

**Vow Financial**

# Demographic outlook for housing

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# Old Australia is giving way to a new way of living

## Northern Australia

1991: 0.837m

2016: 1.207m

## Total Australia

1991: 17.3m

2016: 24.1m

**Karratha**

**Darwin**

**Rockhampton**

## “Red Bit” Australia

1991: 3.1m

2016: 2.8m

**Brisbane**

**Perth**

**Sydney**

**Adelaide**

**Canberra**

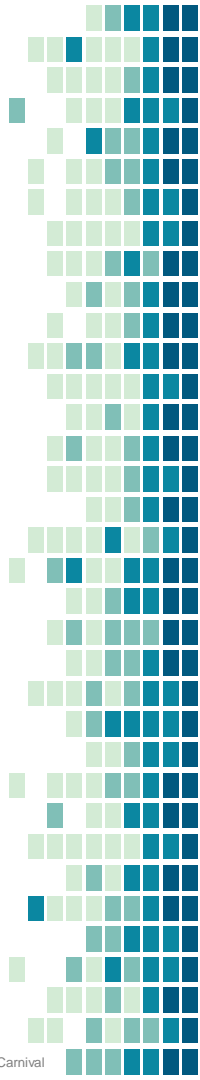
**WINNERS**

**LOSERS**

Areas of population growth and loss between 1991 and 2016

**Melbourne**

**Hobart**



# New acronyms for our newest tribes

## PUMCINS ...

**P**rofessional **U**rban **M**iddle **C**lass **I**n **N**ice **S**uburbs

## ...NETTELS

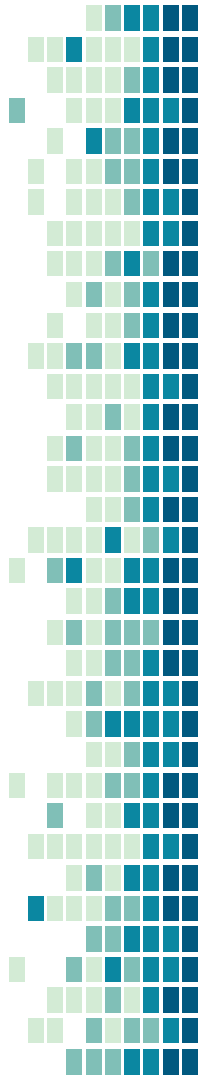
**N**ot **E**nough **T**ime **T**o **E**njoy **L**ife

## KIPPERS ...

**K**ids **I**n **P**arents **P**ockets **E**roding **R**etirement **S**avings

## ...LOMBARDS

**L**ots **O**f **M**oney **B**ut **A** **R**eal **D**ickhead



# Sydney and Melbourne lead the way in big city growth

	2015/16	2014/15	2013/14	2012/13	2011/12	2010/11	2005/06
Sydney	82,797	84,900	82,632	78,911	67,169	53,433	- 38,598
Melbourne	107,770	95,963	94,335	91,110	83,092	63,509	- 63,388
Brisbane	41,135	35,090	37,402	42,124	45,880	39,088	- 42,055
Perth	27,428	31,075	38,056	65,147	71,291	52,435	- 31,935
Adelaide	9,371	12,346	13,431	12,606	14,509	10,994	- 11,898
Australia	337,821	330,361	343,341	389,099	388,230	308,274	274,122

Annual population growth in Australia's largest cities over a decade

# On census night about 23 million Australians were living in...

<b>Separate Houses</b> 17,636,900	<b>Townhouses</b> 2,458,300	<b>Apartments</b> 2,348,400	<b>Hotels, motels &amp; B&amp;Bs</b> 327,800	<b>Retirement villages</b> 205,700	<b>Caravans, cabins &amp; houseboats</b> 159,100
<b>Caravan &amp; camping parks</b> 156,800	<b>Nursing homes</b> 134,400	<b>Staff quarters</b> 113,300	<b>Residential colleges</b> 69,000	<b>Aged care accommodation</b> 61,300	<b>Attached to an office or shop</b> 56,500
<b>Public hospitals</b> 44,200	<b>Prisons</b> 39,600	<b>Other &amp; non classifiable</b> 38,400	<b>Improvised homes &amp; tents</b> 23,900	<b>Boarding schools</b> 21,800	<b>Boarding houses &amp; private hotels</b> 21,200
<b>Private hospitals</b> 19,400	<b>Hostels for the disabled</b> 9,600	<b>Manufactured home estates</b> 9,600	<b>Other welfare institution</b> 8,600	<b>Psychiatric hospitals</b> 7,000	<b>Homeless hostels &amp; refuges</b> 4,300
<b>Convents &amp; monasteries</b> 4,100	<b>Marinas</b> 3,300	<b>Nurses' quarters</b> 2,000	<b>Immigration detention centres</b> 1,600	<b>Corrective institutions for children</b> 800	<b>Childcare institutions</b> 300

