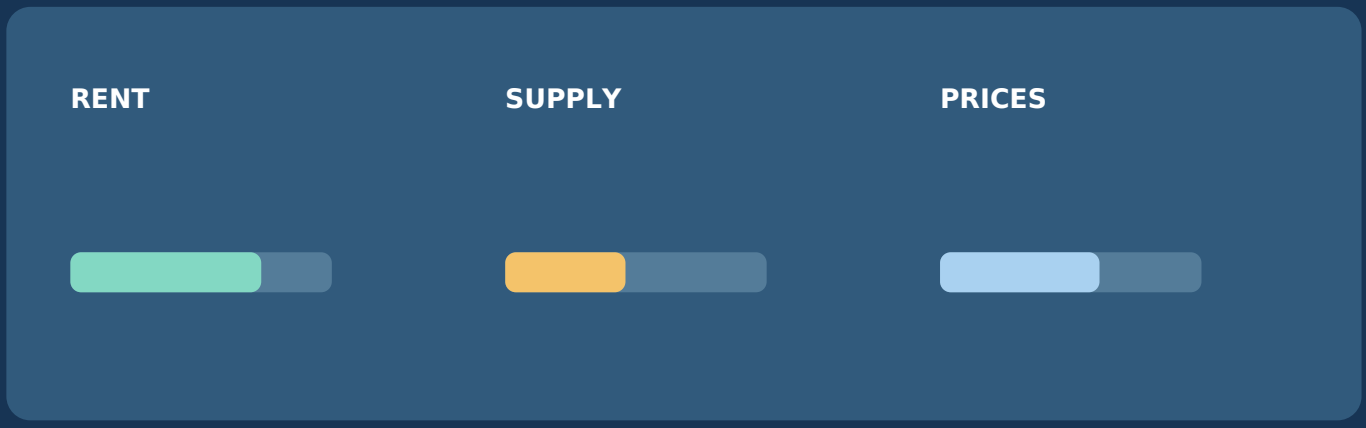
PlaceNest / LEARN

STATISTICS & MARKET INFORMATION

Understand housing, rents, prices, supply, demand and energy trends - without needing a statistics degree.



A practical Australian guide for everyone

How to read charts, check sources, compare markets, recognise misleading claims and make better housing decisions.

AUSTRALIA • OCTOBER 2026

Explainers and fictional examples; not a live market-data report

What is market information?

Statistics turn many individual observations into a clearer picture of a market.

Housing market

Rents, advertised listings, sale prices, property types, vacancy and affordability.

Household context

Population, household size, income, tenure, dwelling approvals and migration.

Energy market

Electricity prices, solar adoption, batteries, EV uptake and household energy costs.

Local context

Suburb, region, state and national patterns can tell very different stories.

Market data describes what has happened or been measured. A forecast estimates what might happen next. Neither guarantees the outcome for one property.

Three questions to ask first

What is being measured? Where and when? Who collected it?

The six numbers people often confuse

Similar-sounding measures can describe different things.

Median advertised rent

Middle asking rent among listed properties; not the rent every tenant pays.

Median sale price

Middle recorded transaction price; affected by which homes sold.

Vacancy rate

Estimated share of rental stock vacant under a particular methodology.

Rental yield

Annual rent divided by property value, before or after costs.

Days on market

Time between listing and a defined event; methods differ.

