Australia Street.

If Australia was a street of 100 households...

Population: 260 people

Vehicle ownership by household:
- **8%** None
- **35%** 1 vehicle
- **36%** 2 vehicles
- **18%** 3+ vehicles

Vehicle ownership average: 196 vehicles, avg. 14,000 km/yr

Australian households: 32% Couple & kids, 27% Couple only, 24% Lone person, 11% Single parent, 4% Group living

Generational change:
- **8%** BUILDERS PRIOR TO 1946: 2.1 million
- **20%** BABY BOOMERS 1946 - 1964: 5.1 million
- **20%** GENERATION X 1965 - 1979: 4.9 million
- **22%** GENERATION Y 1980 - 1994: 5.4 million
- **19%** GENERATION Z 1995 - 2009: 4.6 million
- **11%** GENERATION ALPHA FROM 2010: 2.6 million

If Australia was a street of 100 households, there are 260 people, 196 vehicles on average, 14,000 km/yr, and 32% couple with kids, 27% couple only, 24% lone person, 11% single parent, and 4% group living.
Australia Street.

If Australia was a street of 100 households...

**Population: 260 people**

- **Current top 5 baby names**
  - Oliver
  - William
  - Jack
  - Noah
  - Mia

- **Degree or Post Grad.**
  - 21%

- **Dip. or Cert.**
  - 27%

- **Year 12**
  - 19%

- **Year 11 or below**
  - 33%

- **3.3 births per year**

- **1 in 10** catch public transport
- **2 in 3** travel by car
- **1 in 10** bus commuters also need a car

- **9 employing businesses**

- **Net worth**
- **Gross HH income**

- **Household wealth quintiles**

- **80,704**
- **$124,904**
- **$260,104**
- **$206,044**
- **$22,620**

- **1.2 marriages/year**
- **1.7 deaths/year**

- **More than 1 in 2 have used:**
- **G'day**
- **You beauty!**
- **Spit the dummy**
- **No worries**
- **Arvo**

- **Brought to you by:**
- mccrindle.com.au

- **Joe Blake (snake)**
- **Frog and toad (road)**
- **Harold Holt (bolt)**

- **Christian**
- **No religion**
- **Buddhism**
- **Islam**
- **Other**
- **Not stated**
- **93%**

- **Parent's place of birth**
- **Both Aus. born**
- **None Aus. born**
- **One Aus. born**

- **Life expectancy**
  - **73%**
  - **51%**

- **Housing type**
  - **Detached house**
  - **Unit or apartment**
  - **Terrace or townhouse**

- **Home ownership**
  - **Mortgage**
  - **Fully own**
  - **Renting**
  - **1.8 yr**

- **Parent's place of birth**
  - **9 employing businesses**
  - **6 Micro (1-4 emp.)**
  - **2 Small (5-19 emp.)**
  - **1 Medium/large (20+ emp.)**

- **Average full-time earnings**
  - **$462k**
  - **$831k**
  - **$2.5m**
  - **$35k**
  - **$206k**

- **Average house price**
  - **$80,704**
  - **$124,904**
  - **$260,104**
  - **$206,044**
  - **$22,620**

- **3.3 births per year**

- **35%**
- **7 yrs**
- **19 yrs**

- **7.1 marriages/year**

- **9 employing businesses**

- **Top 5 ways to get to work**
  - **1 in 10** catch public transport
  - **2 in 3** travel by car
  - **1 in 10** bus commuters also need a car

- **If Australia was a street of 100 households...**
  - **Population:** 260 people

- **National population as street length**
  - **China St. 1st**
    - **11.3 km**
  - **India St. 2nd**
    - **10.9 km**
  - **Australia St. 53**
    - **200 mtrs**

- **India St. is the fastest growing street at 129 metres per year & it will be the longest by 2030**

Source: ABS, McCrindle | ©McCrindle 2017
Whether you are looking for a keynote address at a national conference, an onsite professional development workshop, or a strategy briefing for senior leaders, our presenters deliver research-based content in an engaging and practical way.

