3
Early Seniors	15.4%	168.3
Late Seniors	23.6%	278.7
Language Spoken		
European	2.9%	46.5
Asian	0.9%	16.2
Arabic	0.3%	15.3
Tenure Type		
Own	40.5%	114.6
Mortgage	17.7%	50.1
Rent	41.7%	142.8
Other Vars		
4+ Bedrooms	11.5%	40.4
Flat 4+ Storeys	0.8%	28.0
Different Address 5 yrs Ago	46.3%	107.3
Use Public Transport	3.6%	39.2
Both Parents Born Overseas	19.5%	61.0
Work in Agriculture	2.6%	80.8
Attend University F/T	0.7%	28.5
Lone Parent Families	21.5%	153.3

Geographic... 2.0% of all Australian households

Sydney/Central Coast... (9.5%)
Booker Bay, Long Jetty, Ettalong Beach

Melbourne... (6.2%)
Rosebud West, Hastings

Brisbane... (5.1%)
Bongaree, Woorim

Adelaide... (2.9%)
Queenstown

Perth... (2.7%)
Shoalwater

Centres with GT 100K Population... (13.9%)
Bethania (QLD), Swansea (NSW)

Centres with 10-100K Population... (31.9%)
Mandurah (WA), Ballina (NSW)

Centres with LT 10K Population... (27.7%)
Narooma (NSW), Wonthaggi (VIC)

Rural Areas... (0.1%)
Korong Vale (VIC), Galong (NSW)

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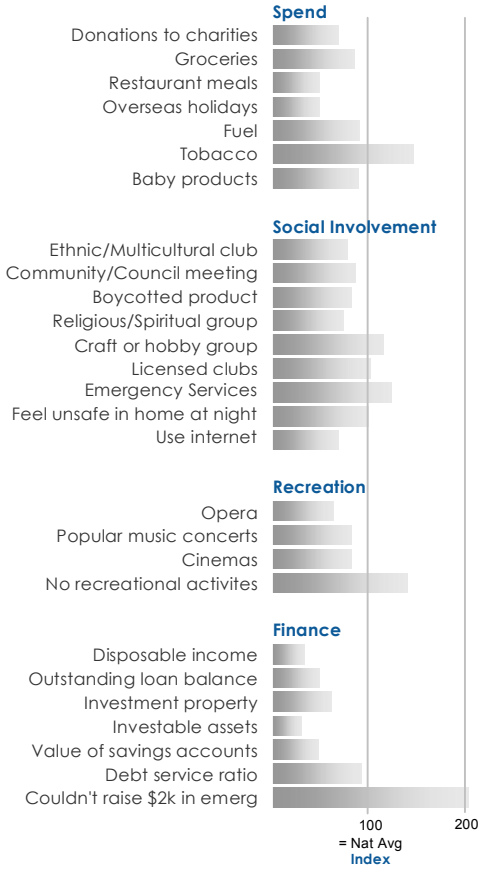
G52 Provincial Battler...

Low cost suburban housing in provincial cities & towns.

Tend towards: Disadvantaged households across a range of lifecycle stages. Lone parent families & divorcees. Often in financial stress. Low internet connection rates. Secondary education and certificate level qualifications. Low individual and household incomes. Work as labourers, machinery operators, technicians, tradespersons and community & personal services workers. Many renting. Some in welfare housing. 3 bedroom houses. Born in Australia. Poor health. Low workforce participation. 1 motor vehicle. Many Protestants. Spend on tobacco and poker machines. Low overall household expenditure. Low participation in cultural & recreational events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	4.9%	24.6
SES C	11.6%	58.2
SES D	19.4%	97.2
SES E	22.9%	114.7
SES FG	41.1%	205.3
geoStages Lifecycle		
Living at Home	7.0%	83.6
Young Independents	9.6%	79.3
Young Families	16.3%	127.2
Middle Aged Families	14.5%	89.4
Mature Families	14.2%	87.6
Mature Independents	17.7%	106.1
Early Seniors	11.1%	121.8
Late Seniors	9.6%	113.2
Language Spoken		
European	2.3%	36.4
Asian	1.0%	18.4
Arabic	0.4%	24.5
Tenure Type		
Own	29.8%	84.4
Mortgage	27.8%	78.4
Rent	42.4%	145.1
Other Vars		
4+ Bedrooms	14.5%	51.1
Flat 4+ Storeys	0.1%	4.9
Different Address 5 yrs Ago	42.2%	97.8
Use Public Transport	3.6%	39.1
Both Parents Born Overseas	16.2%	50.6
Work in Agriculture	3.1%	98.1
Attend University F/T	0.8%	31.8
Lone Parent Families	27.4%	195.1

Geographic... 2.8% of all Australian households

Sydney/Central Coast... (2.6%)
Wyong, North St Marys

Melbourne... (2.7%)
Millgrove, Frankston North

Brisbane... (7.3%)
Caboolture South, Leichhardt

Adelaide... (7.9%)
Elizabeth Nth, O'Sullivan Beach

Perth... (2.4%)
Medina, Koongamia, Midvale

Centres with GT 100K Population... (11.7%)
Risdon Vale (TAS), Chigwell (TAS)

Centres with 10-100K Population... (40.5%)
Whyalla Norrie (SA), Moe (VIC)

Centres with LT 10K Population... (24.2%)
Coonamble (NSW), Casino (NSW)

Rural Areas... (0.7%)
Lowanna (NSW), Collarenebri (NSW)

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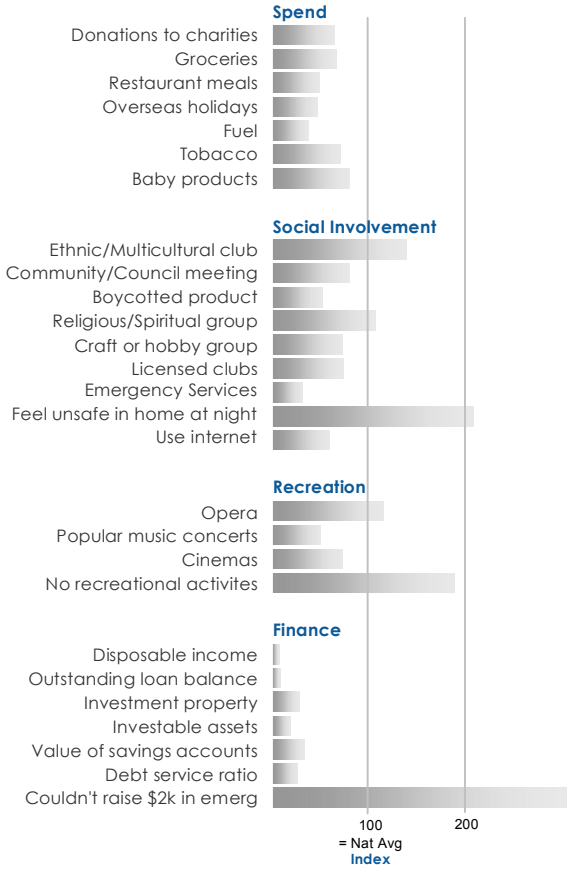
G53 High Density Welfare...

