



Gold Coast City Council

# Ashmore Statistical Profile

## Introduction

This information is for Ashmore Statistical Local Area (SLA) in Gold Coast City. Unless otherwise stated, all data are from the Time Series Profile of the Australian Bureau of Statistics (ABS) 2001 Census of Population and Housing (taken on 7 August 2001), which counts both residents and domestic visitors to the SLA on Census night.

## Resident Population

The preliminary estimate of the resident population of Ashmore at 30 June 2002 was 11,263 people, an increase of 688 or 6.5% since 1997.

## Age

In 2001, the number of people aged under 15 years represented 19.8% of the population of Ashmore (down from 22.4% in 1991), higher than for Gold Coast City (19.3%). People aged 65 years and over represented 15.2% (up from 10.1% in 1991), lower than for Gold Coast City (15.2%) (Table 1).

Table 1. Age profile

Persons (excluding overseas visitors)

Age (years)	1991			1996			2001		
	Ashmore			GCC	Ashmore				
	%	%	%		Males	Females	Persons		
	No.	No.	No.	No.	No.	No.			
0-4	6.8	5.8	6.0	6.1	347	293	640		
5-9	7.0	6.9	6.6	6.6	365	337	702		
10-14	8.5	7.4	7.2	6.6	391	376	767		
15-19	8.7	7.2	7.0	6.5	413	335	748		
20-24	6.6	6.6	5.9	6.5	316	308	624		
25-34	14.5	13.3	13.4	14.1	696	737	1,433		
35-44	18.1	15.9	14.4	14.4	686	851	1,537		
45-54	11.8	15.3	15.0	13.6	751	851	1,602		
55-64	7.7	7.9	9.3	10.4	502	489	991		
65-74	6.6	7.7	6.6	8.3	321	382	703		
75+	3.6	6.2	8.6	6.9	322	593	915		
Total	100.0	100.0	100.0	100.0	5,110	5,552	10,662		

## Educational qualifications

In 2001, the proportion of people aged 15 years and over in Ashmore with a Bachelor degree or higher was 10.4% (up from 6.0% in 1991), higher than Gold Coast City (Table 2).

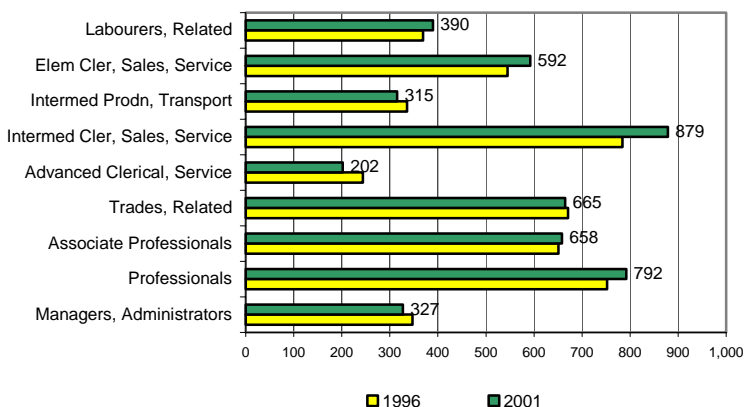
Table 2. Educational Qualifications

Persons aged 15 years and over (excluding overseas visitors)

Level of education	1991			1996			2001		
	Ashmore			GCC	Ashmore				
	%	%	%		No.	%			
Postgraduate Degree	0.6	0.9	1.1	94	1.0				
Grad Dip & Grad Cert	0.6	0.6	0.9	77	0.8				
Bachelor Degree	4.9	6.6	8.4	718	7.0				
Advanced Dip and Dip	5.8	6.1	6.4	545	5.8				
Trade Certificate	14.7	15.1	16.9	1,446	17.4				
Not stated	12.2	12.8	14.1	1,203	13.6				
Not applicable	61.2	57.9	52.3	4,470	54.5				
Total	100.0	100.0	100.0	8,553	100.0				

Figure 1. Occupation

Employed persons (excluding overseas visitors)



## Employment

The labour force in Ashmore in 2001 represented 62.4% of people aged 15 years and over (down from 65.9% in 1991), higher than for Gold Coast City (57.6%). From 1991 to 2001, part-time employment in Ashmore increased from 15.8% to 19.9% (Table 3). The unemployment rate\* decreased from 10.6% to 8.2%.