Listings count

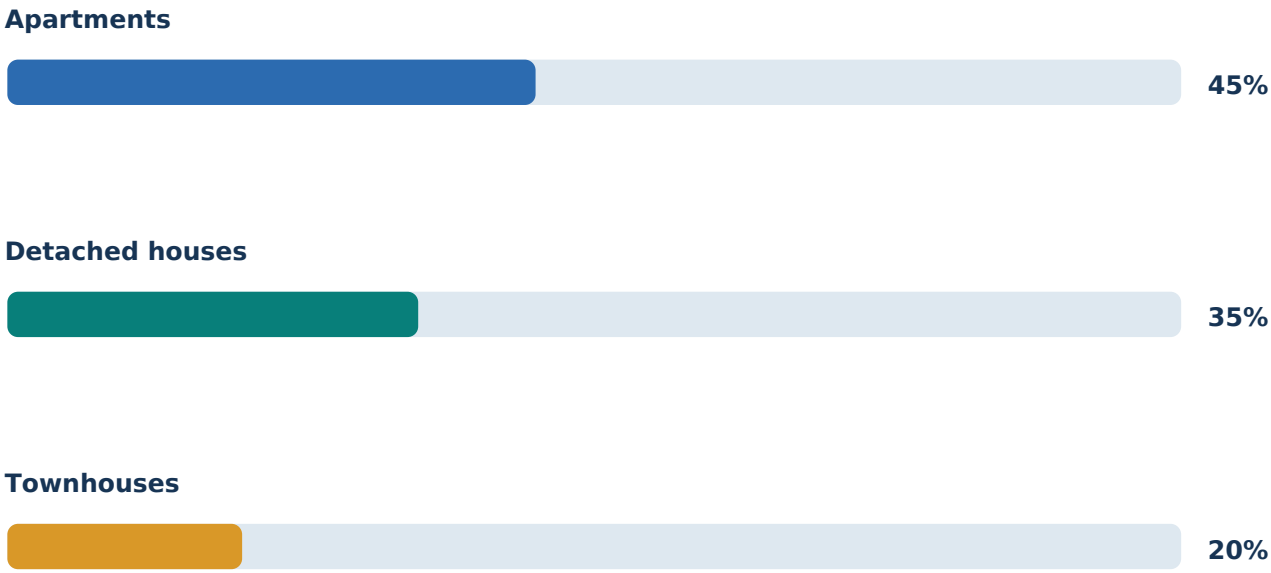
Number of advertisements observed; may contain duplicates or relistings.

Check whether a figure is based on asking prices, settled sales, active listings, actual leases or survey responses. These are not interchangeable.

A chart can be accurate but misleading

Always inspect the axes, units, population and time period.

ILLUSTRATIVE EXAMPLE: SHARE OF LISTINGS BY TYPE



What this chart does NOT tell you

It does not show total housing stock, vacancy, sales volume, demand, or the share of households in each dwelling type. It only describes the fictional listing sample.

A chart should identify its source, period, geography, unit, denominator and whether the values are estimates, observations or illustrations.

Compare like with like

A national trend can hide very different local markets.

Geography

Australia, state, city, suburb and street are different levels. Small-area samples can be volatile.

Property mix

A suburb with more four-bedroom homes may have higher median rent than one with more units.

Time period

Monthly, quarterly and annual figures can move differently. Seasonality matters.

Data collection

Private listing portals, administrative records and surveys each have different coverage.

For Canberra and the surrounding NSW region, do not assume that ACT statistics automatically describe Googong or Queanbeyan. State boundaries and source definitions matter.

How to calculate a rental yield

Rental yield is a useful starting point, not a complete investment assessment.

FICTIONAL PROPERTY EXAMPLE

Weekly rent	**$750**
Property value	**$900,000**
Annual rent	**$39,000**

Gross yield = $39,000 ÷ $900,000 × 100 = 4.33%

Gross yield

Ignores management fees, rates, insurance, repairs, vacancy, interest and tax. Useful for initial comparison.

Net yield

Deduct relevant operating expenses from rental income before dividing by property value. Define exactly what costs are included.

Yield is not the same as cash flow, profit or capital growth. Investment and tax decisions require individual advice.

Understanding housing affordability

A single ratio cannot describe every household or property.

FICTIONAL HOUSEHOLD EXAMPLE

Weekly rent	**$600**
Gross weekly household income	**$2,000**

Rent-to-income ratio = 600 ÷ 2,000 = 30%

Why the ratio helps

It provides a common starting point for discussing housing pressure across groups or periods.

Why it is incomplete

Household size, taxes, debt, transport, childcare, disability and energy costs can change affordability.

Do not label every household above or below a single threshold as financially secure or stressed. Definitions and circumstances matter.

Why prices and rents change

Housing markets respond to multiple forces at once.

Supply

Construction, approvals, available rentals, existing stock, investor decisions and building costs.

Demand

Population, household formation, jobs, incomes, student demand and migration.

Financing and policy

Interest rates, lending conditions, taxes, planning and government assistance.

Local characteristics

Transport, schools, amenities, property quality, energy efficiency and location.

CORRELATION IS NOT CAUSATION

Two trends can move together without one causing the other. For example, higher advertised rents and fewer listings may coincide, but more evidence is needed to explain why.