High density rental housing from state housing authorities.

Tend towards: Disadvantaged independents and seniors. Mainly welfare housing. Very low individual and household incomes. 0 motor vehicles. More likely to feel unsafe at home. Poor health. Income from government pensions and allowances. Often in financial stress. Many lone person and lone parent households. Low workforce participation and unemployment. 1-2 bedrooms. Flats and row/terrace houses. Use public transport. Diverse multicultural backgrounds. Low internet connection rates. Secondary education. Work in administrative & support services, accommodation & food services, healthcare and social assistance. Low overall household expenditure. Involved in community events and licensed clubs. Low participation in cultural & recreational events.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	9.2%	46.2
SES C	8.4%	42.0
SES D	9.8%	49.0
SES E	18.8%	93.8
SES FG	53.8%	269.0
geoStages Lifecycle		
Living at Home	5.5%	65.3
Young Independents	17.9%	148.2
Young Families	7.9%	61.2
Middle Aged Families	8.1%	49.9
Mature Families	10.9%	67.2
Mature Independents	21.6%	129.2
Early Seniors	14.8%	162.4
Late Seniors	13.4%	158.2
Language Spoken		
European	14.2%	226.1
Asian	18.2%	339.8
Arabic	8.0%	439.1
Tenure Type		
Own	5.1%	14.6
Mortgage	4.6%	13.0
Rent	90.2%	308.7
Other Vars		
4+ Bedrooms	3.7%	12.9
Flat 4+ Storeys	39.2%	1326.4
Different Address 5 yrs Ago	34.2%	79.2
Use Public Transport	28.5%	311.8
Both Parents Born Overseas	61.7%	192.8
Work in Agriculture	0.3%	8.7
Attend University F/T	2.1%	82.8
Lone Parent Families	40.3%	287.4

Geographic... 0.4% of all Australian households

Sydney... (54.0%)
Daceyville, Waterloo

Melbourne... (31.6%)
Flemington, Collingwood

Brisbane... (0.0%)
No Typical Suburbs

Adelaide... (4.2%)
Woodville Gardens

Perth... (3.6%)
No Typical Suburbs

Centres with GT 100K Population... (5.7%)
Hamilton South (NSW)

Centres with 10-100K Population... (0.8%)
No Typical Suburbs

Centres with LT 10K Population... (0.0%)
No Typical Suburbs

Rural Areas... (0.0%)
No Typical Suburbs

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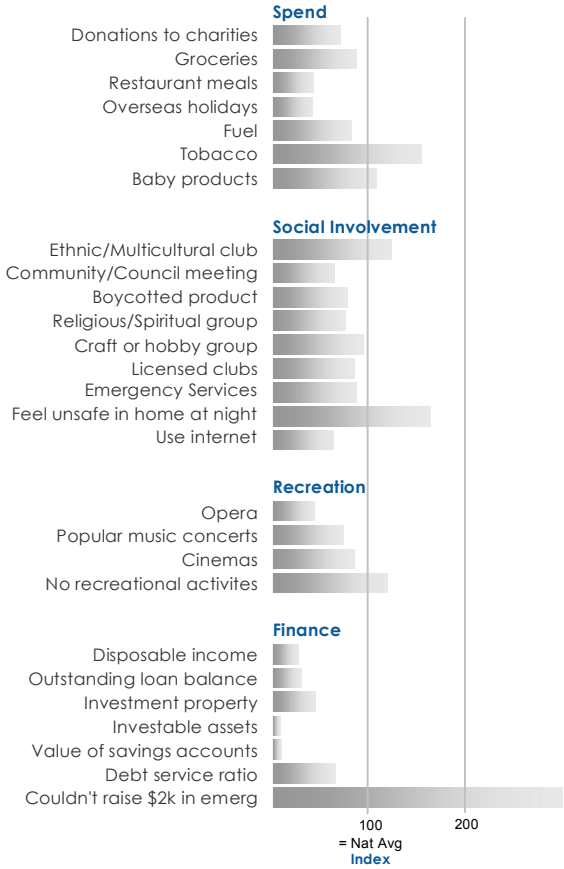
G54 Suburban Welfare...

Areas dominated by low to medium density welfare housing.

Tend towards: Disadvantaged households across all lifecycle stages. Mainly welfare housing. Many lone parent families and divorcees. Often in financial stress. Majority living on government pensions and allowances. High unemployment rate and low workforce participation. More likely to feel unsafe at home. Work as labourers, machine operators, drivers, community & personal services workers. Low internet connection rates. Secondary education and certificate level qualifications. Very low household incomes. 0 motor vehicles. Poor health. 3 bedrooms. Mature children living at home. 6+ persons living in household. Spend on tobacco, infant & children's clothing, confectionery and poker machines. Low overall household expenditure. Involved in licensed clubs.

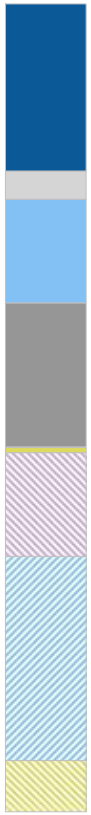
Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	3.9%	19.6
SES C	7.7%	38.5
SES D	13.2%	65.8
SES E	22.2%	111.2
SES FG	53.0%	264.9
geoStages Lifecycle		
Living at Home	10.7%	127.6
Young Independents	8.8%	72.8
Young Families	17.5%	136.1
Middle Aged Families	15.7%	96.9
Mature Families	17.7%	109.7
Mature Independents	14.5%	87.1
Early Seniors	9.0%	98.8
Late Seniors	6.0%	70.9
Language Spoken		
European	3.0%	48.2
Asian	2.7%	50.1
Arabic	1.4%	78.4
Tenure Type		
Own	14.9%	42.1
Mortgage	19.1%	53.8
Rent	66.1%	226.0
Other Vars		
4+ Bedrooms	12.5%	44.1
Flat 4+ Storeys	0.1%	2.3
Different Address 5 yrs Ago	38.1%	88.4
Use Public Transport	8.7%	95.5
Both Parents Born Overseas	24.6%	76.8
Work in Agriculture	1.5%	48.1
Attend University F/T	0.7%	27.1
Lone Parent Families	39.7%	283.0