\* Persons unemployed divided by persons in labour force

Table 3. Employment

Persons aged 15 years and over (excluding overseas visitors)

Labour force status	1991			1996			2001		
	Ashmore			GCC	Ashmore				
	%	%	%		No.	%			
Employed, working:									
Full time(a)	40.3	38.8	35.6	3,044	31.6				
Part time	15.8	19.3	19.9	1,701	18.8				
Not stated(b)	2.8	1.0	1.8	154	1.7				
Total employed.	58.9	59.0	57.3	4,899	52.0				
Unemployed, looking for:									
Full time work	5.5	4.6	3.6	306	4.1				
Part time work	1.5	1.4	1.5	129	1.5				
Total unemployed	7.0	6.0	5.1	435	5.6				
Total labour force	65.9	65.0	62.4	5,334	57.6				
Not in the labour force	32.0	33.6	31.6	2,701	36.7				
Not stated(c)	2.1	1.4	6.1	519	5.7				
Total	100.0	100.0	100.0	8,554	100.0				

(a) The definition of 'full-time' changed between the 1991 and 1996 Census

(b) Includes employed persons who did not state their hours worked

(c) Includes persons who did not state their labour force status

## Income

The median gross weekly individual income in Ashmore in 2001 was in the range \$300-\$399 (up from the \$80-\$119 range in 1991). In Ashmore, 11.9% of people aged 15 years and over received less than \$120 in 2001 (11.3% for Gold Coast City) and 8.2% received a high income of \$1,000 or more (7.3% for Gold Coast City) (Table 4).

Table 4. Income

Persons aged 15 years and over (excluding overseas visitors)

Weekly Individual Income	2001		
	Ashmore		GCC
	%	No.	
Negative-\$119	11.9	1,014	11.3
\$120-\$199	11.9	1,015	14.0
\$200-\$399	22.4	1,914	24.2
\$400-\$599	18.3	1,563	18.2
\$600-\$799	11.4	976	10.5
\$800-\$999	6.5	554	5.4
\$1000 or more	8.2	696	7.3
Not stated	9.4	805	9.1
Total	100.0	8,537	100.0

## Occupation

The main occupation in 2001 was Intermediate Clerical, Sales and Service Workers (879 people or 17.9% of employed people) followed by Professionals (792 people or 16.2%) (Figure 1). Since 1996, the biggest increase was recorded in the number of people working as Intermediate Clerical, Sales and Service Workers and the biggest decrease was in Advanced Clerical and Service Workers.

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## Place of birth

In 2001, 24.7% of the Ashmore population were overseas born, 15.8% in main English speaking countries and 8.9% in other countries. The proportion of overseas born people in Ashmore was higher than for Gold Coast City (24.4%) (Table 5).

**Table 5. Place of birth**  
Persons (excluding overseas visitors)

Place of birth	1991		1996		2001	
	Ashmore		GCC		GCC	
	%	%	%	No.	%	%
Australia	73.7	71.9	69.0	7,369	69.1	69.1
MES(a)	16.5	15.8	15.8	1,689	15.2	15.2
NMES(b)	8.1	9.2	8.9	948	9.2	9.2
Not stated	1.7	3.2	6.2	667	6.5	6.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>10,673</b>	<b>100.0</b>	<b>100.0</b>

(a) Main English speaking countries: comprises United Kingdom, USA, Ireland, South Africa, New Zealand and Canada

(b) Non-Main English Speaking Countries: other than the MES countries

## Household types

In 2001, 50.0% of the population of Ashmore lived in a family comprising a couple with children (compared to 44.9% for Gold Coast City), and 21.2% lived in couple only households. The proportion of people in one parent families increased from 9.0% in 1991 to 12.0% in 2001, while the proportion of people living alone increased from 5.5% to 9.7% (Table 6).

**Table 6. Household types**  
Persons in family, group and lone person h/holds (excl overseas visitors)

Household type and Family type	1991 (a)		1996		2001 (b)	
	Ashmore		GCC		GCC	
	%	%	%	No.	%	%
One family household:						
Couple with children	61.1	52.2	50.0	4,834	44.9	44.9
Couple without children	18.4	20.8	21.2	2,044	23.1	23.1
One parent family	9.0	10.9	12.0	1,163	12.9	12.9
Other family	1.1	0.7	1.0	95	1.0	1.0
Total	89.5	84.6	84.2	8,136	81.9	81.9
Multi-family household	0.8	2.1	2.2	215	1.8	1.8
Lone person household	5.5	8.2	9.7	941	10.7	10.7
Group household	4.2	5.1	3.8	370	5.6	5.6
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>9,662</b>	<b>100.0</b>	<b>100.0</b>

(a) In 1991, 'Manufactured Home Estates' and 'Accommodation for the Retired or Aged (self-care)' have been excluded. These dwellings were Non-private dwellings in 1991.

(b) In 2001, Serviced Apartments and persons living in Serviced Apartments have been included. These dwellings were Non-private dwellings in 1991 and 1996.

## Tenure of dwellings

Of the 4,061 occupied private dwellings in Ashmore, 38.2% were fully owned (down from 39.9% in 1991), 30.9% were being purchased and 22.2% were being rented. Ashmore recorded lower proportions of dwellings being rented and higher proportions being purchased than Gold Coast City (Table 7).

