Demographics : statistical data relating to the population and particular groups within it.

PROPERTY DEVELOPMENT SYSTEM
Demographics

Population
- Increase
- Decrease
  - Reasons Why?
    - Migrated Out
    - Migrated In
      - Why?
        - Is there a TREND developing?
          - For Example: People Downsizing from more expensive suburbs and then moving to another suburb.
            - What does that tell me?
              - They are cashed up after downsizing.
                - Could very well pay a better price?
                  - Their age group would then determine the design of the building, townhouse etc you intend on building.

Income group

Average income ($)
- Would help you determine, what you can sell your Units/Townhouses etc for in that area?

Average age (Yrs)

Average household size

Vehicles per household

Owner-occupied
- Rental Yield would be comparatively lower.

Renter-occupied
- More people on RENT, means more investors own the property in that area.
  - Why?

Data Sources

Generic
- http://www.abs.gov.au/websitedbs/censushome.nsf/home/communityprofiles
- http://www.censusdata.abs.gov.au/census_services/getproduct/census/2011/quickstat/POA3199
- http://www.communityindicators.net.au/wellbeing_reports/frankston
- http://www.domain.com.au/public/apm/suburbprofile/default.aspx?mode=buy
- http://economy.id.com.au/
- http://www.homely.com.au/search/suburbs-in-perth-greater-western-australia
- http://www.yourinvestmentpropertymag.com.au/top-suburbs/wa-6000-perth.aspx
- http://www.realestateview.com.au/propertydata/suburb-profile/nsw/

NSW
- http://info.id.com.au/dosydney/Default.aspx

QLD
- http://www.brisbane-australia.com/brisbane-suburb-profiles.html
- http://www.realestate.com.au/neighbourhoods/brisbane%20city-4000-qld
- http://www.reiq.com/suburbs
- http://www.brisbane.qld.gov.au/

VIC
- http://www.melbourne.vic.gov.au/aboutmelbourne/precinctsandsuburbs/Pages/Precinctsandsuburbs.aspx
- https://www.melbourne.vic.gov.au/AboutMelbourne/Statistics/Pages/CityResidents.aspx
- https://www.melbourne.vic.gov.au/AboutMelbourne/Statistics/Pages/CityResidents.aspx#topical

WA
- http://reiwa.com.au/the-wa-market/suburb-profiles-search/