Geographic... 1.1% of all Australian households



Sydney... (20.6%)
Tregear, Claymore, Airds

Melbourne... (3.4%)
No Typical Suburbs

Brisbane... (13.0%)
Carole Park, Riverview, Inala

Adelaide... (17.9%)
Elizabeth, South Smithfield Plains

Perth... (0.7%)
No Typical Suburbs

Centres with GT 100K Population... (12.8%)
Windale (NSW), Clarendon Vale (TAS)

Centres with 10-100K Population... (24.7%)
Whyalla Stuart (SA), Ravenswood (TAS)

Centres with LT 10K Population... (6.4%)
Gagebrook (TAS), Roebourne (WA)

Rural Areas... (0.0%)
No Typical Suburbs

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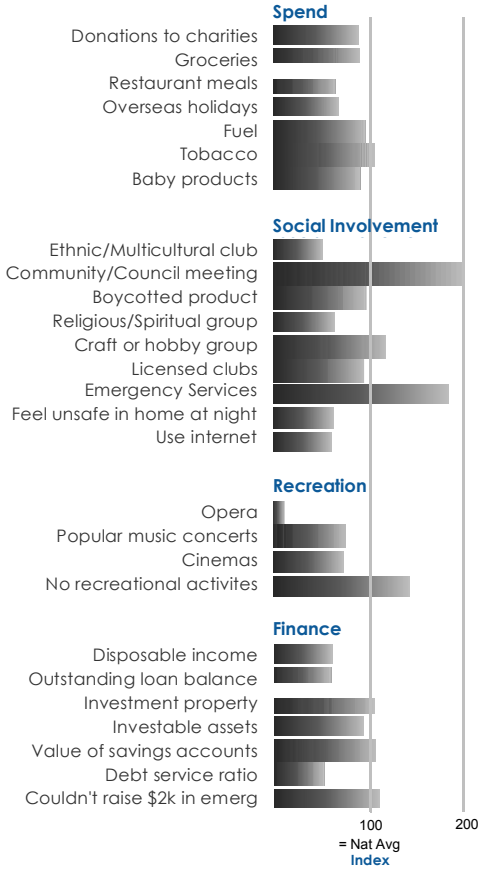
G55 Indigenous & Remote Areas

Sparsely populated farming and Indigenous areas.

Tend towards: Farming and Indigenous communities in rural areas. Ownership of large areas of rural land. Junior high school education and agriculture qualifications. Work in agriculture and work at home. Dial-up internet usage. 4+ motor vehicles. Spend on beer, tobacco, motor vehicle expenditure, animal products, magazines and comics. Significant proportion of Australian Aboriginal descent. Heavily involved in local community and council meetings, emergency services, and craft and hobby groups. Also involved in environmental and animal welfare groups.

Lifestyle...



Demographic...

Social Economic Status	Seg %	Index
SES AB	9.3%	46.6
SES C	22.8%	114.1
SES D	24.5%	122.5
SES E	19.0%	95.0
SES FG	24.4%	121.8
geoStages Lifecycle		
Living at Home	5.7%	68.4
Young Independents	7.9%	65.6
Young Families	15.0%	116.4
Middle Aged Families	17.8%	109.8
Mature Families	13.2%	81.7
Mature Independents	25.8%	154.7
Early Seniors	9.3%	102.0
Late Seniors	5.2%	61.8
Language Spoken		
European	1.0%	15.6
Asian	0.2%	4.4
Arabic	0.0%	1.6
Tenure Type		
Own	46.6%	131.8
Mortgage	21.5%	60.7
Rent	31.9%	109.2
Other Vars		
4+ Bedrooms	32.7%	115.1
Flat 4+ Storeys	0.0%	0.2
Different Address 5 yrs Ago	30.8%	71.3
Use Public Transport	1.3%	13.9
Both Parents Born Overseas	8.4%	26.4
Work in Agriculture	45.9%	1449.6
Attend University F/T	0.3%	11.3
Lone Parent Families	12.1%	86.4

Geographic... 1.7% of all Australian households

Sydney... (0.3%)
No Typical Suburbs

Melbourne... (0.0%)
No Typical Suburbs

Brisbane... (0.0%)
No Typical Suburbs

Adelaide... (0.0%)
No Typical Suburbs

Perth... (0.0%)
No Typical Suburbs

Centres with GT 100K Population... (0.0%)
No Typical Suburbs

Centres with 10-100K Population... (0.1%)
No Typical Suburbs

Centres with LT 10K Population... (7.7%)
Kununurra (WA), Moree (NSW

Rural Areas... (91.8%)
Tara (QLD), Gindie (QLD)

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Sample maps...

