

2008 Australian LandScape Segment Statistics

Group 11
Segment 39

Small Towns & Beyond
Country Battlers



Age		
0-4 years	8.0%	
5-14 years	16.5%	
15-19 years	7.2%	
20-24 years	6.3%	
25-34 years	13.3%	
35-44 years	14.3%	
45-54 years	13.1%	
55-64 years	10.6%	
65-74 years	6.4%	
75-84 years	3.4%	
85 years and over	0.9%	

Family Composition		
Couple family with no children	36.0%	
Couple family with children under 15	31.7%	
Couple family with no children under 15	10.4%	
One parent family with children under 15	14.2%	
One parent family with no children under 15	6.5%	
Other family	1.3%	

Marital Status		
Married	48.6%	
Separated	3.8%	
Divorced	9.2%	
Widowed	5.0%	
Never Married	33.3%	

Country of Birth		
Australia	83.6%	
New Zealand	1.6%	
Fiji, Papua New Guinea	0.2%	
China, Hong Kong, Japan, Republic of Korea (South)	0.2%	
India, Sri Lanka	0.2%	
South East Asia	0.7%	
Ireland, United Kingdom	3.9%	
Europe	1.4%	
Middle East & Africa	0.4%	
United States of America, Canada	0.3%	
Other	1.1%	
Not Stated	6.5%	

Tenure of Household		
Lived at same address 1 year ago	79.2%	
Lived at different address 1 year ago	20.8%	
Lived at same address 5 years ago	49.1%	
Lived at different address 5 years ago	50.9%	

Number of Usual Residents in the Household		
One	21.3%	
Two	35.3%	
Three	16.6%	
Four	15.9%	
Five	7.3%	
Six or more	3.6%	

Dwelling Structure		
Separate house	88.6%	
Semi-detached\ row or terrace house\ townhouse etc.	5.3%	
Flat\ unit or apartment	5.1%	
Other dwelling	1.0%	
Dwelling structure not stated	0.0%	

Highest Qualification		
Postgraduate Degree	1.6%	
Graduate Diploma and Graduate Certificate	1.7%	
Bachelor Degree	13.1%	
Advanced Diploma and Diploma	11.2%	
Certificate	45.2%	
Level of education inadequately described	2.9%	
Level of education not stated	24.2%	

Occupation		
Managers	9.3%	
Professionals	12.6%	
Technicians & trades workers	17.9%	
Community & personal service workers	9.9%	
Clerical & administrative workers	13.1%	
Sales workers	10.8%	
Machinery operators & drivers	9.5%	
Labourers	15.1%	
Occupation inadequately described/ not stated	1.7%	

Industry of Employment		
Agriculture\ forestry & fishing	2.1%	
Mining	2.8%	
Manufacturing	11.5%	
Electricity\ gas\ water & waste services	1.4%	
Construction	9.4%	
Wholesale trade	3.6%	
Retail trade	13.3%	
Accommodation & food services	7.4%	
Transport\ postal & warehousing	5.2%	
Information media & telecommunications	1.1%	
Financial & insurance services	2.0%	
Rental\ hiring & real estate services	1.5%	
Professional\ scientific & technical services	3.4%	
Administrative & support services	3.1%	
Public administration & safety	6.6%	
Education & training	7.0%	
Health care & social assistance	10.8%	
Arts & recreation services	1.0%	
Other services	4.2%	
Inadequately described\Not stated	2.5%	

Labour Force Status		
Employed\ worked full-time	37.1%	
Employed\ worked part-time	17.6%	
Employed\ away from work	4.0%	
Unemployed\ looking for work	4.4%	
Not in the labour force	36.8%	

