

## 2008 Australian LandScape Segment Statistics

**Group 10**  
**Segment 37**

**Regional Centres**  
**Regional Labourers**



Age	
0-4 years	6.5%
5-14 years	14.1%
15-19 years	7.2%
20-24 years	6.5%
25-34 years	12.0%
35-44 years	13.2%
45-54 years	13.2%
55-64 years	11.1%
65-74 years	8.3%
75-84 years	6.1%
85 years and over	1.7%

Family Composition	
Couple family with no children	39.6%
Couple family with children under 15	28.1%
Couple family with no children under 15	11.1%
One parent family with children under 15	12.2%
One parent family with no children under 15	7.5%
Other family	1.5%

Marital Status	
Married	47.8%
Separated	3.7%
Divorced	9.1%
Widowed	7.4%
Never Married	32.0%

Country of Birth	
Australia	85.2%
New Zealand	1.0%
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	3.3%
Europe	1.8%
Middle East & Africa	0.3%
United States of America, Canada	0.2%
Other	1.1%
Not Stated	5.8%

Tenure of Household	
Lived at same address 1 year ago	82.1%
Lived at different address 1 year ago	17.9%
Lived at same address 5 years ago	56.6%
Lived at different address 5 years ago	43.4%

Number of Usual Residents in the Household	
One	27.7%
Two	35.9%
Three	14.9%
Four	13.0%
Five	5.9%
Six or more	2.5%

Dwelling Structure	
Separate house	86.3%
Semi-detached\ row or terrace house\ townhouse etc.	4.7%
Flat\ unit or apartment	8.3%
Other dwelling	0.7%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	1.9%
Graduate Diploma and Graduate Certificate	2.4%
Bachelor Degree	15.0%
Advanced Diploma and Diploma	11.9%
Certificate	42.4%
Level of education inadequately described	3.0%
Level of education not stated	23.5%

Occupation	
Managers	9.7%
Professionals	15.1%
Technicians & trades workers	16.5%
Community & personal service workers	10.2%
Clerical & administrative workers	13.2%
Sales workers	11.7%
Machinery operators & drivers	7.7%
Labourers	14.4%
Occupation inadequately described/ not stated	1.6%

Industry of Employment	
Agriculture\ forestry & fishing	2.4%
Mining	1.2%
Manufacturing	11.1%
Electricity\ gas\ water & waste services	1.5%
Construction	8.0%
Wholesale trade	3.5%
Retail trade	14.3%
Accommodation & food services	7.5%
Transport\ postal & warehousing	4.3%
Information media & telecommunications	1.4%
Financial & insurance services	2.2%
Rental\ hiring & real estate services	1.3%
Professional\ scientific & technical services	3.6%
Administrative & support services	2.8%
Public administration & safety	6.7%
Education & training	8.3%
Health care & social assistance	12.3%
Arts & recreation services	1.0%
Other services	4.2%
Inadequately described\Not stated	2.3%

Labour Force Status	
Employed\ worked full-time	34.9%
Employed\ worked part-time	18.2%
Employed\ away from work	3.8%
Unemployed\ looking for work	4.0%
Not in the labour force	39.0%

Study Participation	
Pre-school	5.2%
Infants/Primary: Government	22.1%
Infants/Primary: Catholic & Other Non Government	8.3%
Secondary: Government	15.5%
Secondary: Catholic & Other Non Government	7.6%
Technical or Further Educational institution: Full-time student	2.1%
Technical or Further Educational institution: Part-time student	5.8%
University or other Tertiary Institutions: Full-time student	3.8%
University or other Tertiary Institutions: Part-time student	3.1%
Other type of educational institution	1.7%
Type of educational institution and/or status not stated	24.8%

Household Income (Weekly)	
Negative/Nil income	0.7%
\$1-\$149	1.4%
\$150-\$249	6.5%
\$250-\$349	9.6%
\$350-\$499	6.5%
\$500-\$649	13.4%
\$650-\$799	7.6%
\$800-\$999	7.7%
\$1000-\$1199	11.5%
\$1200-\$1399	5.7%
\$1400-\$1699	6.6%
\$1700-\$1999	4.6%
\$2000-\$2499	3.9%
\$2500-\$2999	2.3%
\$3000 or more	1.5%
Partial income stated	7.1%
All incomes not stated	3.3%

Credit Demand	
Zero Enquiries	0.0%
1 - Low	0.4%
2	5.2%
3	9.9%
4	12.4%
5	16.6%
6	17.1%
7	15.7%
8	10.9%
9	9.1%
10 - High	2.6%

Credit Risk	
Zero Derogs	0.1%
1 - Low	1.9%
2	5.4%
3	6.6%
4	7.8%
5	11.6%
6	12.6%
7	13.8%
8	12.8%
9	14.7%
10 - High	12.7%

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### Types of Loans

Current home mortgage - for home	25.7%
Current home mortgage - for business	0.8%
Current home mortgage - for other	0.5%
Mortgage on investment property	3.7%
Bridging or Construction loans	0.2%
Loan for home where intend to live	0.7%
Home Equity Loan - secured by current home	1.7%
Home Equity Loan - secured by investment property	0.8%
Home Equity Loan - not secured by property	0.2%
Personal loan for a car	8.3%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.8%
Personal loan for consolidation of other loans	1.9%
Personal loan for education purposes	0.2%
Personal loan for another purpose	3.2%
Lease in your name - car lease	0.9%
Lease in your name - other lease	0.0%
Interest free period loan	0.4%
Loan for shares/investment	0.6%
Personal overdraft	0.5%
Some other type of loan	0.0%
None	58.8%