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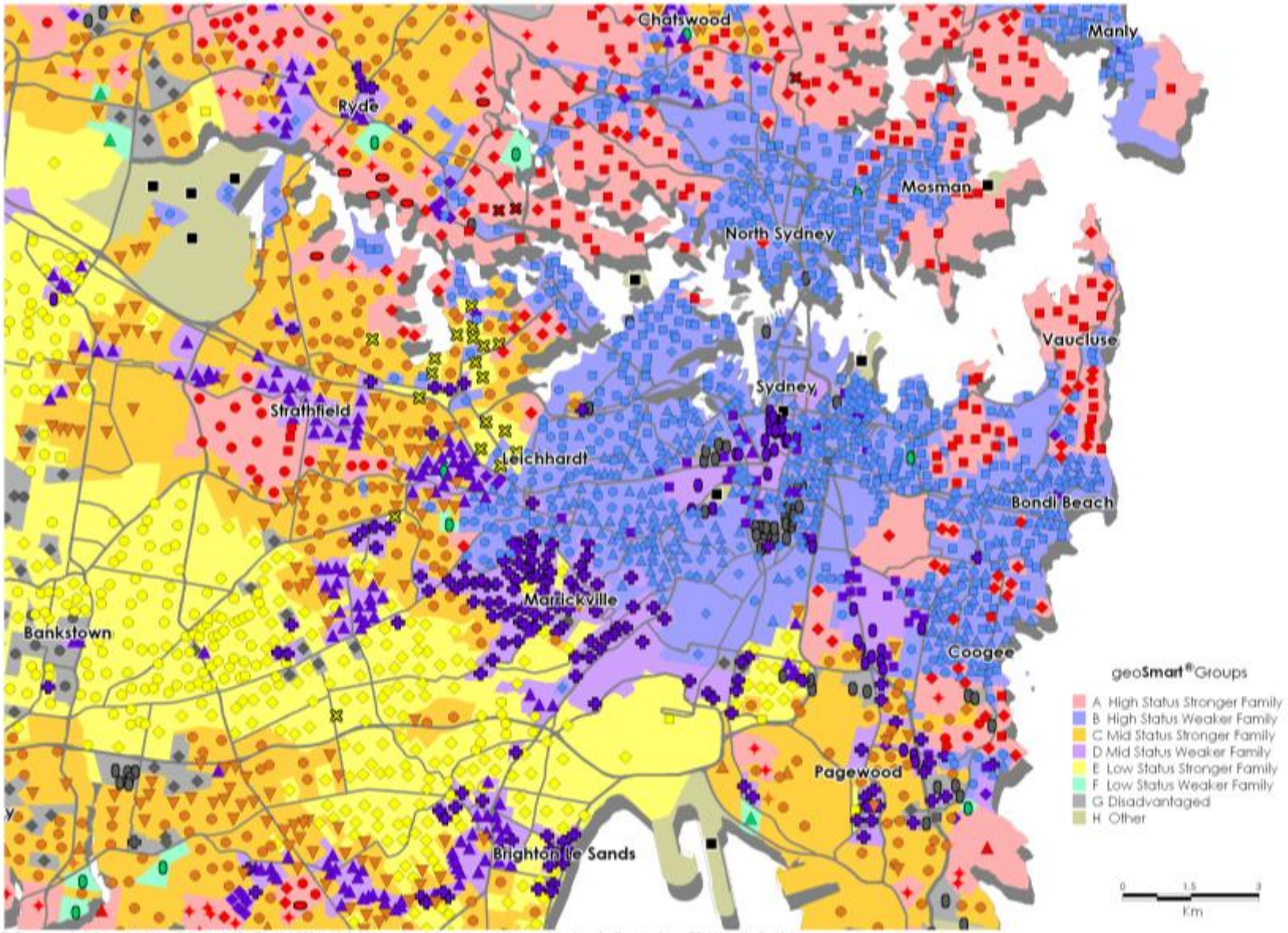
geoSmart® 7 groups & 54 segments - Sydney



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High Status Stronger Family

- G1 Prestige
- G3 Desirable Suburban
- G4 Affluent Family
- G7 Affluent Multicultural
- G8 High Status Suburban
- G9 Family Achiever
- G11 High Status Family
- G12 Mature Affluent Suburban

High Status Weaker Family

- G2 High Status Urban
- G5 High Density Urban
- G6 Urban Bohemian
- G10 Desirable Urban

Mid Status Stronger Family

- G13 Aspiring Family
- G14 Mid Status Family Starter
- G15 Affluent Seachange
- G16 Established Multicultural Suburban
- G18 Mid Status Suburban
- G19 Provincial Fringe
- G20 Metro Fringe
- G22 Mixed Multicultural Suburban
- G23 Mining
- G24 Mid Status Young Family
- G25 Mature Mid Status Family

Mid Status Weaker Family

- G17 Urban Lifestyle
- G21 Mid Status Urban
- G26 Multicultural Urban Lifestyle
- G27 University Enclaves
- G28 Holiday Lifestyle
- G29 Multicultural Mixed Urban

Low Status Stronger Family

- G30 Establishing Multicultural Family
- G31 Inland Rural Fringe
- G32 Establishing Provincial Family
- G33 New Age Lifestyle
- G34 Mature Provincial Suburban
- G37 Established Multicultural Family
- G39 Low Status Rural Fringe
- G41 Old European Blue Collar
- G43 Blue Collar Family
- G44 Provincial Blue Collar Suburban
- G45 Middle Eastern Multicultural

Low Status Weaker Family

- G35 Mixed Suburban
- G36 Elderly Enclaves
- G38 Provincial Mixed Urban
- G40 Coastal Empty Nest & Retirement
- G42 Established Blue Collar Suburban

Disadvantaged

- G46 Poor Mixed Urban
- G47 Low Status Mixed Multicultural
- G48 Small Town Blue Collar Suburban
- G49 Established Asian
- G50 Mobile Holiday Accommodation
- G51 Elderly Provincial Urban
- G52 Provincial Battler
- G53 High Density Welfare
- G54 Suburban Welfare

Other

- G55 Indigenous & Remote Areas
- G56 Unclassified Areas

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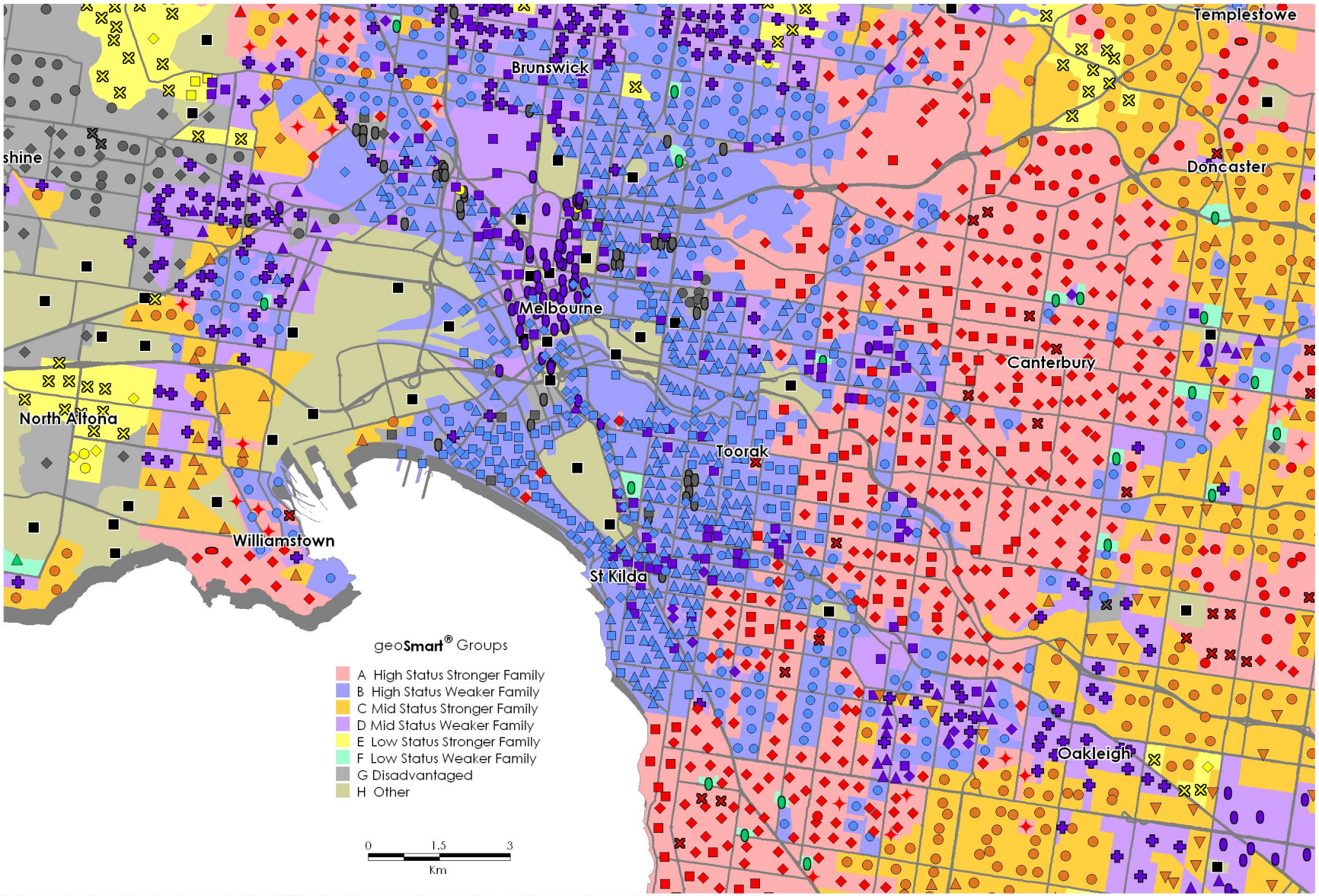
geoSmart® 7 groups & 54 segments - Melbourne



