

VICTORIA'S MOST  
SEARCHED SUBURBS

SIX MONTHS TO  
JUNE 2017



DistrictData

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**DEVELOPMENT READY**



(03) 8375 9095



[contact@districtdata.com.au](mailto:contact@districtdata.com.au)



[www.districtdata.com.au](http://www.districtdata.com.au)

 Level 2, 520 Bourke Street, Melbourne 3000

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# HAWTHORN

## Suburb Summary



DistrictData

### Demographics



Average Age

31

36



Average Household Size

2.2

2.6



Average Household Income

\$84,656

\$69,316



Proportion of White Collar Workers

87%

70%

2011

Source: ABS & DistrictData

### Age Distribution



2011

Source: ABS & DistrictData

### Household Tenure



2011

Source: ABS & DistrictData

### Search Ranking



Hawthorn is the most searched for suburb within Victoria according to DevelopmentReady.com.au

Six Months to June 2017

Source: DevelopmentReady.com.au & DistrictData

### Apartment Development Pipeline



Hawthorn

Source: Urban Melbourne & DistrictData

### Hawthorn Metropolitan Melbourne

Median Sale  
Price\*

Median Annual  
Rent\*

Indicative  
Rental Yield\*

|  |                    |                       |                   |           |
|--|--------------------|-----------------------|-------------------|-----------|
|  | One Bedroom Unit   | \$405,000/\$360,000   | \$17,160/\$18,200 | 4.2%/5.1% |
|  | Two Bedroom Unit   | \$585,000/\$523,500   | \$21,840/\$21,580 | 3.7%/4.1% |
|  | Three Bedroom Unit | \$1,224,500/\$707,000 | \$33,904/\$25,740 | 2.8%/3.6% |

\* Year Ending March 2017

Source: REIV & DistrictData



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# DONCASTER EAST

## Suburb Summary



DistrictData

### Demographics



Average Age

41

36



Average Household Size

2.8

2.6



Average Household Income

\$70,512

\$69,316



Proportion of White Collar Workers

78%

70%

2011

Source: ABS & DistrictData

### Age Distribution



2011

Source: ABS & DistrictData

### Household Tenure



2011

Source: ABS & DistrictData

### Search Ranking

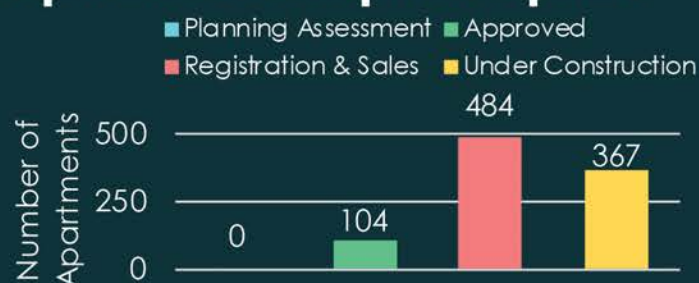


Doncaster East is the **second** most searched for suburb within Victoria according to DevelopmentReady.com.au

Six Months to June 2017

Source: DevelopmentReady.com.au & DistrictData

### Apartment Development Pipeline



Doncaster East

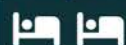
Source: Urban Melbourne & DistrictData

### Doncaster East Metropolitan Melbourne

Median Sale  
Price\*

Median Annual  
Rent\*

Indicative  
Rental Yield\*

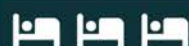


Two Bedroom Unit

\$620,000/\$523,500

\$20,800/\$21,580

3.4%/4.1%



Three Bedroom Unit

\$825,000/\$707,000

\$26,000/\$25,740

3.2%/3.6%

\* Year Ending March 2017

Source: REIV & DistrictData



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# PASCOE VALE & PASCOE VALE SOUTH

## Suburb Summary



### Demographics

|                                    | Pascoe Vale | Pascoe Vale South | Greater Melbourne |
|------------------------------------|-------------|-------------------|-------------------|
| Average Age                        | 37          | 38                | 36                |
| Average Household Size             | 2.4         | 2.7               | 2.6               |
| Average Household Income           | \$62,296    | \$74,464          | \$69,316          |
| Proportion of White Collar Workers | 72%         | 75%               | 70%               |

2011

Source: ABS & DistrictData

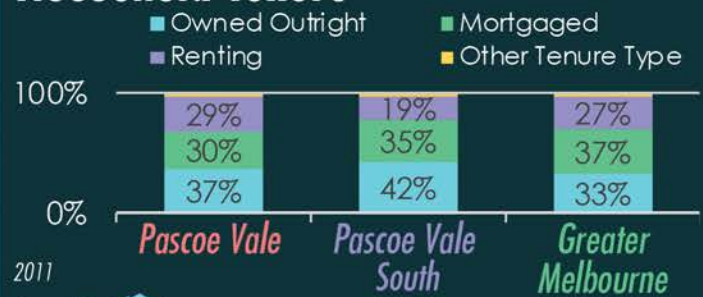
### Age Distribution



2011

Source: ABS & DistrictData

### Household Tenure



2011

Source: ABS & DistrictData

### Search Ranking



Pascoe Vale & Pascoe Vale South are the **third** most searched for suburbs within Victoria according to DevelopmentReady.com.au

