

## 2008 Australian LandScape Segment Statistics

**Group 11**  
**Segment 40**

**Small Towns & Beyond**  
**Blue Collar Towns**



Age	
0-4 years	6.2%
5-14 years	15.1%
15-19 years	6.9%
20-24 years	4.8%
25-34 years	10.5%
35-44 years	14.3%
45-54 years	14.8%
55-64 years	12.4%
65-74 years	8.4%
75-84 years	5.3%
85 years and over	1.5%

Family Composition	
Couple family with no children	41.9%
Couple family with children under 15	31.1%
Couple family with no children under 15	12.1%
One parent family with children under 15	8.5%
One parent family with no children under 15	5.4%
Other family	1.0%

Marital Status	
Married	55.3%
Separated	3.0%
Divorced	7.7%
Widowed	6.5%
Never Married	27.5%

Country of Birth	
Australia	86.2%
New Zealand	0.8%
Fiji, Papua New Guinea	0.1%
China, Hong Kong, Japan, Republic of Korea (South)	0.2%
India, Sri Lanka	0.2%
South East Asia	0.3%
Ireland, United Kingdom	4.2%
Europe	1.8%
Middle East & Africa	0.2%
United States of America, Canada	0.2%
Other	0.7%
Not Stated	5.1%

Tenure of Household	
Lived at same address 1 year ago	86.0%
Lived at different address 1 year ago	14.0%
Lived at same address 5 years ago	61.4%
Lived at different address 5 years ago	38.6%

Number of Usual Residents in the Household	
One	23.7%
Two	37.2%
Three	14.6%
Four	14.9%
Five	6.9%
Six or more	2.7%

Dwelling Structure	
Separate house	92.8%
Semi-detached\ row or terrace house\ townhouse etc.	2.4%
Flat\ unit or apartment	3.6%
Other dwelling	1.1%
Dwelling structure not stated	0.0%

Highest Qualification	
Postgraduate Degree	1.8%
Graduate Diploma and Graduate Certificate	2.3%
Bachelor Degree	14.3%
Advanced Diploma and Diploma	12.0%
Certificate	44.6%
Level of education inadequately described	3.1%
Level of education not stated	21.9%

Occupation	
Managers	13.0%
Professionals	13.5%
Technicians & trades workers	16.2%
Community & personal service workers	9.5%
Clerical & administrative workers	12.3%
Sales workers	9.7%
Machinery operators & drivers	8.8%
Labourers	15.3%
Occupation inadequately described/ not stated	1.6%

Industry of Employment	
Agriculture\ forestry & fishing	7.4%
Mining	1.2%
Manufacturing	13.4%
Electricity\ gas\ water & waste services	1.5%
Construction	7.6%
Wholesale trade	3.6%
Retail trade	12.8%
Accommodation & food services	6.1%
Transport\ postal & warehousing	4.9%
Information media & telecommunications	1.1%
Financial & insurance services	1.9%
Rental\ hiring & real estate services	1.2%
Professional\ scientific & technical services	3.2%
Administrative & support services	2.6%
Public administration & safety	6.2%
Education & training	7.5%
Health care & social assistance	11.1%
Arts & recreation services	0.9%
Other services	3.8%
Inadequately described\Not stated	2.4%

Labour Force Status	
Employed\ worked full-time	36.5%
Employed\ worked part-time	18.7%
Employed\ away from work	4.2%
Unemployed\ looking for work	3.3%
Not in the labour force	37.3%

Study Participation	
Pre-school	5.0%
Infants/Primary: Government	25.5%
Infants/Primary: Catholic & Other Non Government	9.3%
Secondary: Government	17.5%
Secondary: Catholic & Other Non Government	7.0%
Technical or Further Educational institution: Full-time student	1.9%
Technical or Further Educational institution: Part-time student	5.8%
University or other Tertiary Institutions: Full-time student	2.2%
University or other Tertiary Institutions: Part-time student	2.4%
Other type of educational institution	1.6%
Type of educational institution and/or status not stated	21.7%

Household Income (Weekly)	
Negative/Nil income	0.8%
\$1-\$149	1.5%
\$150-\$249	5.5%
\$250-\$349	7.9%
\$350-\$499	6.9%
\$500-\$649	12.7%
\$650-\$799	7.3%
\$800-\$999	7.7%
\$1000-\$1199	12.4%
\$1200-\$1399	6.4%
\$1400-\$1699	7.0%
\$1700-\$1999	5.0%
\$2000-\$2499	4.3%
\$2500-\$2999	2.4%
\$3000 or more	1.6%
Partial income stated	7.9%
All incomes not stated	3.0%

Credit Demand	
Zero Enquiries	0.1%
1 - Low	5.5%
2	26.4%
3	22.4%
4	16.1%
5	10.7%
6	8.1%
7	4.6%
8	3.4%
9	1.7%
10 - High	1.0%

Credit Risk	
Zero Derogs	1.3%
1 - Low	10.8%
2	15.4%
3	12.7%
4	14.7%
5	13.4%
6	10.6%
7	7.9%
8	7.9%
9	4.6%
10 - High	0.6%

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### Types of Loans

Current home mortgage - for home	27.7%
Current home mortgage - for business	1.8%
Current home mortgage - for other	0.5%
Mortgage on investment property	5.2%
Bridging or Construction loans	0.1%
Loan for home where intend to live	1.2%
Home Equity Loan - secured by current home	2.7%
Home Equity Loan - secured by investment property	1.2%
Home Equity Loan - not secured by property	0.1%
Personal loan for a car	9.4%
Personal loan for a holiday	0.1%
Personal loan for renovation	0.8%
Personal loan for consolidation of other loans	0.9%
Personal loan for education purposes	0.3%
Personal loan for another purpose	3.1%
Lease in your name - car lease	0.8%
Lease in your name - other lease	0.1%
Interest free period loan	0.8%
Loan for shares/investment	0.7%
Personal overdraft	0.8%
Some other type of loan	0.0%
None	55.1%

