

Top Ten Sydney and Melbourne ‘Bachelor’ suburbs identified

Sydney, Melbourne August 1, 2017: Single women looking for the next Matty J should head to inner city suburbs, according to GfK

Ten suburbs across Sydney and Melbourne are the best bets for bumping into an eligible young bachelor, according to research house GfK.

Single males 20-34 years old earning above average income are most likely to live in Victoria (44 per cent) or NSW (31 per cent). A third of these live in the major cities and their inner suburbs.

Melbourne ladies need to head north for bachelor hot spots, with suburbs of Cremorne, Richmond, Collingwood, Carlton and Fitzroy presenting the most opportunity.

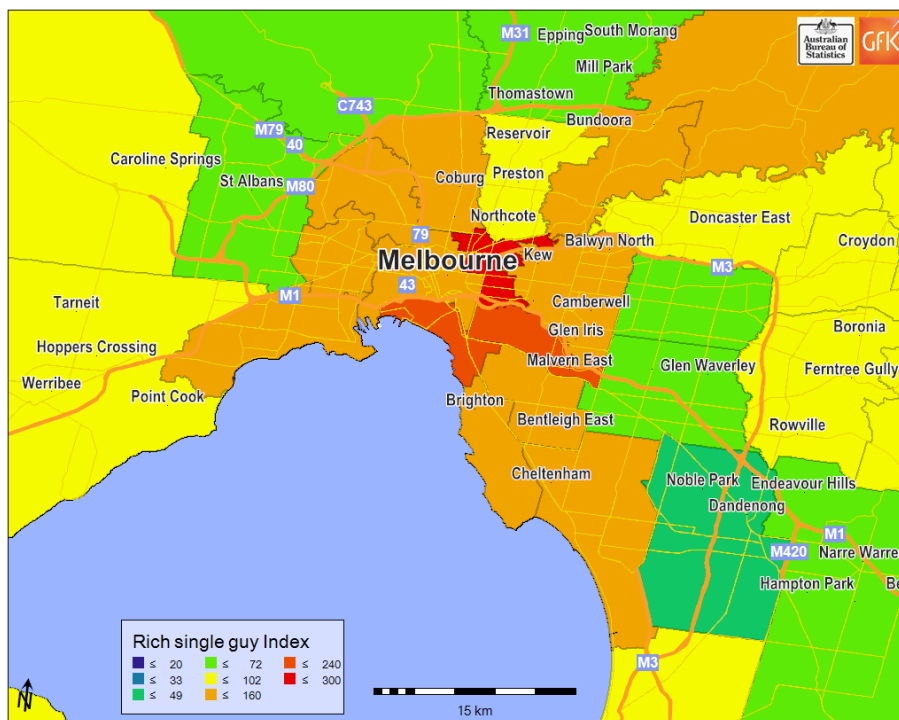


Figure 1: Melbourne bachelor hotspots for single males 20-34 years old with above average income. Source: GfK Regiograph, ABS.

In Sydney, the best chance of running into the next Matty J is around North Sydney and Crows Nest, as well as Darlinghurst, Double Bay and Vaucluse.

