

# The Average Australian

The Craft of Writing · By Simon Townsend · 1 min read

---

You have written about the "average Australian". This is silly. Even though people (and journalists to their disgrace) speak of the so-called "average Australian", there is no such person. What does YOUR average Australian look like? Is YOUR "average Australian" male or female? Is YOUR "average Australian" short or tall? Is YOUR "average Australian" young or old? Is YOUR "average Australian" earning \$15,000 or \$1,500,000? Is YOUR average Australian a Jew, a Christian, a Muslim or an atheist? Please don't use this silly expression: "average Australian".

---

Reprinted from The Wonderful World of Journalism. Written in the spirit of Simon Townsend's journalism craft advice. Visit [simontownsendjournalist.com](http://simontownsendjournalist.com) for the full archive.