

Thursday, 2 October 2014

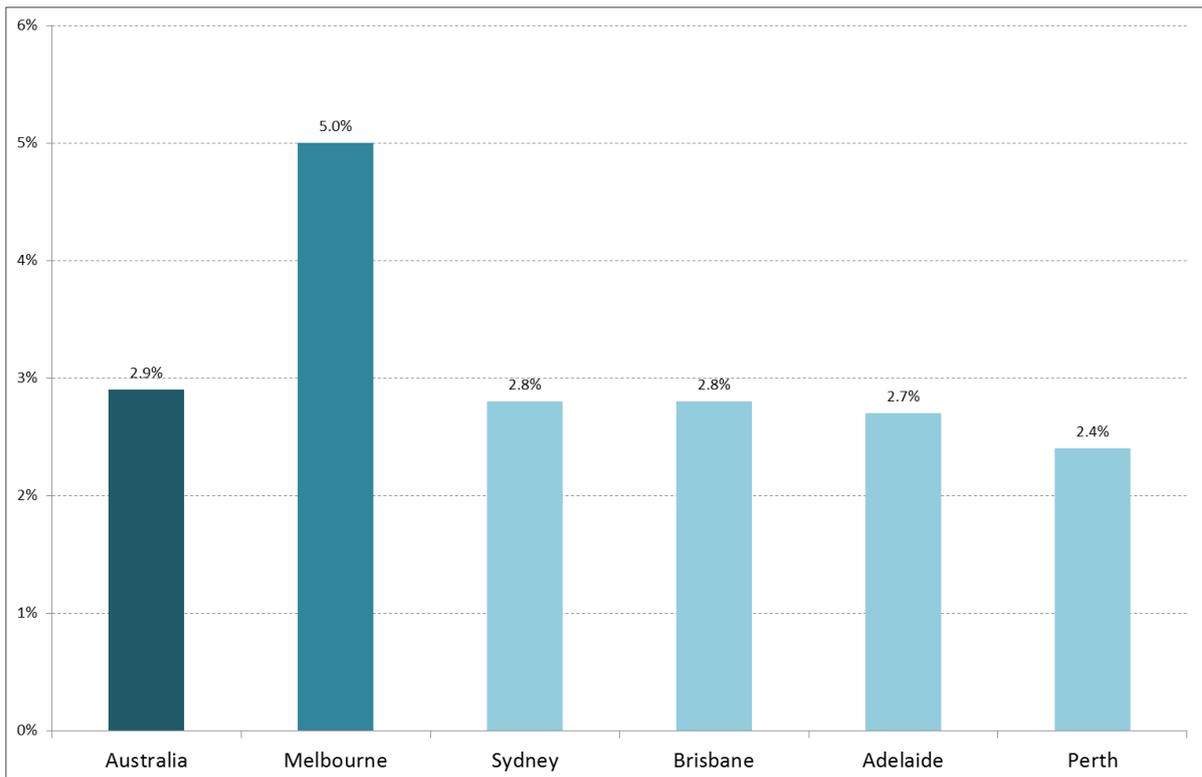
## The haves and have-nots of holiday home ownership

**Melburnians are twice as likely as the rest of the country to have a holiday home, the latest data from Roy Morgan Research shows.**

1 in 20 Melbourne residents (5.0%) have a holiday home, but among the rest of Australia the overall holiday home-ownership rate is just 1 in 40. In fact, nearly a third of all Australian holiday home-owners live in Melbourne.

2.8% of people in Sydney or Brisbane have a holiday home, ahead of 2.7% in Adelaide and 2.4% in Perth. Only around 1 in 50 non-capital city residents have a holiday home. Nationally, including Melbourne, around 560,000 Australians 14+ (2.9%) report having a holiday home.

**% of Australians with a Holiday Home by Mainland State Capital City**



Source: Roy Morgan Single Source, July 2013–June 2014, sample = 16,809 Australians 14+

**Angela Smith, Group Account Director – Consumer Products, Roy Morgan Research, says:**

*“Aside from Melbourne, residents of Canberra and Hobart are also more likely than average to have a holiday home.*

*“The lucky few with holiday homes are, unsurprisingly, more likely than the average Australian to have had a holiday in the past year, and they also took two more trips on average.*

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*“However it would be a mistake to assume that holiday homeowners are less valuable to travel and tourism marketers because they have free accommodation available.*

*“In fact, 42% of holiday home-owners took an overseas holiday in the past year, compared with 24% of all Australians. Second home-owners tend to be wealthier, of course, but perhaps because they have free accommodation on some holidays they can justify going all out when visiting somewhere else.”*

**To understand how to communicate with Australian holiday-makers, contact:**

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**Related Research**

View our ready-made profiles of [People in a Household that Owns a Holiday Home](#), [Travellers by Accommodation Type](#) or our [Holiday Travel Intention](#) report.

**About Roy Morgan Research**

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

**Margin of Error**

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2

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