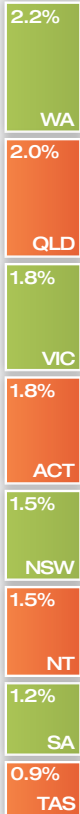


# AUSTRALIA'S POPULATION MAP

1. SYDNEY	4.7m	6. Gold Coast	605,000	11. HOBART	217,000	16. DARWIN	131,000	21. Mandurah	88,000	26. Bundaberg	70,000
2. MELBOURNE	4.2m	7. Newcastle	552,000	12. Geelong	181,000	17. Launceston	107,000	22. Mackay	88,000	27. Bunbury	70,000
3. BRISBANE	2.1m	8. ACT/CANBERRA	369,000	13. Townsville	176,000	18. Albury/Wodonga	107,000	23. Burnie-Devonport	83,000	28. Hervey Bay	63,000
4. PERTH	1.8m	9. Wollongong	296,000	14. Cairns	155,000	19. Ballarat	98,000	24. Latrobe Valley	82,000	29. Wagga Wagga	59,000
5. ADELAIDE	1.2m	10. Sunshine Coast	257,000	15. Toowoomba	134,000	20. Bendigo	93,000	25. Rockhampton	79,000	30. Coffs Harbour	54,000

## PGR



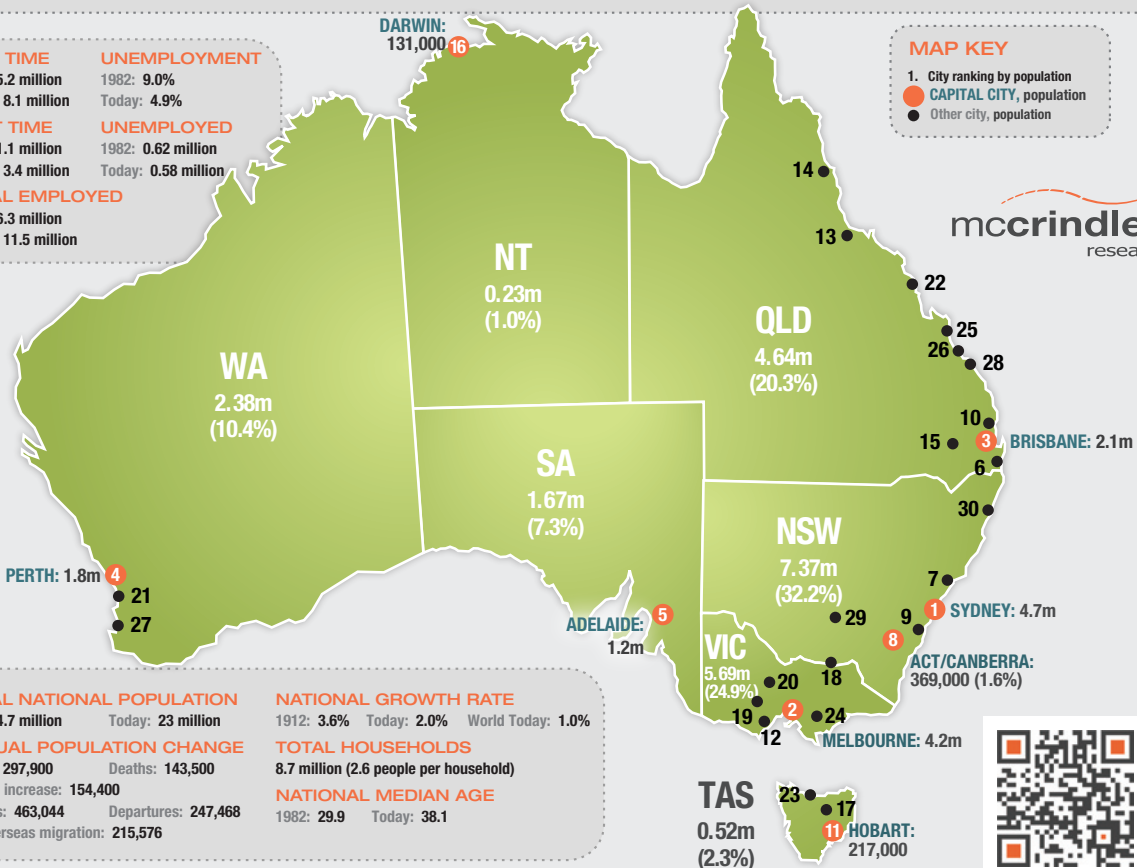
**FULL TIME UNEMPLOYMENT**  
 1982: 5.2 million 1982: 9.0%  
 Today: 8.1 million Today: 4.9%

