

2008 Australian LandScape Segment Statistics

Group 10
Segment 36

Regional Centres
Young Regional Families



Age		
0-4 years	7.6%	
5-14 years	17.7%	
15-19 years	7.7%	
20-24 years	4.8%	
25-34 years	11.7%	
35-44 years	16.7%	
45-54 years	15.1%	
55-64 years	10.0%	
65-74 years	5.2%	
75-84 years	2.8%	
85 years and over	0.7%	

Family Composition		
Couple family with no children	35.3%	
Couple family with children under 15	40.7%	
Couple family with no children under 15	13.5%	
One parent family with children under 15	6.1%	
One parent family with no children under 15	3.7%	
Other family	0.6%	

Marital Status		
Married	61.8%	
Separated	2.4%	
Divorced	6.1%	
Widowed	3.4%	
Never Married	26.3%	

Country of Birth		
Australia	84.7%	
New Zealand	1.5%	
Fiji, Papua New Guinea	0.2%	
China, Hong Kong, Japan, Republic of Korea (South)	0.3%	
India, Sri Lanka	0.2%	
South East Asia	0.6%	
Ireland, United Kingdom	4.3%	
Europe	1.5%	
Middle East & Africa	0.6%	
United States of America, Canada	0.5%	
Other	1.2%	
Not Stated	4.4%	

Tenure of Household		
Lived at same address 1 year ago	81.8%	
Lived at different address 1 year ago	18.2%	
Lived at same address 5 years ago	48.9%	
Lived at different address 5 years ago	51.1%	

Number of Usual Residents in the Household		
One	13.9%	
Two	33.6%	
Three	16.8%	
Four	22.1%	
Five	10.0%	
Six or more	3.6%	

Dwelling Structure		
Separate house	93.5%	
Semi-detached\ row or terrace house\ townhouse etc.	3.4%	
Flat\ unit or apartment	2.5%	
Other dwelling	0.6%	
Dwelling structure not stated	0.0%	

Highest Qualification		
Postgraduate Degree	4.0%	
Graduate Diploma and Graduate Certificate	3.3%	
Bachelor Degree	21.0%	
Advanced Diploma and Diploma	14.8%	
Certificate	39.6%	
Level of education inadequately described	2.8%	
Level of education not stated	14.5%	

Occupation		
Managers	13.1%	
Professionals	19.7%	
Technicians & trades workers	16.4%	
Community & personal service workers	8.4%	
Clerical & administrative workers	15.0%	
Sales workers	10.4%	
Machinery operators & drivers	7.0%	
Labourers	8.4%	
Occupation inadequately described/ not stated	1.4%	

Industry of Employment		
Agriculture\ forestry & fishing	1.6%	
Mining	4.4%	
Manufacturing	9.6%	
Electricity\ gas\ water & waste services	1.4%	
Construction	9.0%	
Wholesale trade	3.2%	
Retail trade	12.3%	
Accommodation & food services	5.8%	
Transport\ postal & warehousing	4.2%	
Information media & telecommunications	1.3%	
Financial & insurance services	2.9%	
Rental\ hiring & real estate services	1.9%	
Professional\ scientific & technical services	5.0%	
Administrative & support services	2.4%	
Public administration & safety	7.9%	
Education & training	9.7%	
Health care & social assistance	10.7%	
Arts & recreation services	0.9%	
Other services	3.9%	
Inadequately described\Not stated	1.9%	

Labour Force Status		
Employed\ worked full-time	44.6%	
Employed\ worked part-time	20.9%	
Employed\ away from work	4.4%	
Unemployed\ looking for work	2.3%	
Not in the labour force	27.8%	

Study Participation		
Pre-school	6.6%	
Infants/Primary: Government	21.4%	
Infants/Primary: Catholic & Other Non Government	13.8%	
Secondary: Government	13.3%	
Secondary: Catholic & Other Non Government	12.7%	
Technical or Further Educational institution: Full-time student	1.2%	
Technical or Further Educational institution: Part-time student	4.9%	
University or other Tertiary Institutions: Full-time student	4.1%	
University or other Tertiary Institutions: Part-time student	4.0%	
Other type of educational institution	1.5%	
Type of educational institution and/or status not stated	16.5%	

Household Income (Weekly)		
Negative/Nil income	0.7%	
\$1-\$149	0.7%	
\$150-\$249	2.0%	
\$250-\$349	3.6%	
\$350-\$499	3.3%	
\$500-\$649	7.6%	
\$650-\$799	4.8%	
\$800-\$999	5.9%	
\$1000-\$1199	10.9%	
\$1200-\$1399	6.5%	
\$1400-\$1699	9.9%	
\$1700-\$1999	9.0%	
\$2000-\$2499	8.9%	
\$2500-\$2999	7.8%	
\$3000 or more	6.3%	
Partial income stated	10.2%	
All incomes not stated	1.9%	

Credit Demand		
Zero Enquiries	0.3%	
1 - Low	3.0%	
2	10.4%	
3	14.1%	
4	14.9%	
5	11.8%	
6	11.8%	
7	8.7%	
8	9.9%	
9	9.7%	
10 - High	5.3%	

Credit Risk		
Zero Derogs	2.3%	
1 - Low	18.8%	
2	19.4%	
3	18.6%	
4	16.1%	
5	11.5%	
6	6.3%	
7	4.1%	
8	2.2%	
9	0.7%	
10 - High	0.1%	