Study Participation		
Pre-school	5.9%	
Infants/Primary: Government	25.1%	
Infants/Primary: Catholic & Other Non Government	8.0%	
Secondary: Government	15.1%	
Secondary: Catholic & Other Non Government	6.2%	
Technical or Further Educational institution: Full-time student	1.7%	
Technical or Further Educational institution: Part-time student	5.2%	
University or other Tertiary Institutions: Full-time student	3.0%	
University or other Tertiary Institutions: Part-time student	2.6%	
Other type of educational institution	1.6%	
Type of educational institution and/or status not stated	25.5%	

Household Income (Weekly)		
Negative/Nil income	0.7%	
\$1-\$149	1.4%	
\$150-\$249	5.7%	
\$250-\$349	7.6%	
\$350-\$499	6.3%	
\$500-\$649	12.0%	
\$650-\$799	6.9%	
\$800-\$999	7.5%	
\$1000-\$1199	11.7%	
\$1200-\$1399	6.1%	
\$1400-\$1699	7.3%	
\$1700-\$1999	5.4%	
\$2000-\$2499	4.7%	
\$2500-\$2999	2.9%	
\$3000 or more	1.9%	
Partial income stated	8.5%	
All incomes not stated	3.2%	

Credit Demand		
Zero Enquiries	0.0%	
1 - Low	2.4%	
2	3.9%	
3	3.8%	
4	5.1%	
5	7.8%	
6	10.8%	
7	11.9%	
8	18.8%	
9	20.6%	
10 - High	14.8%	

Credit Risk		
Zero Derogs	0.5%	
1 - Low	4.4%	
2	4.5%	
3	5.4%	
4	7.5%	
5	9.6%	
6	11.4%	
7	12.8%	
8	9.0%	
9	13.3%	
10 - High	21.6%	

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Types of Loans	
Current home mortgage - for home	26.2%
Current home mortgage - for business	0.4%
Current home mortgage - for other	0.2%
Mortgage on investment property	5.5%
Bridging or Construction loans	0.3%
Loan for home where intend to live	1.1%
Home Equity Loan - secured by current home	1.2%
Home Equity Loan - secured by investment property	0.4%
Home Equity Loan - not secured by property	0.1%
Personal loan for a car	10.2%
Personal loan for a holiday	0.0%
Personal loan for renovation	0.4%
Personal loan for consolidation of other loans	0.7%
Personal loan for education purposes	0.2%
Personal loan for another purpose	3.8%
Lease in your name - car lease	0.9%
Lease in your name - other lease	0.0%
Interest free period loan	1.3%
Loan for shares/investment	0.1%
Personal overdraft	0.7%
Some other type of loan	0.0%
None	56.3%

Total Amount in Savings and Investments	
Less than \$100	12.8%
\$100- \$499	5.8%
\$500- \$999	2.5%
\$1000- \$1999	3.2%
\$2000- \$4999	6.4%
\$5000- \$9999	5.7%
\$10,000- \$19,999	6.9%
\$20,000- \$49,999	10.8%
\$50,000- \$99,999	7.3%
\$100,000- \$499,999	14.7%
\$500,000- \$999,999	4.0%
\$1 Million - <\$2 Million	1.4%
\$2 Million or More	0.4%
Can't Say	18.1%

Managed Investments Held	
Allocated Pensions & Annuities	1.8%
Australian Equity Trust	0.5%
Cash Management Trust	1.2%
Friendly Society Bonds	0.0%
Income Fund	0.0%
Insurance Bonds	0.0%
Managed Trust	1.7%
International Trust	0.3%
Property Trust	0.3%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.4%
Superannuation/Retirement Fund - non-employer/ portable	9.5%
Superannuation/Retirement Fund - employer	56.2%
Fixed Interest Trust	0.2%
Immediate Pensions & Annuities	0.4%
Mortgage Fund or Trust	0.1%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	1.0%
None	35.6%

