

2008 Australian LandScape Segment Statistics

Group 10
Segment 38

Regional Centres
Bush Scholars



Age	
0-4 years	5.5%
5-14 years	10.5%
15-19 years	9.5%
20-24 years	13.3%
25-34 years	14.2%
35-44 years	12.3%
45-54 years	12.3%
55-64 years	8.9%
65-74 years	5.9%
75-84 years	5.3%
85 years and over	2.2%

Family Composition	
Couple family with no children	39.8%
Couple family with children under 15	26.9%
Couple family with no children under 15	9.5%
One parent family with children under 15	11.9%
One parent family with no children under 15	9.1%
Other family	2.8%

Marital Status	
Married	35.1%
Separated	3.6%
Divorced	9.1%
Widowed	6.6%
Never Married	45.6%

Country of Birth	
Australia	82.5%
New Zealand	1.0%
Fiji, Papua New Guinea	0.4%
China, Hong Kong, Japan, Republic of Korea (South)	1.1%
India, Sri Lanka	0.8%
South East Asia	1.2%
Ireland, United Kingdom	2.8%
Europe	1.3%
Middle East & Africa	0.3%
United States of America, Canada	0.5%
Other	1.9%
Not Stated	6.2%

Tenure of Household	
Lived at same address 1 year ago	73.1%
Lived at different address 1 year ago	26.9%
Lived at same address 5 years ago	44.0%
Lived at different address 5 years ago	56.0%

Number of Usual Residents in the Household	
One	33.8%
Two	34.7%
Three	14.2%
Four	11.2%
Five	4.4%
Six or more	1.7%

Dwelling Structure	
Separate house	69.2%
Semi-detached\ row or terrace house\ townhouse etc.	10.8%
Flat\ unit or apartment	19.2%
Other dwelling	0.7%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	5.1%
Graduate Diploma and Graduate Certificate	3.6%
Bachelor Degree	24.1%
Advanced Diploma and Diploma	13.0%
Certificate	31.6%
Level of education inadequately described	2.5%
Level of education not stated	19.9%

Occupation	
Managers	10.3%
Professionals	22.8%
Technicians & trades workers	13.4%
Community & personal service workers	11.7%
Clerical & administrative workers	12.8%
Sales workers	11.8%
Machinery operators & drivers	4.9%
Labourers	11.0%
Occupation inadequately described/ not stated	1.4%

Industry of Employment	
Agriculture\ forestry & fishing	1.6%
Mining	0.5%
Manufacturing	8.7%
Electricity\ gas\ water & waste services	0.8%
Construction	6.4%
Wholesale trade	2.8%
Retail trade	13.4%
Accommodation & food services	9.7%
Transport\ postal & warehousing	2.9%
Information media & telecommunications	2.1%
Financial & insurance services	2.6%
Rental\ hiring & real estate services	1.6%
Professional\ scientific & technical services	4.9%
Administrative & support services	2.5%
Public administration & safety	7.0%
Education & training	12.1%
Health care & social assistance	13.5%
Arts & recreation services	1.5%
Other services	3.5%
Inadequately described\Not stated	1.9%

Labour Force Status	
Employed\ worked full-time	35.1%
Employed\ worked part-time	19.9%
Employed\ away from work	3.8%
Unemployed\ looking for work	5.0%
Not in the labour force	36.2%

Study Participation	
Pre-school	3.5%
Infants/Primary: Government	11.0%
Infants/Primary: Catholic & Other Non Government	6.9%
Secondary: Government	8.4%
Secondary: Catholic & Other Non Government	7.5%
Technical or Further Educational institution: Full-time student	2.7%
Technical or Further Educational institution: Part-time student	5.0%
University or other Tertiary Institutions: Full-time student	28.3%
University or other Tertiary Institutions: Part-time student	5.0%
Other type of educational institution	1.5%
Type of educational institution and/or status not stated	20.0%

Household Income (Weekly)	
Negative/Nil income	1.1%
\$1-\$149	1.7%
\$150-\$249	6.9%
\$250-\$349	9.8%
\$350-\$499	4.6%
\$500-\$649	12.7%
\$650-\$799	7.9%
\$800-\$999	7.9%
\$1000-\$1199	11.5%
\$1200-\$1399	5.4%
\$1400-\$1699	6.6%
\$1700-\$1999	4.8%
\$2000-\$2499	4.1%
\$2500-\$2999	3.1%
\$3000 or more	2.0%
Partial income stated	7.2%
All incomes not stated	2.7%

Credit Demand	
Zero Enquiries	0.2%
1 - Low	4.3%
2	10.3%
3	12.3%
4	11.1%
5	18.9%
6	6.2%
7	14.4%
8	13.0%
9	7.2%
10 - High	2.2%

Credit Risk	
Zero Derogs	0.2%
1 - Low	3.5%
2	6.6%
3	6.5%
4	6.7%
5	13.2%
6	9.8%
7	16.8%
8	17.8%
9	13.0%
10 - High	6.0%

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Types of Loans

Current home mortgage - for home	21.2%
Current home mortgage - for business	1.1%
Current home mortgage - for other	0.7%
Mortgage on investment property	4.7%
Bridging or Construction loans	0.4%
Loan for home where intend to live	0.9%
Home Equity Loan - secured by current home	1.0%
Home Equity Loan - secured by investment property	0.3%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	10.8%
Personal loan for a holiday	0.3%
Personal loan for renovation	1.0%
Personal loan for consolidation of other loans	0.8%
Personal loan for education purposes	1.2%
Personal loan for another purpose	3.7%
Lease in your name - car lease	0.4%
Lease in your name - other lease	0.8%
Interest free period loan	1.4%
Loan for shares/investment	0.3%
Personal overdraft	1.5%
Some other type of loan	0.0%
None	58.8%