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Types of Loans

Current home mortgage - for home	33.1%
Current home mortgage - for business	1.3%
Current home mortgage - for other	0.2%
Mortgage on investment property	9.0%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.5%
Home Equity Loan - secured by current home	2.5%
Home Equity Loan - secured by investment property	0.8%
Home Equity Loan - not secured by property	0.3%
Personal loan for a car	7.1%
Personal loan for a holiday	0.0%
Personal loan for renovation	0.3%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.1%
Personal loan for another purpose	1.9%
Lease in your name - car lease	2.0%
Lease in your name - other lease	0.2%
Interest free period loan	0.8%
Loan for shares/investment	0.7%
Personal overdraft	0.3%
Some other type of loan	0.0%
None	51.4%

Total Amount in Savings and Investments

Less than \$100	6.5%
\$100- \$499	3.7%
\$500- \$999	2.4%
\$1000- \$1999	3.3%
\$2000- \$4999	4.7%
\$5000- \$9999	5.3%
\$10,000- \$19,999	6.3%
\$20,000- \$49,999	8.7%
\$50,000- \$99,999	8.1%
\$100,000- \$499,999	22.2%
\$500,000- \$999,999	8.5%
\$1 Million - <\$2 Million	2.8%
\$2 Million or More	0.4%
Can't Say	16.9%

Managed Investments Held

Allocated Pensions & Annuities	4.2%
Australian Equity Trust	1.3%
Cash Management Trust	3.1%
Friendly Society Bonds	0.2%
Income Fund	0.3%
Insurance Bonds	0.0%
Managed Trust	4.2%
International Trust	0.9%
Property Trust	0.9%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.6%
Superannuation/Retirement Fund - non-employer/ portable	12.9%
Superannuation/Retirement Fund - employer	62.1%
Fixed Interest Trust	0.4%
Immediate Pensions & Annuities	0.7%
Mortgage Fund or Trust	1.0%
Other Unit Trust/Mutual Fund	0.4%
Retirement Savings Account	0.4%
None	23.0%

Accounts Held at Banks

Bank Account	80.8%
Term Deposit	7.8%
Bonus Interest or Reward-Based Account	5.4%
High Interest Online Account	5.6%
Deeming or Pensioner Account	3.0%
Mortgage Offset or Loan Offset Account	13.2%
Cash Management Account	5.6%
Share Trading Account	2.1%
Money Market Account	0.2%
Foreign Currency Account	0.2%
Christmas Club Account	1.0%
Regular Savings	69.1%
Other/CS A/c with Bank	0.5%

Finance / Credit

Credit enables me to buy the things that I want	36.0%
I like to be well insured	72.0%
Recently I've cut down my spending	56.9%
The Australian economy appears to be improving	55.4%
I feel financially stable at the moment	66.9%
I'm worried about interest rates at the moment	37.9%
It would be ideal if I could conduct all my banking without ever having to	47.9%
I prefer to invest in something with a safe return	82.1%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$460
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Frequency of Internet Usage

More than once a day	39.3%
Once a day	15.1%
A few times a week	17.8%
Once a week	4.2%
A few times a month	4.6%
Once a month	0.7%
A few times a year	1.4%
Once a year	0.0%
Less often	4.5%
Never	0.0%
Can't say	3.6%

Shopping / Media

I use coupons I find in magazines or on packets	27.9%
I always watch the news on TV to keep me up-to-date	73.5%
I always read the business section of the newspaper	19.6%
I listen to the radio in the car	85.1%
I often enter competitions run by newspapers, magazines or radio	19.4%
I often enter competitions on packets or labels on products	14.1%
I often redeem coupons to get discounts or special offers	37.2%
I don't read the ads in newspapers and magazines	41.9%
I can't help noticing advertising on buses	50.5%
I enjoy buying magazines	40.8%
I can't miss seeing those big billboard signs	51.4%
I find TV advertising interesting	21.3%
TV advertising often gives me something to talk about	26.8%
Nearly all TV advertising annoys me	62.2%
Some TV advertising is devious	81.0%
Quite often I find TV advertising more entertaining than programs	16.5%
I often take advantage of special offers on shopping docket	22.7%
I usually notice advertisements on shopping trolleys	5.7%
I often notice the advertisements on the tops and backs of taxis	20.9%
Advertising posters in shopping centres don't interest me	71.7%
My letterbox says 'no junk mail' (or similar)	13.7%
I believe quality is more important than price	79.4%
I buy more store's own products than well known brands	32.3%
I would like to buy a home computer	37.0%
I try to buy Australian made products as often as possible	71.3%
I will buy a product because of the label	22.3%
I trust well known brands better than the stores' own	51.7%
I have favourite brands and I tend to stick to them	68.4%
I am always ready to try new and different products	59.1%
I like to try the free samples they offer in supermarkets	47.0%
I'll go out of my way in search of a bargain	38.4%
If I see a new type of food I will try it	53.9%
Bought goods on lay-by	11.0%
Bought goods on interest free terms	3.6%
Bought something over the phone	9.9%
Bought something over the internet	27.3%
Bought something from a TV offer	2.1%
Bought something from a magazine coupon or offer	3.8%
Bought something from a newspaper coupon or offer	3.4%
Bought something from a catalogue or direct mail offer	11.3%
Bought something from a telephone sales offer	3.2%

Direct Mail Interests

Finance (banking, insurance)	37.0%
Telecommunications	19.3%
Utilities (gas, electricity, water)	12.6%
Real Estate	6.8%
Supermarket or other store	9.0%
Car company or dealer	3.3%
Charity	8.0%
Government / Political Party	9.5%
Other Organisation	33.9%
I read addressed mail from organisations I deal with	61.1%
I read addressed mail from organisations I don't deal with	14.5%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.8%
Classical Music	1.4%
Contemporary Music	46.3%
Dance	0.7%
Film	0.1%
Musical Theatre	10.6%
Multicultural Festivals	0.3%
Opera	0.2%
Other	1.4%
Singing Festivals	2.1%
Special	6.7%
Sport	21.8%
Theatre	3.5%