### Total Amount in Savings and Investments

Less than \$100	10.2%
\$100- \$499	3.7%
\$500- \$999	3.2%
\$1000- \$1999	3.1%
\$2000- \$4999	6.2%
\$5000- \$9999	6.3%
\$10,000- \$19,999	8.2%
\$20,000- \$49,999	11.0%
\$50,000- \$99,999	8.1%
\$100,000- \$499,999	14.7%
\$500,000- \$999,999	3.5%
\$1 Million - <\$2 Million	1.6%
\$2 Million or More	0.6%
Can't Say	19.4%

### Managed Investments Held

Allocated Pensions & Annuities	2.7%
Australian Equity Trust	1.1%
Cash Management Trust	1.7%
Friendly Society Bonds	0.1%
Income Fund	0.0%
Insurance Bonds	0.0%
Managed Trust	2.2%
International Trust	0.3%
Property Trust	0.8%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.6%
Superannuation/Retirement Fund - non-employer/ portable	9.3%
Superannuation/Retirement Fund - employer	53.5%
Fixed Interest Trust	0.3%
Immediate Pensions & Annuities	1.0%
Mortgage Fund or Trust	0.3%
Other Unit Trust/Mutual Fund	0.1%
Retirement Savings Account	0.9%
None	35.3%

### Accounts Held at Banks

Bank Account	79.1%
Term Deposit	7.9%
Bonus Interest or Reward-Based Account	4.9%
High Interest Online Account	3.4%
Deeming or Pensioner Account	7.3%
Mortgage Offset or Loan Offset Account	8.0%
Cash Management Account	4.4%
Share Trading Account	1.6%
Money Market Account	0.2%
Foreign Currency Account	0.0%
Christmas Club Account	1.4%
Regular Savings	66.9%
Other/CS A/c with Bank	0.5%

### Finance / Credit

Credit enables me to buy the things that I want	27.3%
I like to be well insured	70.6%
Recently I've cut down my spending	65.6%
The Australian economy appears to be improving	52.2%
I feel financially stable at the moment	61.4%
I'm worried about interest rates at the moment	39.6%
It would be ideal if I could conduct all my banking without ever having to	42.1%
I prefer to invest in something with a safe return	80.5%

### Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$343
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### Frequency of Internet Usage

More than once a day	29.8%
Once a day	14.6%
A few times a week	16.9%
Once a week	3.6%
A few times a month	3.5%
Once a month	1.3%
A few times a year	1.3%
Once a year	0.1%
Less often	9.7%
Never	0.0%
Can't say	2.3%

### Shopping / Media

I use coupons I find in magazines or on packets	28.2%
I always watch the news on TV to keep me up-to-date	69.3%
I always read the business section of the newspaper	16.7%
I listen to the radio in the car	74.2%
I often enter competitions run by newspapers, magazines or radio	19.2%
I often enter competitions on packets or labels on products	18.3%
I often redeem coupons to get discounts or special offers	39.6%
I don't read the ads in newspapers and magazines	43.5%
I can't help noticing advertising on buses	48.2%
I enjoy buying magazines	40.5%
I can't miss seeing those big billboard signs	52.5%
I find TV advertising interesting	24.8%
TV advertising often gives me something to talk about	30.4%
Nearly all TV advertising annoys me	61.6%
Some TV advertising is devious	81.8%
Quite often I find TV advertising more entertaining than programs	19.8%
I often take advantage of special offers on shopping docket	25.1%
I usually notice advertisements on shopping trolleys	6.2%
I often notice the advertisements on the tops and backs of taxis	20.9%
Advertising posters in shopping centres don't interest me	69.6%
My letterbox says 'no junk mail' (or similar)	12.2%
I believe quality is more important than price	74.2%
I buy more store's own products than well known brands	39.3%
I would like to buy a home computer	39.2%
I try to buy Australian made products as often as possible	77.0%
I will buy a product because of the label	20.7%
I trust well known brands better than the stores' own	45.0%
I have favourite brands and I tend to stick to them	71.1%
I am always ready to try new and different products	58.5%
I like to try the free samples they offer in supermarkets	47.5%
I'll go out of my way in search of a bargain	43.6%
If I see a new type of food I will try it	52.3%
Bought goods on lay-by	16.1%
Bought goods on interest free terms	4.5%
Bought something over the phone	6.7%
Bought something over the internet	21.1%
Bought something from a TV offer	2.0%
Bought something from a magazine coupon or offer	4.1%
Bought something from a newspaper coupon or offer	2.5%
Bought something from a catalogue or direct mail offer	14.8%
Bought something from a telephone sales offer	2.3%

### Direct Mail Interests

Finance (banking, insurance)	29.3%
Telecommunications	14.0%
Utilities (gas, electricity, water)	14.7%
Real Estate	4.4%
Supermarket or other store	11.3%
Car company or dealer	4.3%
Charity	7.5%
Government / Political Party	8.8%
Other Organisation	31.9%
I read addressed mail from organisations I deal with	55.3%
I read addressed mail from organisations I don't deal with	14.8%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.0%
Classical Music	1.4%
Contemporary Music	47.1%
Dance	0.7%
Film	0.1%
Musical Theatre	12.5%
Multicultural Festivals	0.3%
Opera	0.2%
Other	1.4%
Singing Festivals	2.2%
Special	5.5%
Sport	20.9%
Theatre	3.6%