Six Months to June 2017

Source: DevelopmentReady.com.au & DistrictData

### Apartment Development Pipeline



Pascoe Vale & Pascoe Vale South

Source: Urban Melbourne & DistrictData

### Pascoe Vale Pascoe Vale South Metropolitan Melbourne

Median Sale Price\*

Median Annual Rent\*

Indicative Rental Yield\*

|                    |                               |                            |                |
|--------------------|-------------------------------|----------------------------|----------------|
| Two Bedroom Unit   | \$490,000/\$497,500/\$523,500 | \$19,396/\$20,800/\$21,580 | 4.0%/4.2%/4.1% |
| Three Bedroom Unit | \$605,000/N/A/\$707,000       | \$22,880/\$26,260/\$25,740 | 3.80%/N/A/3.6% |

\* Year Ending March 2017

Source: REIV & DistrictData



# POINT COOK

## Suburb Summary



DistrictData

### Demographics



Average Age

31

36



Average Household Size

3.1

2.6



Average Household Income

\$103,272

\$69,316



Proportion of White Collar Workers

75%

70%

2011

Source: ABS & DistrictData

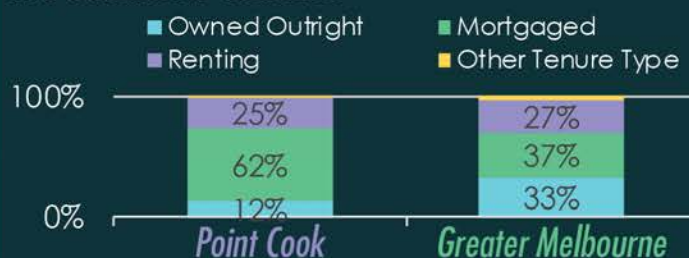
### Age Distribution



2011

Source: ABS & DistrictData

### Household Tenure



2011

Source: ABS & DistrictData

### Search Ranking



Point Cook is the **fourth** most searched for suburb within Victoria according to DevelopmentReady.com.au

Six Months to June 2017

Source: DevelopmentReady.com.au & DistrictData

### House Price Growth

|                         | Median Sale Price* |               |
|-------------------------|--------------------|---------------|
| 12 Months to March 2016 | \$487,750          | <b>+15.9%</b> |
| 12 Months to March 2017 | \$565,500          |               |

\* Based on 2,419 sales over the 24 month period

Point Cook

Source: APM PriceFinder & DistrictData

### Point Cook Metropolitan Melbourne

Median Sale Price\*

Median Annual Rent\*

Indicative Rental Yield\*

|  |                     |                     |                   |           |
|--|---------------------|---------------------|-------------------|-----------|
|  | Two Bedroom House   | \$340,000/\$825,000 | \$17,160/\$21,892 | 5.0%/2.7% |
|  | Three Bedroom House | \$500,000/\$676,250 | \$19,760/\$20,540 | 4.0%/3.0% |
|  | Four Bedroom House  | \$610,000/\$792,000 | \$21,320/\$23,400 | 3.5%/3.0% |

\* Year Ending March 2017

Source: REIV & DistrictData



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# FRANKSTON

## Suburb Summary



DistrictData

### Demographics



Average Age

38

36



Average Household Size

2.3

2.6



Average Household Income

\$49,608

\$69,316



Proportion of White Collar Workers

62%

70%

2011

Source: ABS & DistrictData

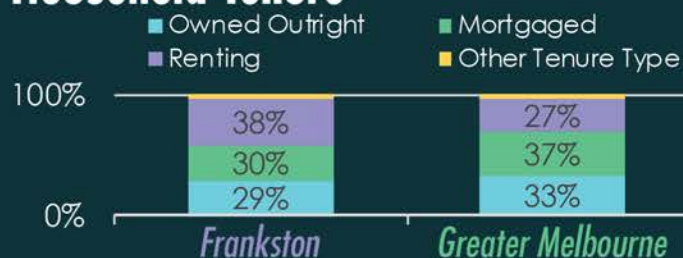
### Age Distribution



2011

Source: ABS & DistrictData

### Household Tenure



2011

Source: ABS & DistrictData

### Search Ranking



Frankston is the **fifth** most searched for suburb within Victoria according to DevelopmentReady.com.au

Six Months to June 2017

Source: DevelopmentReady.com.au & DistrictData

### Apartment Development Pipeline



Frankston

Source: Urban Melbourne & DistrictData

### Frankston Metropolitan Melbourne

Median Sale  
Price\*

Median Annual  
Rent\*

Indicative  
Rental Yield\*

|  |                    |                     |                   |           |
|--|--------------------|---------------------|-------------------|-----------|
|  | One Bedroom Unit   | \$205,900/\$360,000 | \$11,076/\$18,200 | 5.4%/5.1% |
|  | Two Bedroom Unit   | \$342,500/\$523,500 | \$15,080/\$21,580 | 4.4%/4.1% |
|  | Three Bedroom Unit | \$445,000/\$707,000 | \$17,940/\$25,740 | 4.0%/3.6% |

\* Year Ending March 2017

Source: REIV & DistrictData



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