**Number of the Australian population living in certain types of housing on 2016 Census Night**

# The rise of singles means a fundamental change in the pattern of housing preferences

	2011	2016	2031	Sydney	Australia
Mum, Dad & the Kids	607	638	773	21%	+21%
Double Income No Kids	419	470	617	31%	+31%
Singles	378	415	556	34%	+35%
One Parent Families	199	220	286	30%	+29%
Group Households	75	79	92	17%	+20%
	1,677	1,822	2,325	28%	+28%

Change in household and family type in Sydney

# Demographic surges drive housing demand

2006-2016: 3.9 million (20.4m to 24.3m)

2016-2026: 4.0 million (24.3m to 28.3m)

Kids & teens



Suburbia & school

Young adults



City apartments

Families



Affordable housing

Mature adults

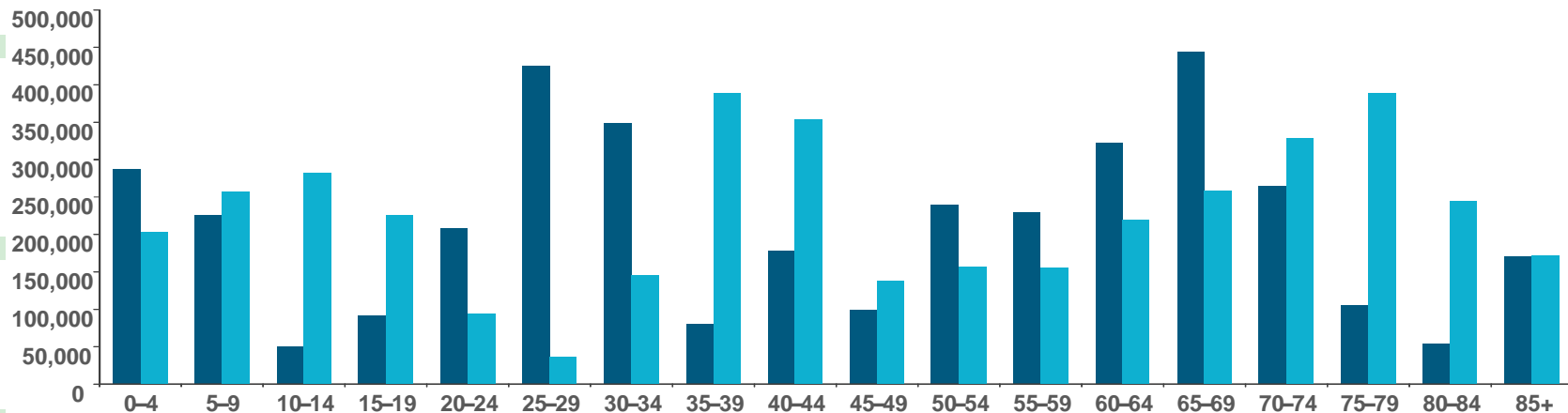


Seachange & treechange

Active retirees



Downshifting



Net change in the Australian population by 5-year age group over 10 years to 2016 and 10 years to 2026

# Points to consider

1



Gen Y forming households, Boomers downshifting while Gen X are upgrading ... all generations are **driving housing demand** in Australia's biggest cities

2



Australia's migrant culture drives aspiration & housing as "symbols of success" in the new world ... the "**China Effect**" is the icing on the housing cake

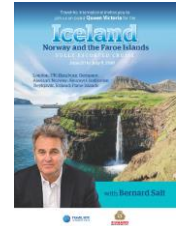
3



Australia will continue to densify over the coming decade ...suburbia will give way to **apartmentia**



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