Accounts Held at Banks	
Bank Account	76.5%
Term Deposit	6.4%
Bonus Interest or Reward-Based Account	5.3%
High Interest Online Account	4.1%
Deeming or Pensioner Account	4.2%
Mortgage Offset or Loan Offset Account	8.0%
Cash Management Account	4.7%
Share Trading Account	1.8%
Money Market Account	0.5%
Foreign Currency Account	0.0%
Christmas Club Account	1.6%
Regular Savings	66.9%
Other/CS A/c with Bank	0.4%

Finance / Credit	
Credit enables me to buy the things that I want	32.3%
I like to be well insured	71.3%
Recently I've cut down my spending	65.6%
The Australian economy appears to be improving	44.7%
I feel financially stable at the moment	58.4%
I'm worried about interest rates at the moment	45.0%
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	75.7%

Average Value of Purchases over Internet Last 3 Months	
Average Value (\$)	\$382

Frequency of Internet Usage	
More than once a day	32.5%
Once a day	7.8%
A few times a week	15.0%
Once a week	3.8%
A few times a month	6.0%
Once a month	0.5%
A few times a year	1.8%
Once a year	0.1%
Less often	9.9%
Never	0.0%
Can't say	5.4%

Shopping / Media	
I use coupons I find in magazines or on packets	22.3%
I always watch the news on TV to keep me up-to-date	64.4%
I always read the business section of the newspaper	15.7%
I listen to the radio in the car	71.9%
I often enter competitions run by newspapers, magazines or radio	20.3%
I often enter competitions on packets or labels on products	17.4%
I often redeem coupons to get discounts or special offers	38.0%
I don't read the ads in newspapers and magazines	40.3%
I can't help noticing advertising on buses	52.8%
I enjoy buying magazines	47.8%
I can't miss seeing those big billboard signs	51.4%
I find TV advertising interesting	26.4%
TV advertising often gives me something to talk about	31.3%
Nearly all TV advertising annoys me	62.8%
Some TV advertising is devious	76.2%
Quite often I find TV advertising more entertaining than programs	18.5%
I often take advantage of special offers on shopping docket	25.8%
I usually notice advertisements on shopping trolleys	13.2%
I often notice the advertisements on the tops and backs of taxis	25.1%
Advertising posters in shopping centres don't interest me	63.5%
My letterbox says 'no junk mail' (or similar)	13.9%
I believe quality is more important than price	67.5%
I buy more store's own products than well known brands	44.2%
I would like to buy a home computer	36.6%
I try to buy Australian made products as often as possible	70.6%
I will buy a product because of the label	21.9%
I trust well known brands better than the stores' own	42.2%
I have favourite brands and I tend to stick to them	63.0%
I am always ready to try new and different products	57.3%
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	40.0%
If I see a new type of food I will try it	55.5%
Bought goods on lay-by	21.0%
Bought goods on interest free terms	6.3%
Bought something over the phone	8.2%
Bought something over the internet	22.7%
Bought something from a TV offer	2.6%
Bought something from a magazine coupon or offer	4.1%
Bought something from a newspaper coupon or offer	3.0%
Bought something from a catalogue or direct mail offer	14.6%
Bought something from a telephone sales offer	2.2%

Direct Mail Interests	
Finance (banking, insurance)	29.7%
Telecommunications	16.5%
Utilities (gas, electricity, water)	15.5%
Real Estate	3.8%
Supermarket or other store	7.5%
Car company or dealer	2.9%
Charity	6.9%
Government / Political Party	8.1%
Other Organisation	26.2%
I read addressed mail from organisations I deal with	51.8%
I read addressed mail from organisations I don't deal with	13.8%

Ticketek Entertainment - Most Dollars Spent	
Ballet	0.0%
Childrens	4.5%
Classical Music	1.4%
Contemporary Music	52.3%
Dance	0.6%
Film	0.0%
Musical Theatre	8.8%
Multicultural Festivals	0.3%
Opera	0.2%
Other	1.5%
Singing Festivals	2.1%
Special	5.2%
Sport	20.2%
Theatre	2.8%