**PART TIME UNEMPLOYED**  
 1982: 1.1 million 1982: 0.62 million  
 Today: 3.4 million Today: 0.58 million

**TOTAL EMPLOYED**  
 1982: 6.3 million  
 Today: 11.5 million

## MAP KEY

- 1. City ranking by population
- CAPITAL CITY, population
- Other city, population



**TOTAL NATIONAL POPULATION**  
 1912: 4.7 million Today: 23 million

**ANNUAL POPULATION CHANGE**  
 Births: 297,900 Deaths: 143,500  
 Natural increase: 154,400  
 Arrivals: 463,044 Departures: 247,468  
 Net overseas migration: 215,576

**NATIONAL GROWTH RATE**  
 1912: 3.6% Today: 2.0% World Today: 1.0%

**TOTAL HOUSEHOLDS**  
 8.7 million (2.6 people per household)

**NATIONAL MEDIAN AGE**  
 1982: 29.9 Today: 38.1

## TFR



mccrindle  
research



POPULATION GROWTH RATE BY STATE

TOTAL FERTILITY RATE BY STATE

# AUSTRALIA'S GENERATIONAL PROFILE

## FERTILITY RATES (BABIES PER WOMAN)

Australia 1971: **3.0** Today: **1.9**  
 Current OECD Avg: **1.7** Current world Avg: **2.5**

## LIFE EXPECTANCY AT BIRTH

1982: Male - **72.1** Female - **78.8**  
 Today: Male - **79.4** Female - **83.9**

## MEDIAN AGE OF PARENTS (NEW BIRTHS)

1982: Fathers - **30.0** Mothers - **26.9**  
 Today: Fathers - **33.1** Mothers - **30.7**

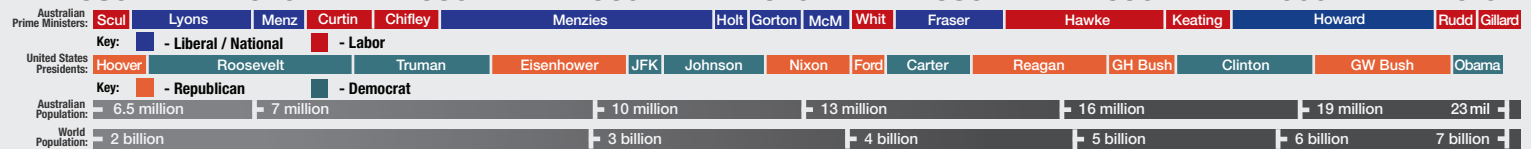
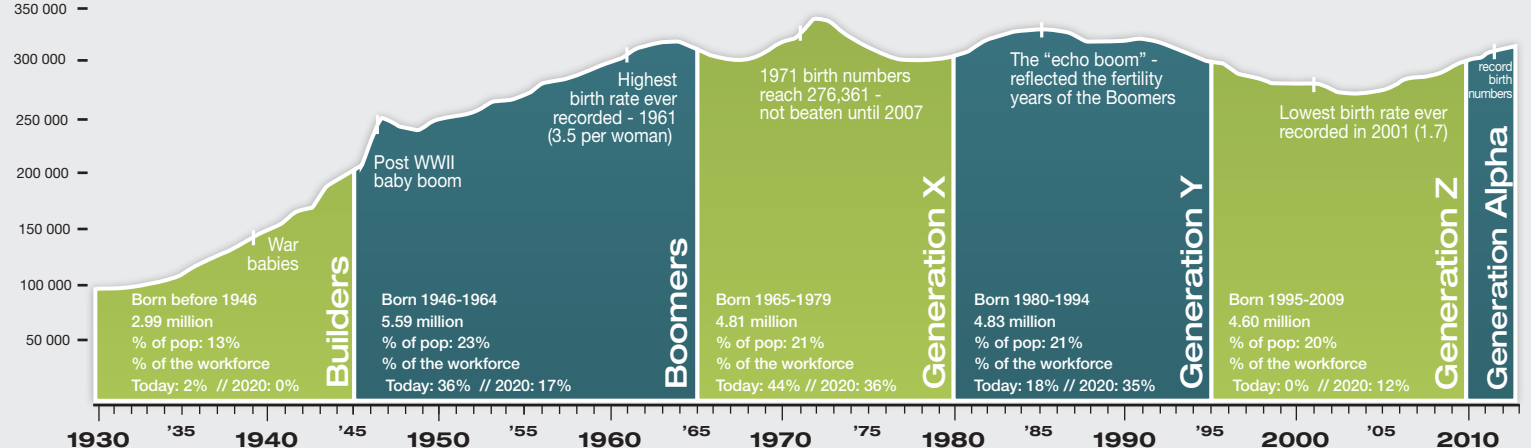
## MEDIAN AGE FIRST MARRIAGE