Total Amount in Savings and Investments

Less than \$100	7.1%
\$100- \$499	4.8%
\$500- \$999	5.3%
\$1000- \$1999	3.6%
\$2000- \$4999	9.7%
\$5000- \$9999	12.4%
\$10,000- \$19,999	6.6%
\$20,000- \$49,999	11.8%
\$50,000- \$99,999	5.0%
\$100,000- \$499,999	11.4%
\$500,000- \$999,999	2.6%
\$1 Million - <\$2 Million	1.5%
\$2 Million or More	0.6%
Can't Say	17.4%

Managed Investments Held

Allocated Pensions & Annuities	2.5%
Australian Equity Trust	1.1%
Cash Management Trust	3.1%
Friendly Society Bonds	0.0%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	5.0%
International Trust	0.5%
Property Trust	0.9%
Rollover Fund (Approved Deposit/Deferred Annuities)	0.9%
Superannuation/Retirement Fund - non-employer/ portable	8.8%
Superannuation/Retirement Fund - employer	63.2%
Fixed Interest Trust	0.2%
Immediate Pensions & Annuities	1.2%
Mortgage Fund or Trust	0.6%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.5%
None	27.3%

Accounts Held at Banks

Bank Account	83.3%
Term Deposit	6.8%
Bonus Interest or Reward-Based Account	5.7%
High Interest Online Account	3.7%
Deeming or Pensioner Account	6.3%
Mortgage Offset or Loan Offset Account	5.7%
Cash Management Account	3.6%
Share Trading Account	1.7%
Money Market Account	0.0%
Foreign Currency Account	0.0%
Christmas Club Account	1.7%
Regular Savings	75.7%
Other/CS A/c with Bank	0.2%

Finance / Credit

Credit enables me to buy the things that I want	41.0%
I like to be well insured	80.5%
Recently I've cut down my spending	59.4%
The Australian economy appears to be improving	54.3%
I feel financially stable at the moment	69.3%
I'm worried about interest rates at the moment	49.6%
It would be ideal if I could conduct all my banking without ever having to	48.4%
I prefer to invest in something with a safe return	83.7%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$323
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Frequency of Internet Usage

More than once a day	42.8%
Once a day	5.4%
A few times a week	19.7%
Once a week	0.8%
A few times a month	5.8%
Once a month	2.3%
A few times a year	1.3%
Once a year	0.0%
Less often	5.6%
Never	0.0%
Can't say	0.2%

Shopping / Media

I use coupons I find in magazines or on packets	28.5%
I always watch the news on TV to keep me up-to-date	76.9%
I always read the business section of the newspaper	22.5%
I listen to the radio in the car	67.2%
I often enter competitions run by newspapers, magazines or radio	15.4%
I often enter competitions on packets or labels on products	18.1%
I often redeem coupons to get discounts or special offers	36.9%
I don't read the ads in newspapers and magazines	39.9%
I can't help noticing advertising on buses	63.1%
I enjoy buying magazines	45.9%
I can't miss seeing those big billboard signs	62.6%
I find TV advertising interesting	28.9%
TV advertising often gives me something to talk about	31.0%
Nearly all TV advertising annoys me	70.6%
Some TV advertising is devious	85.0%
Quite often I find TV advertising more entertaining than programs	15.9%
I often take advantage of special offers on shopping docket	27.1%
I usually notice advertisements on shopping trolleys	15.7%
I often notice the advertisements on the tops and backs of taxis	37.1%
Advertising posters in shopping centres don't interest me	66.2%
My letterbox says 'no junk mail' (or similar)	18.5%
I believe quality is more important than price	77.9%
I buy more store's own products than well known brands	31.2%
I would like to buy a home computer	39.6%
I try to buy Australian made products as often as possible	73.4%
I will buy a product because of the label	13.7%
I trust well known brands better than the stores' own	45.0%
I have favourite brands and I tend to stick to them	71.8%
I am always ready to try new and different products	52.0%
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	45.9%
If I see a new type of food I will try it	61.4%
Bought goods on lay-by	14.0%
Bought goods on interest free terms	8.7%
Bought something over the phone	7.5%
Bought something over the internet	31.2%
Bought something from a TV offer	1.0%
Bought something from a magazine coupon or offer	5.4%
Bought something from a newspaper coupon or offer	5.9%
Bought something from a catalogue or direct mail offer	14.8%
Bought something from a telephone sales offer	1.7%

Direct Mail Interests

Finance (banking, insurance)	39.4%
Telecommunications	19.5%
Utilities (gas, electricity, water)	8.5%
Real Estate	6.2%
Supermarket or other store	12.2%
Car company or dealer	1.1%
Charity	8.3%
Government / Political Party	6.6%
Other Organisation	38.2%
I read addressed mail from organisations I deal with	65.2%
I read addressed mail from organisations I don't deal with	11.7%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	2.5%
Classical Music	1.2%
Contemporary Music	46.4%
Dance	0.8%
Film	0.1%
Musical Theatre	14.0%
Multicultural Festivals	0.6%
Opera	0.3%
Other	1.2%
Singing Festivals	2.8%
Special	6.4%
Sport	19.6%
Theatre	4.0%