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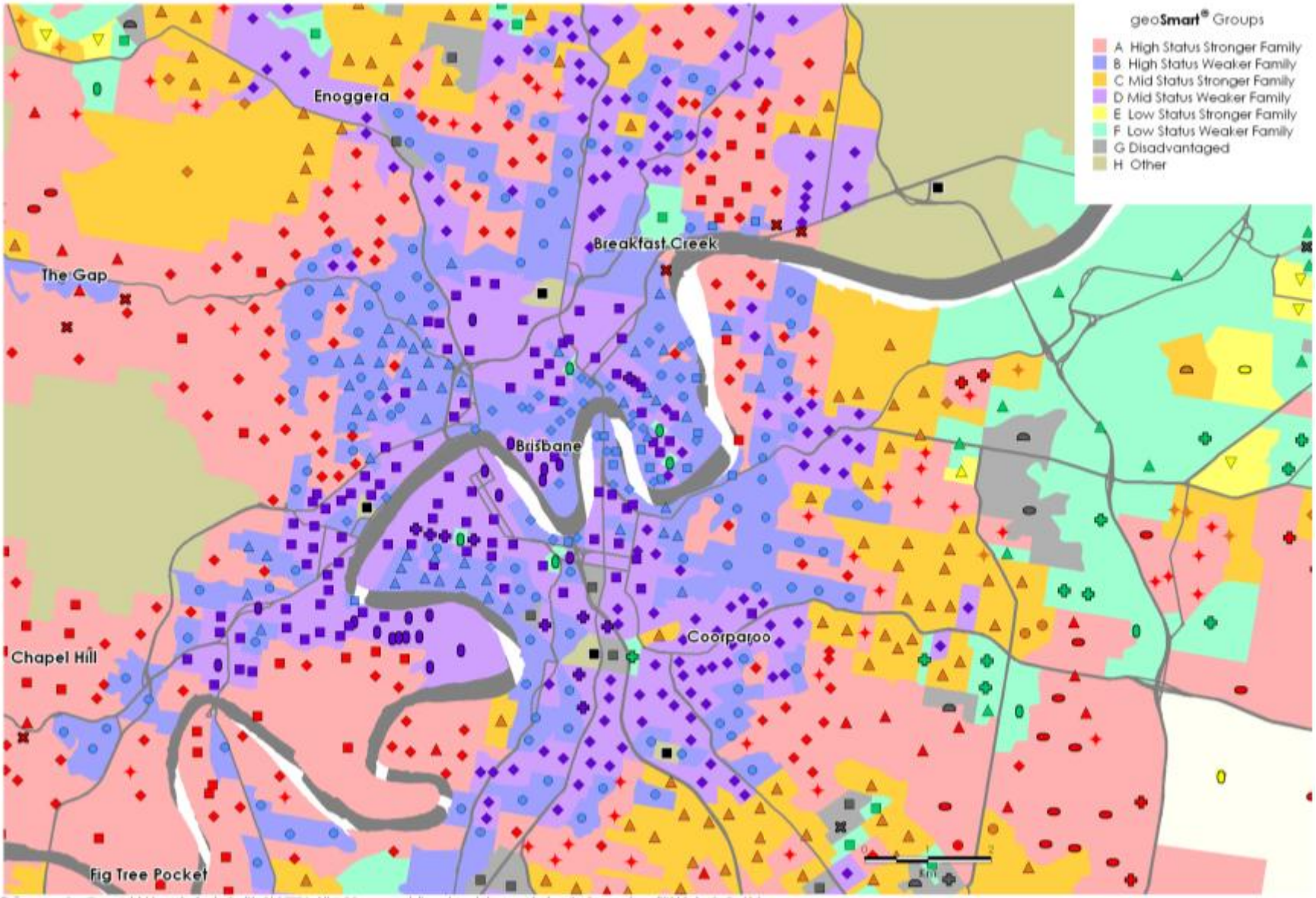
geoSmart® 7 groups & 54 segments - Brisbane