1984: Male - **24.8** Female - **22.3**  
 Today: Male - **30.1** Female - **27.7**

## TECHNOLOGY TIMELINE

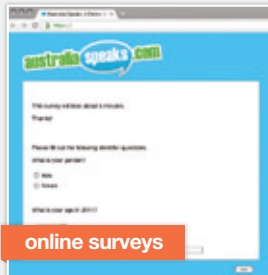


## POPULATION BY YEAR OF BIRTH

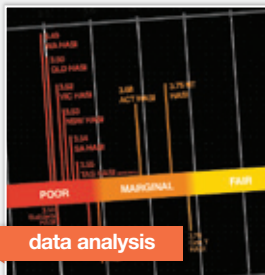


# CONDUCTING WORLD CLASS RESEARCH

## QUANTITATIVE



online surveys



data analysis

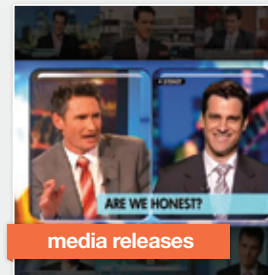
### BACKGROUND & METHODOLOGY

The Strategist's Housing Affordability Dashboard Index (HADI) is a research instrument that provides a visual snapshot of Australians' earnings, expenses, and recent affordability, experience and affordability expectations in the six months ahead.

The research is based on a national survey conducted by McCrindle Research in the 2nd & 3rd of 2010, across the following Demographics:

Demographic	Age Group	Percentage
Males	18-24	10%
	25-34	10%
Females	18-24	10%
	25-34	10%
Males	35-44	10%
	45-54	10%
Females	35-44	10%
	45-54	10%
Males	55-64	10%
	65+	10%
Females	55-64	10%
	65+	10%
Males	18-24	10%
	25-34	10%
Females	18-24	10%
	25-34	10%

in-depth reports

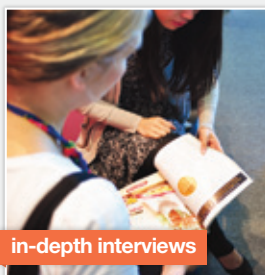


media releases

## QUALITATIVE



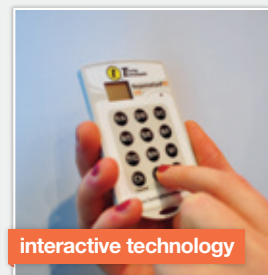
focus groups



in-depth interviews



community forums

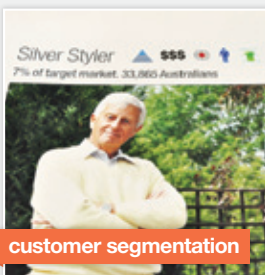


interactive technology

## STRATEGIC



demographic analysis



customer segmentation

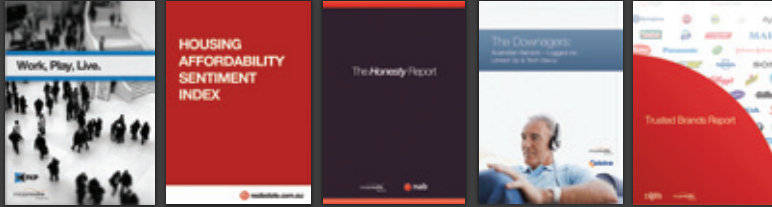


market research



trends forecasts

# COMMUNICATING INSIGHTS IN INNOVATIVE WAYS



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We're experts in making research findings compelling in keynotes, workshops & executive briefings. Mark McCrindle & his team have a reputation as standout presenters.



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Research is most useful when all stakeholders hear the insights. We help by addressing research launches, media events, company meetings and industry think-tanks.



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Media activity requires new, robust, independent research with a great angle and a trusted commentator. As the gold standard in research, this is what we deliver.