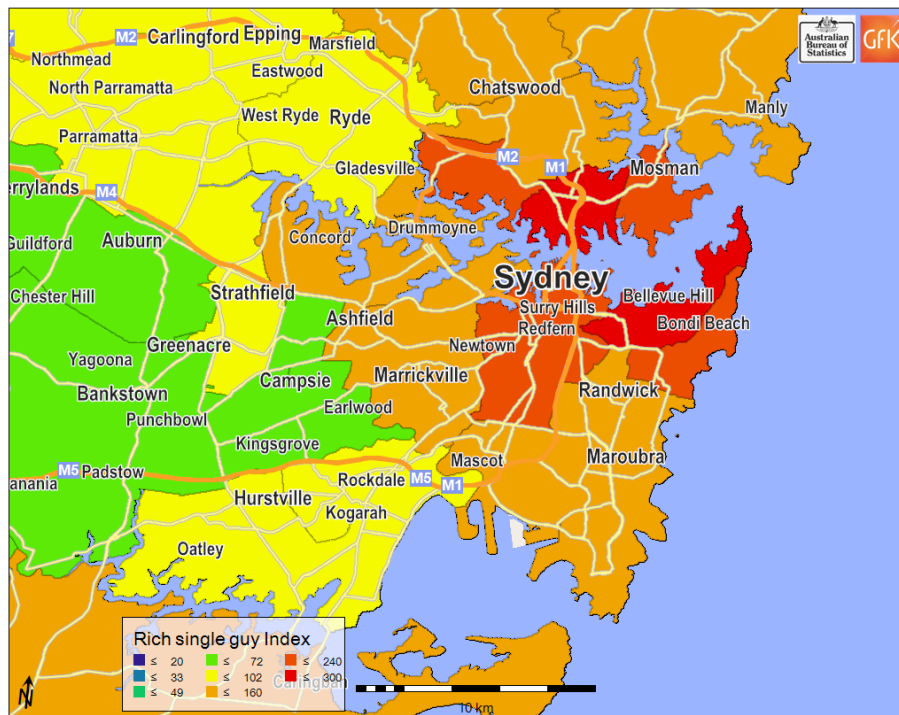


Figure 2: Sydney bachelor hotspots for single males 20-34 years old with above average income. Sources: GfK Regiograph, ABS.

“The truism has been proven that eligible bachelors are most likely to be found in the inner city suburbs,” said GfK Research Manager, Serena Mann. “This is likely a function of both income, and wanting to be close to work and the ‘action’.”

The suburbs were identified by combining Australian GfK Regiograph mapping tools with 2016 Australian Census data.

Top ways to bump into a bachelor quantified

GfK ConsumerLife Australia data indicates that women need to increase their frequency of various activities in order to be where the bachelors are.

According to GfK, the top 8 best ways to meet eligible bachelors are:

1. Exercising: Nearly one in four single males exercises at least weekly. “But not just at the gym,” adds Mann. “They’re also on hiking trails, running tracks, local parks and particularly dog parks because more than two in five Australian bachelors have a dog.”
2. Going to cafes, bars, and pubs more frequently: Single men are significantly more likely to go out weekly to bars, clubs and cafes than similarly suited females, who are more likely to only go out monthly.



3. Throw a house party: One in three singles say they entertain guests at home weekly, and over half will entertain at least once a month.
4. Going to the supermarket: yes those rumours about the bananas in the trolley may be true. Three in four singles will top up their pantries on a weekly basis. Singles are more likely to be at the grocery store later in the day after work, when it's less busy.
5. Going to a sporting event: Nearly half (48 per cent) of eligible bachelors are going to some sort of football or other game at least monthly.
6. Volunteering time: Half of eligible single males are giving back to the community and say they participating in volunteer work at least once a month.
7. Getting cultured: Nearly one in four eligible singles say they go to a museum or art exhibit at least monthly.
8. Going to a concert: One in five bachelors say they go to a concert or show weekly, and one third go at least once a month; significantly more often than single women.

“In short, those seeking an eligible bachelor need to get out and about more often, and the closer to the city centre the better,” summarised Mann.

Sources:

GfK ConsumerLife 2017 Australian data, sample n = 1,237.
ABS Australian Census Data 2016

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ABOUT GfK CONSUMERLIFE

GfK ConsumerLife is the largest, most robust and longest running consumer trends study in the world. It provides a holistic perspective of consumer's lives, identifying changes in our behaviours and attitudes and how this shapes the way we live our lives.

ABOUT GfK REGIOGRAPH

RegioGraph geomarketing software answers the many “where” questions faced by business of all sizes and industries to reveal otherwise unseen trends and relationships, and to incorporate external market indicators to locate areas of untapped potential.