**Table 7. Tenure of dwellings**  
Occupied private dwellings

Tenure type	1991(a)		1996		2001(b)	
	Ashmore		GCC		GCC	
	%	%	%	No.	%	%
Fully owned	39.9	41.7	38.2	1,552	33.3	33.3
Being purchased(c)	32.1	29.3	30.9	1,256	22.8	22.8
Rented:						
State Housing Authority	0.1	0.4	0.4	16	2.5	2.5
Other landlord type(c)	22.1	24.0	21.2	860	31.7	31.7
Not stated	0.7	0.2	0.7	27	0.5	0.5
Other Tenure type(c)	5.0	4.5	8.6	350	9.2	9.2
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>4,061</b>	<b>100.0</b>	<b>100.0</b>

(a) In 1991, 'Manufactured Home Estates' and 'Accommodation for the Retired or Aged (self-care)' have been excluded. These dwellings were Non-private dwellings in 1991.

(b) In 2001, Serviced apartments and persons living in Serviced apartments have been included. These dwellings were Non-private dwellings in 1991 and 1996

(c) There were changes in definition between the 1991 and 1996 Census.

## Dwellings

In Ashmore in 2001, 74.8% of all private dwellings were separate houses (down from 76.5% in 1991), 14.0% were semi-detached, row/terrace or townhouses (down from 17.0%), and 7.1% were flats, units or apartments (up from 0.5%). In Gold Coast City, 57.1% of dwellings were separate houses, 16.1% were semi-detached and 23.6% were flats (Table 8). The average household size in Ashmore declined from 2.9 people per occupied private dwelling in 1991 to 2.6 in 2001.

**Table 8. Dwellings**  
Private dwellings (occupied and unoccupied)

Dwelling Structure	1991(a)		1996		2001(b)	
	Ashmore		GCC		GCC	
	%	%	%	No.	%	%
Separate house	76.5	72.6	74.8	3,170	57.1	57.1
Semi-detached, row or terrace house, townhouse	17.0	21.7	14.0	594	16.1	16.1
Flat, unit or apartment:						
In 1 or 2 storey block	0.3	0.1	6.9	293	8.0	8.0
In 3 or more storey block	0.0	0.1	0.0	0	15.3	15.3
Attached to a house	0.2	0.4	0.1	6	0.3	0.3
Total	0.5	0.6	7.1	299	23.6	23.6
Other dwelling:						
Caravan, houseboat	4.8	3.5	3.3	140	1.5	1.5
Improvised, tent etc	0.0	0.0	0.0	0	0.1	0.1
Attached to a shop, office	0.1	0.2	0.1	4	0.2	0.2
Total	4.9	3.7	3.4	144	1.7	1.7
Not stated	1.1	1.3	0.8	33	1.6	1.6

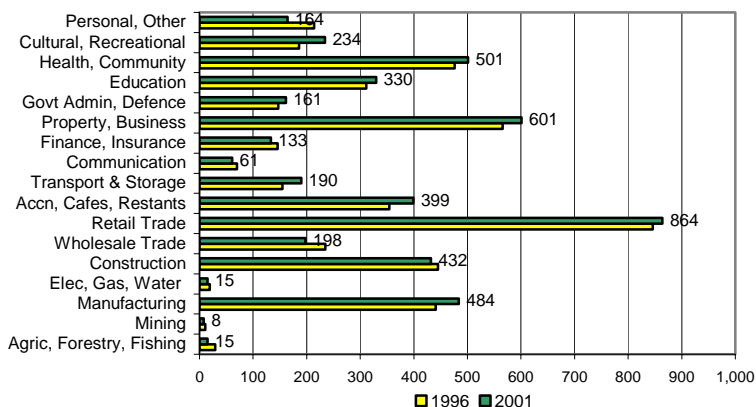
(a) In 1991, 'Manufactured Home Estates' and 'Accommodation for the Retired or Aged (self-care)' have been excluded. These dwellings were Non-private dwellings in 1991.

(b) In 2001, Serviced Apartments and persons living in Serviced Apartments have been included. These dwellings were Non-private dwellings in 1991 and 1996.

## Industry

The main industry of employment in 2001 was Retail Trade (864 people or 17.6% of employed people) followed by Property and Business Services (601 people or 12.3%) (Figure 2). Since 1996, the biggest increase was recorded in the number of people working in Cultural and Recreational Services and the biggest decrease was in Personal and Other Services.

**Figure 2. Industry**  
Employed persons (excluding overseas visitors)



## Other population facts from the 2001 Census

	Ashmore	GCC
Visitors from different SLA (No.) (a)	585	48,720
Lived at same address 5 years ago (%) (b)	45.5	38.5
Households with no motor vehicle (%) (a)	6.6	9.1

(a) Sourced from Basic Community Profile, ABS 2001 Census of Population and Housing

(b) Sourced from Usual Residents Profile, ABS 2001 Census of Population and Housing

This profile was prepared by the Planning Information and Forecasting Unit, Department of Local Government and Planning, for Gold Coast City Council