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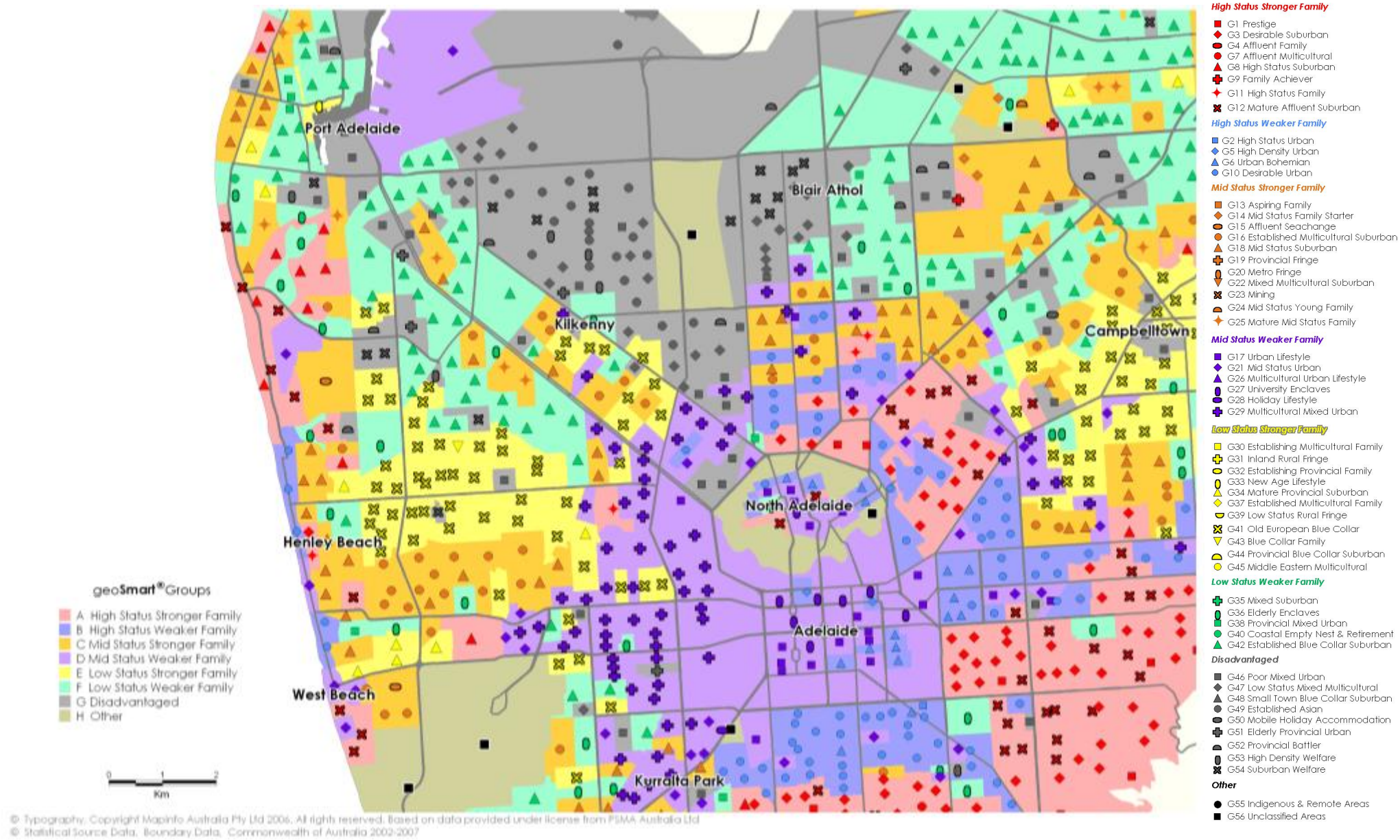
geoSmart® 7 groups & 54 segments - Adelaide



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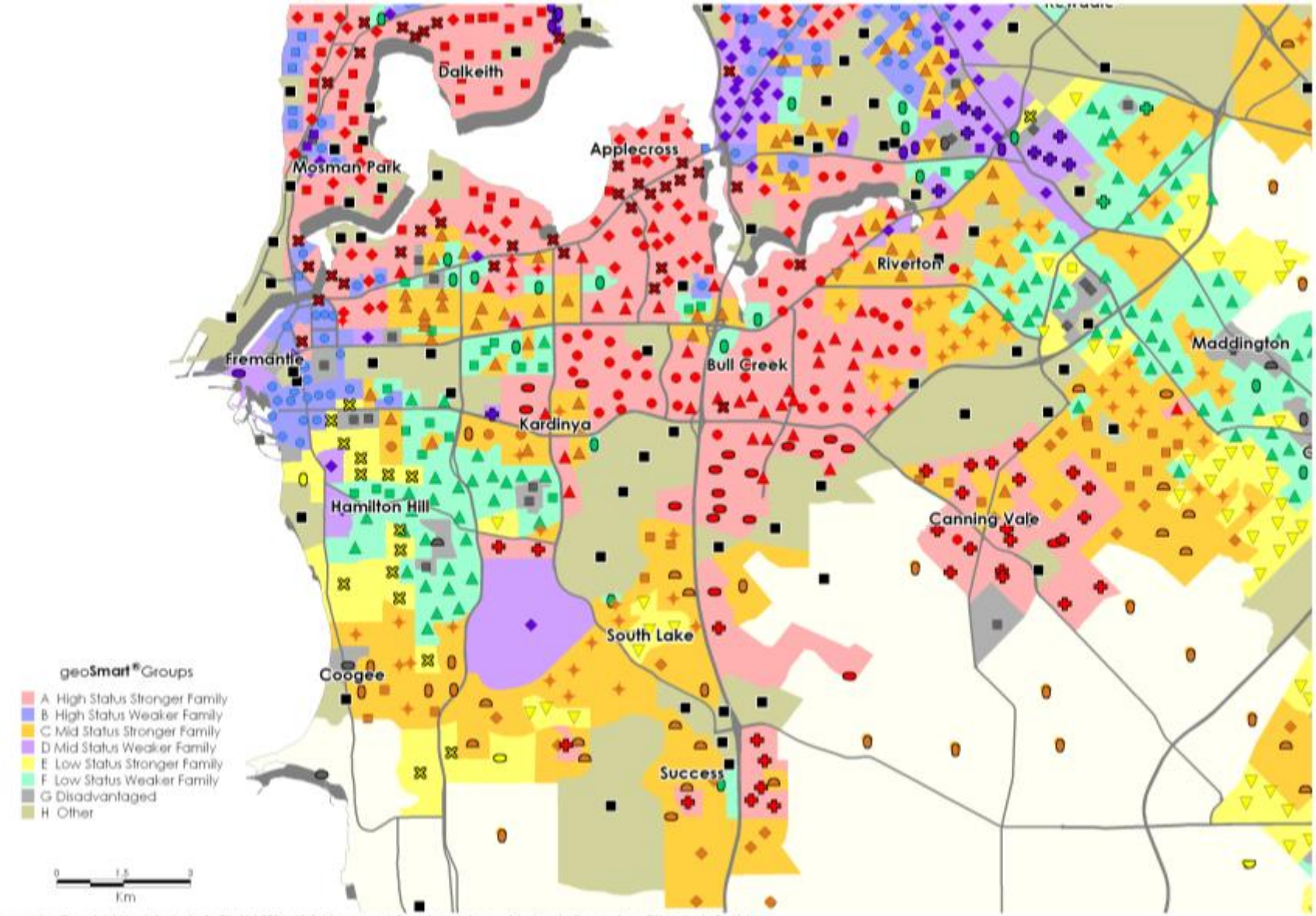
geoSmart® 7 groups & 54 segments - Perth