At McCrindle, we’re visual translators, we’re information designers, we’re research communicators. We combine the input of a research agency with the output forms of a design agency. To get cut-through in these message saturated times, it’s essential that messages are presented in engaging and visual ways. From A5 infographics (like this one) to data animations, digital output and visual reports, we present research you can see.

Top Topics:
- Creating an Engaging Culture
- Next Gen Leadership
- Diverse Generations, Emerging Segments
- Future Proofing Careers
- Communication Skills for This Visual Era
- Know the Times, Shape the Trends

At McCrindle, we’re visual translators, we’re information designers, we’re research communicators. We combine the input of a research agency with the output forms of a design agency. To get cut-through in these message saturated times, it’s essential that messages are presented in engaging and visual ways. From A5 infographics (like this one) to data animations, digital output and visual reports, we present research you can see.

Engaging Presentations | Research Visualisation

- Conference keynotes
- Training workshops
- Professional development
- Executive briefings
- Environmental Scans
- Research presentations

Whether you are looking for a keynote address at a national conference, an onsite professional development workshop, or a strategy briefing for senior leaders, our presenters deliver research-based content in an engaging and practical way.

At McCrindle, we’re visual translators, we’re information designers, we’re research communicators. We combine the input of a research agency with the output forms of a design agency. To get cut-through in these message saturated times, it’s essential that messages are presented in engaging and visual ways. From A5 infographics (like this one) to data animations, digital output and visual reports, we present research you can see.

Top Topics:
- Creating an Engaging Culture
- Next Gen Leadership
- Diverse Generations, Emerging Segments
- Future Proofing Careers
- Communication Skills for This Visual Era
- Know the Times, Shape the Trends

At McCrindle, we’re visual translators, we’re information designers, we’re research communicators. We combine the input of a research agency with the output forms of a design agency. To get cut-through in these message saturated times, it’s essential that messages are presented in engaging and visual ways. From A5 infographics (like this one) to data animations, digital output and visual reports, we present research you can see.

Engaging Presentations | Research Visualisation

- Conference keynotes
- Training workshops
- Professional development
- Executive briefings
- Environmental Scans
- Research presentations

Whether you are looking for a keynote address at a national conference, an onsite professional development workshop, or a strategy briefing for senior leaders, our presenters deliver research-based content in an engaging and practical way.

At McCrindle, we’re visual translators, we’re information designers, we’re research communicators. We combine the input of a research agency with the output forms of a design agency. To get cut-through in these message saturated times, it’s essential that messages are presented in engaging and visual ways. From A5 infographics (like this one) to data animations, digital output and visual reports, we present research you can see.

Top Topics:
- Creating an Engaging Culture
- Next Gen Leadership
- Diverse Generations, Emerging Segments
- Future Proofing Careers
- Communication Skills for This Visual Era
- Know the Times, Shape the Trends

At McCrindle, we’re visual translators, we’re information designers, we’re research communicators. We combine the input of a research agency with the output forms of a design agency. To get cut-through in these message saturated times, it’s essential that messages are presented in engaging and visual ways. From A5 infographics (like this one) to data animations, digital output and visual reports, we present research you can see.

Engaging Presentations | Research Visualisation

- Conference keynotes
- Training workshops
- Professional development
- Executive briefings
- Environmental Scans
- Research presentations

Whether you are looking for a keynote address at a national conference, an onsite professional development workshop, or a strategy briefing for senior leaders, our presenters deliver research-based content in an engaging and practical way.

At McCrindle, we’re visual translators, we’re information designers, we’re research communicators. We combine the input of a research agency with the output forms of a design agency. To get cut-through in these message saturated times, it’s essential that messages are presented in engaging and visual ways. From A5 infographics (like this one) to data animations, digital output and visual reports, we present research you can see.

Top Topics:
- Creating an Engaging Culture
- Next Gen Leadership
- Diverse Generations, Emerging Segments
- Future Proofing Careers
- Communication Skills for This Visual Era
- Know the Times, Shape the Trends

At McCrindle, we’re visual translators, we’re information designers, we’re research communicators. We combine the input of a research agency with the output forms of a design agency. To get cut-through in these message saturated times, it’s essential that messages are presented in engaging and visual ways. From A5 infographics (like this one) to data animations, digital output and visual reports, we present research you can see.