### Total Amount in Savings and Investments

Less than \$100	6.5%
\$100- \$499	4.0%
\$500- \$999	3.4%
\$1000- \$1999	3.2%
\$2000- \$4999	5.7%
\$5000- \$9999	6.3%
\$10,000- \$19,999	7.1%
\$20,000- \$49,999	12.2%
\$50,000- \$99,999	8.4%
\$100,000- \$499,999	17.6%
\$500,000- \$999,999	5.0%
\$1 Million - <\$2 Million	1.9%
\$2 Million or More	0.5%
Can't Say	18.1%

### Managed Investments Held

Allocated Pensions & Annuities	2.8%
Australian Equity Trust	0.8%
Cash Management Trust	1.9%
Friendly Society Bonds	0.1%
Income Fund	0.1%
Insurance Bonds	0.0%
Managed Trust	2.4%
International Trust	0.3%
Property Trust	0.6%
Rollover Fund (Approved Deposit/Deferred Annuities)	3.2%
Superannuation/Retirement Fund - non-employer/ portable	14.1%
Superannuation/Retirement Fund - employer	52.4%
Fixed Interest Trust	0.4%
Immediate Pensions & Annuities	1.0%
Mortgage Fund or Trust	0.5%
Other Unit Trust/Mutual Fund	0.4%
Retirement Savings Account	0.9%
None	32.6%

### Accounts Held at Banks

Bank Account	80.8%
Term Deposit	8.6%
Bonus Interest or Reward-Based Account	5.0%
High Interest Online Account	2.7%
Deeming or Pensioner Account	5.9%
Mortgage Offset or Loan Offset Account	7.7%
Cash Management Account	5.6%
Share Trading Account	1.1%
Money Market Account	0.1%
Foreign Currency Account	0.1%
Christmas Club Account	1.8%
Regular Savings	70.6%
Other/CS A/c with Bank	0.4%

### Finance / Credit

Credit enables me to buy the things that I want	28.6%
I like to be well insured	69.9%
Recently I've cut down my spending	61.3%
The Australian economy appears to be improving	50.0%
I feel financially stable at the moment	64.4%
I'm worried about interest rates at the moment	41.3%
It would be ideal if I could conduct all my banking without ever having to	34.4%
I prefer to invest in something with a safe return	80.5%

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

Average Value (\$)	\$360
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### Frequency of Internet Usage

More than once a day	20.6%
Once a day	10.0%
A few times a week	18.8%
Once a week	4.9%
A few times a month	4.0%
Once a month	1.2%
A few times a year	3.3%
Once a year	0.2%
Less often	10.4%
Never	0.0%
Can't say	2.7%

### Shopping / Media

I use coupons I find in magazines or on packets	20.0%
I always watch the news on TV to keep me up-to-date	71.4%
I always read the business section of the newspaper	14.3%
I listen to the radio in the car	77.3%
I often enter competitions run by newspapers, magazines or radio	20.9%
I often enter competitions on packets or labels on products	15.8%
I often redeem coupons to get discounts or special offers	34.9%
I don't read the ads in newspapers and magazines	44.6%
I can't help noticing advertising on buses	46.5%
I enjoy buying magazines	37.7%
I can't miss seeing those big billboard signs	52.5%
I find TV advertising interesting	23.1%
TV advertising often gives me something to talk about	26.8%
Nearly all TV advertising annoys me	60.4%
Some TV advertising is devious	78.6%
Quite often I find TV advertising more entertaining than programs	18.1%
I often take advantage of special offers on shopping docket	21.1%
I usually notice advertisements on shopping trolleys	9.2%
I often notice the advertisements on the tops and backs of taxis	16.7%
Advertising posters in shopping centres don't interest me	69.6%
My letterbox says 'no junk mail' (or similar)	11.2%
I believe quality is more important than price	72.0%
I buy more store's own products than well known brands	33.7%
I would like to buy a home computer	37.7%
I try to buy Australian made products as often as possible	81.4%
I will buy a product because of the label	20.1%
I trust well known brands better than the stores' own	45.5%
I have favourite brands and I tend to stick to them	68.4%
I am always ready to try new and different products	54.4%
I like to try the free samples they offer in supermarkets	46.0%
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	52.3%
Bought goods on lay-by	14.0%
Bought goods on interest free terms	4.5%
Bought something over the phone	6.3%
Bought something over the internet	15.7%
Bought something from a TV offer	2.0%
Bought something from a magazine coupon or offer	3.8%
Bought something from a newspaper coupon or offer	3.0%
Bought something from a catalogue or direct mail offer	16.0%
Bought something from a telephone sales offer	1.3%

### Direct Mail Interests

Finance (banking, insurance)	32.5%
Telecommunications	14.2%
Utilities (gas, electricity, water)	14.5%
Real Estate	3.2%
Supermarket or other store	10.6%
Car company or dealer	3.1%
Charity	8.5%
Government / Political Party	10.4%
Other Organisation	35.5%
I read addressed mail from organisations I deal with	57.0%
I read addressed mail from organisations I don't deal with	13.3%

### Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	4.0%
Classical Music	1.9%
Contemporary Music	49.3%
Dance	0.5%
Film	0.1%
Musical Theatre	15.2%
Multicultural Festivals	0.2%
Opera	0.1%
Other	1.2%
Singing Festivals	1.6%
Special	6.1%
Sport	16.6%
Theatre	3.1%