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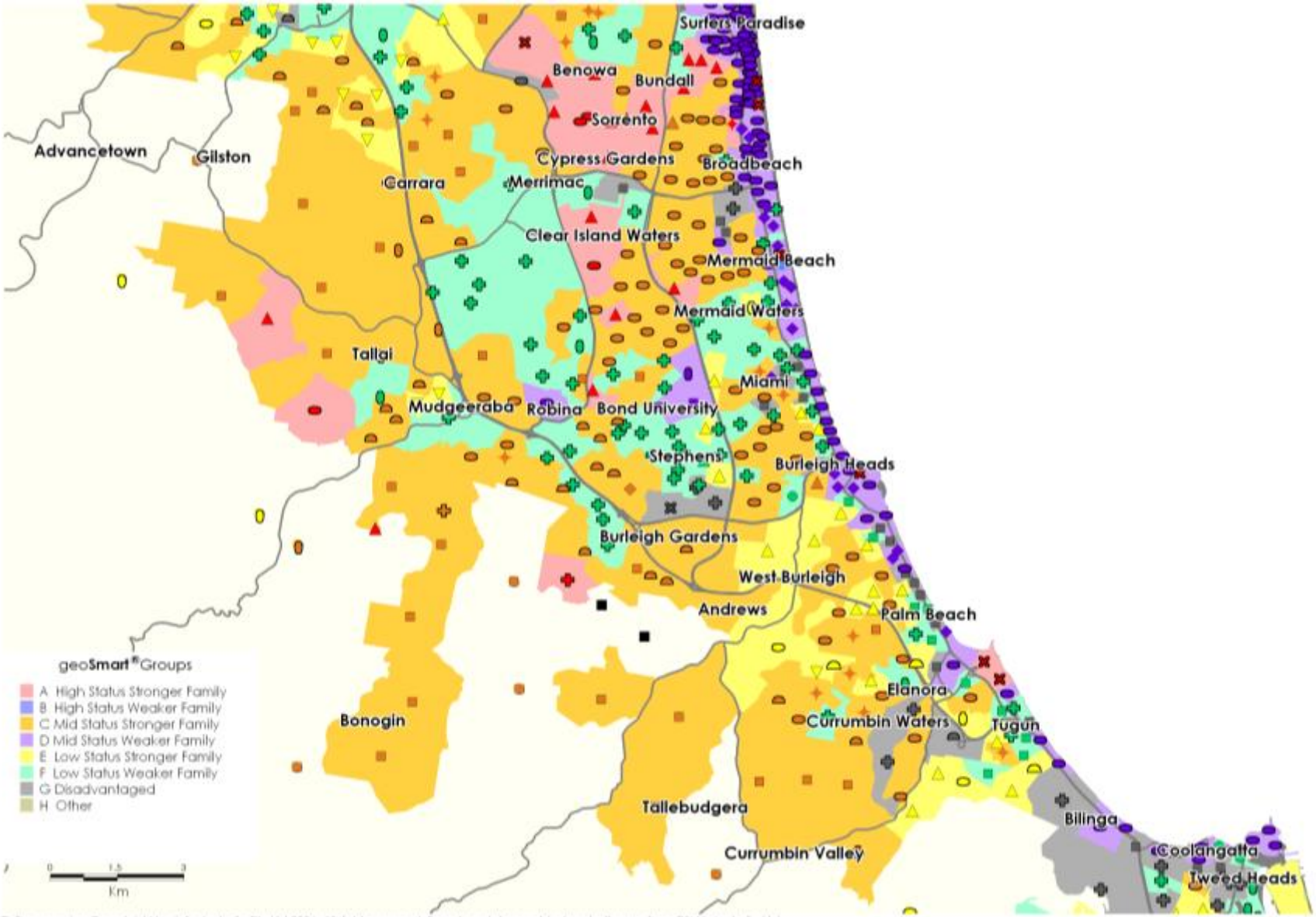
geoSmart® 7 groups & 54 segments - Gold Coast



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High Status Weaker Family
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- G17 Urban Lifestyle
- G21 Mid Status Urban
- G26 Multicultural Urban Lifestyle
- G27 University Enclaves
- G28 Holiday Lifestyle
- G29 Multicultural Mixed Urban

Low Status Stronger Family
- G30 Establishing Multicultural Family
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- G32 Establishing Provincial Family
- G33 New Age Lifestyle
- G34 Mature Provincial Suburban
- G37 Established Multicultural Family
- G39 Low Status Rural Fringe
- G41 Old European Blue Collar
- G43 Blue Collar Family
- G44 Provincial Blue Collar Suburban
- G45 Middle Eastern Multicultural

Low Status Weaker Family
- G35 Mixed Suburban
- G36 Elderly Enclaves
- G38 Provincial Mixed Urban
- G40 Coastal Empty Nest & Retirement
- G42 Established Blue Collar Suburban