Reading household energy trends

Energy data uses different units and different denominators.

Solar generation

Usually kWh over a period. Installed capacity is typically expressed in kW, not kWh.

Battery storage

Usable energy capacity (kWh), output power (kW) and cycling are distinct.

EV charging

kWh delivered, $/kWh price, charging power (kW) and session time should be distinguished.

Heating and cooling

Thermal output, electrical input, efficiency and local climate all affect running costs.

A household with high solar exports may still have high evening grid imports. Annual import/export totals alone cannot establish battery savings or EV charging costs.

What historical bills can show

These user-supplied Moncrieff figures illustrate the need for seasonal comparisons.

MONCRIEFF, ACT - TWO HISTORICAL PERIODS

Jul-Oct 2025 (92 days)

Grid imports: 1,805.854 kWh

Solar exports: 1,789.328 kWh

Jan-Apr 2026 (90 days)

Grid imports: 1,746.806 kWh

Solar exports: 861.125 kWh

What can be calculated

Imports per day: about 19.63 versus 19.41 kWh. Exports per day: about 19.45 versus 9.57 kWh.

What remains unknown

Actual solar generation, self-consumption, appliance loads and charging times cannot be reconstructed from these totals alone.

These historical examples are not representative of Australian households and should not be used as a live energy market statistic.

How to judge a data source

Prefer a clear methodology over a dramatic headline.

01 Source

Who collected and published the information?

02 Date

When was it collected, and when was it updated?

03 Geography

Does it cover the exact area being discussed?

04 Sample

How many records were used, and are they representative?

05 Definition

Are figures asking prices, actual transactions or estimates?

06 Limitations

What is missing, revised or subject to uncertainty?

A precise-looking number can still be unreliable if the sample is small, the data is stale or the definition is unclear.

Where to find Australian data

Use the most relevant official or documented source for each question.

Australian Bureau of Statistics

Census, population, housing, inflation and labour statistics.

Australian Institute of Health and Welfare

Housing assistance, homelessness and housing indicators.

Australian Government Housing Data

Housing Australia and National Housing Supply and Affordability Council publications.

Australian Energy Regulator

Energy retail markets and network performance.

Clean Energy Regulator

Renewable energy and small-scale technology data.

ACT and NSW open data

Local planning, population and development context.

Private market providers can add useful timely listing data, but definitions, coverage, licensing and methodology must be checked.

Common mistakes to avoid

Most mistakes arise from comparing unlike measures.

Average versus median

A few very expensive homes can shift an average substantially.

Percentage versus percentage points

A rise from 4% to 5% is one percentage point, or a 25% relative increase.

Nominal versus inflation-adjusted

A price increase may be smaller after adjusting for inflation.

Small samples

A handful of listings can make a suburb median jump around.

Forecast versus observation

A projection is not an actual recorded outcome.

National versus local

Australian-wide data may not describe one Canberra-area suburb.

Always distinguish measured facts, calculated results, estimates, scenarios and opinions.

How to use data for a decision

A repeatable approach is more useful than chasing one headline number.

1. Define the decision

Rent, buy, list a property, invest or reduce energy costs.

2. Choose comparable data

Match geography, property type, size, date and measurement method.

3. Check multiple sources

Use official statistics and clearly labelled current listing evidence.

4. Calculate your own costs

Include fees, utilities, finance, vacancy, travel and maintenance.

5. Stress-test assumptions

Ask what happens if rents, rates, energy prices or occupancy change.

6. Record the evidence

Keep source links, access dates and assumptions for later review.

Good decisions use statistics as evidence alongside personal circumstances, professional advice and real-world constraints.

Key terms and editorial notes

A short reference for PlaceNest readers.

Median	The middle observation after sorting values.
Mean / average	Sum of values divided by the number of values.
Sample	The observations used to estimate or describe a population.
Denominator	The total used when calculating a share, rate or percentage.
Index	A measure of relative change from a chosen base.
Year-on-year	Comparison with the corresponding period one year earlier.
Real value	A value adjusted for price inflation.
Confidence interval	An uncertainty range under a specified statistical method.

EDITORIAL AND PUBLICATION NOTE

October 2026. Fictional examples are labelled. Moncrieff figures are historical user-supplied case-study data, not independently audited. No live market prices or current suburb statistics are claimed. Verify figures, rights and source updates before public publication.