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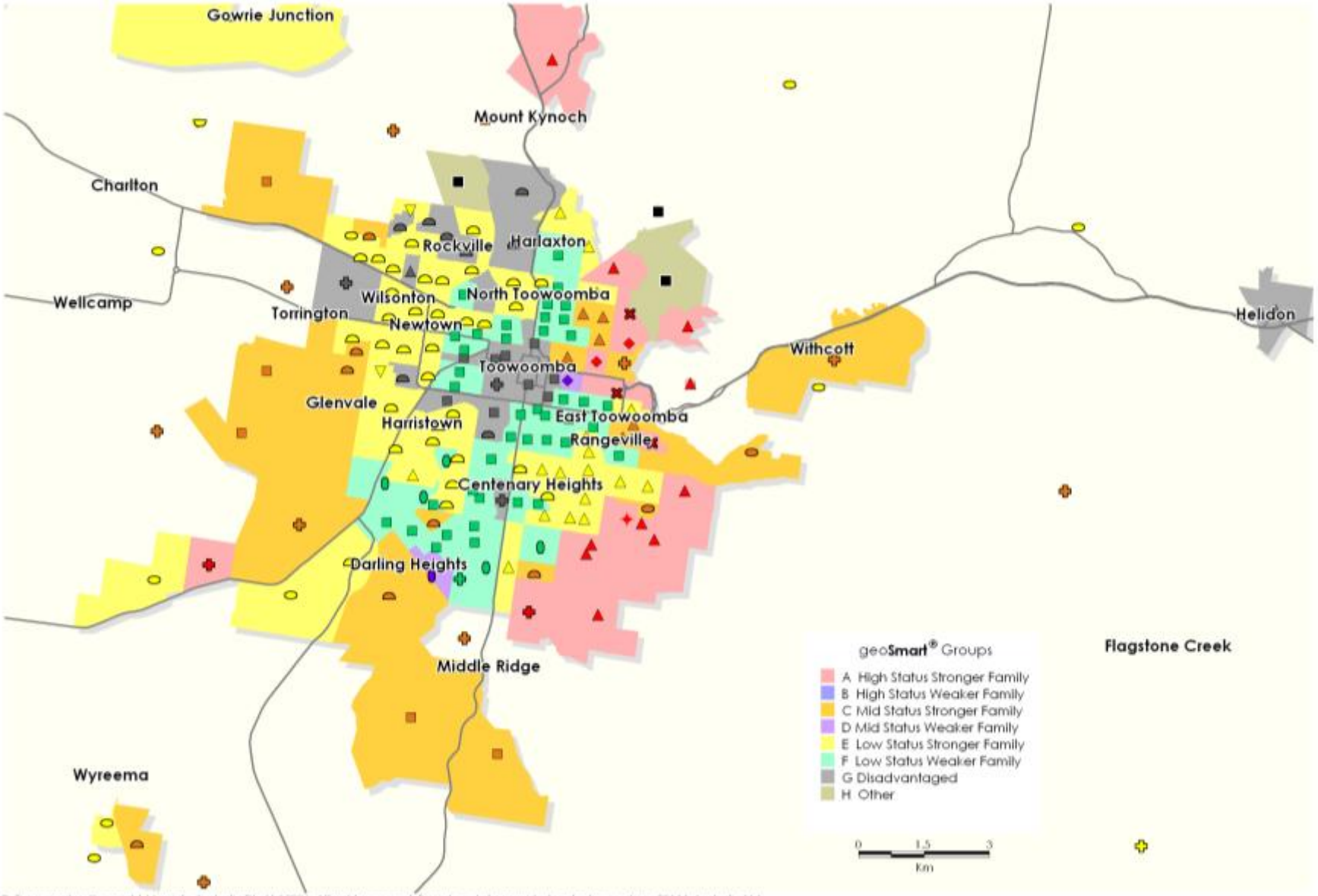
geoSmart® 7 groups & 54 segments - Toowoomba



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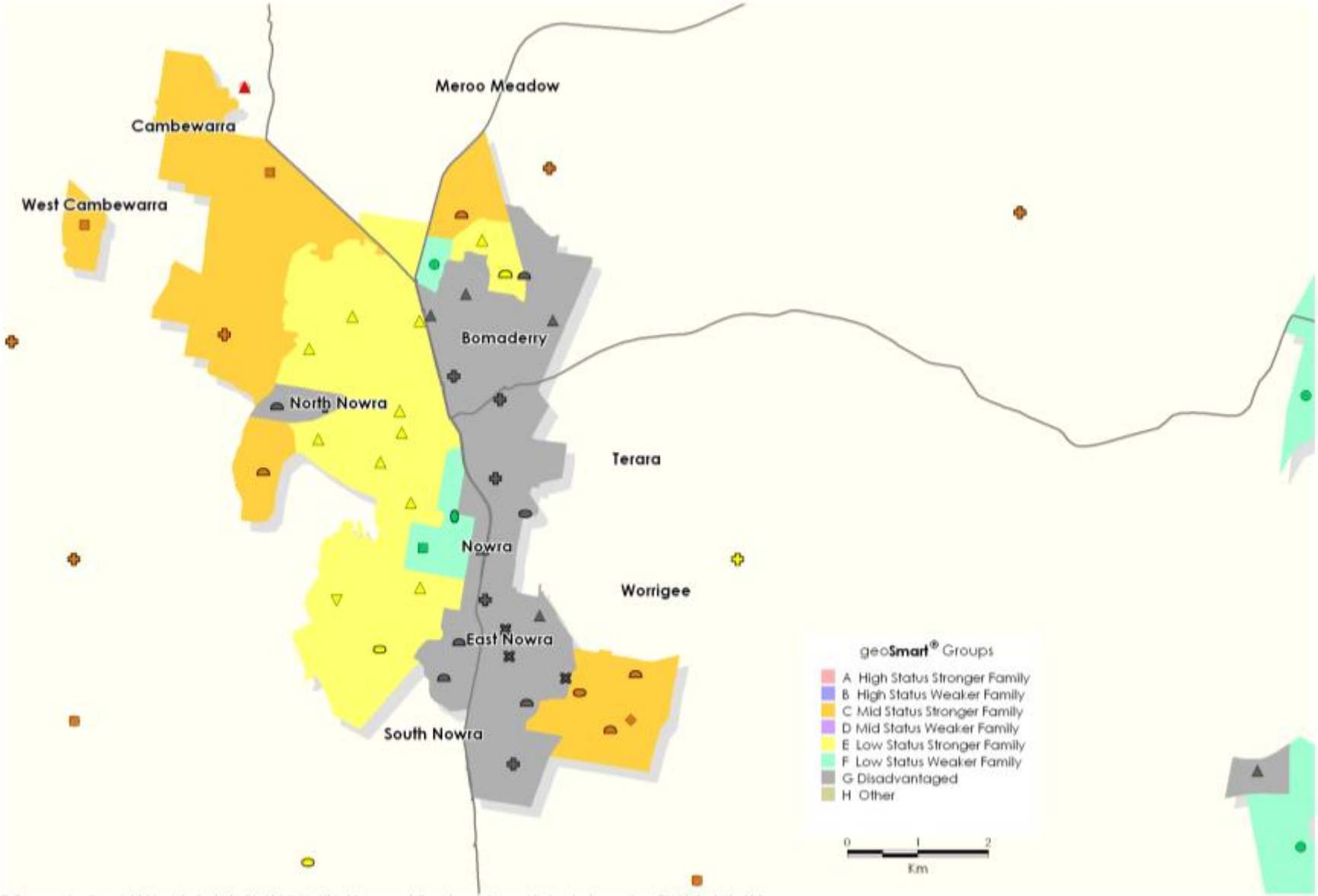
geoSmart® 7 groups & 54 segments - Nowra



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