

2008 Australian LandScape Segment Statistics

Group 11
Segment 41

Small Towns & Beyond
Remote Towns & Communities



Age	
0-4 years	6.9%
5-14 years	15.2%
15-19 years	6.3%
20-24 years	5.7%
25-34 years	12.0%
35-44 years	13.9%
45-54 years	13.6%
55-64 years	11.5%
65-74 years	8.1%
75-84 years	5.1%
85 years and over	1.7%

Family Composition	
Couple family with no children	41.8%
Couple family with children under 15	30.5%
Couple family with no children under 15	8.9%
One parent family with children under 15	11.4%
One parent family with no children under 15	5.8%
Other family	1.6%

Marital Status	
Married	46.6%
Separated	3.9%
Divorced	9.0%
Widowed	7.2%
Never Married	33.4%

Country of Birth	
Australia	81.2%
New Zealand	1.9%
Fiji, Papua New Guinea	0.1%
China, Hong Kong, Japan, Republic of Korea (South)	0.2%
India, Sri Lanka	0.2%
South East Asia	0.6%
Ireland, United Kingdom	4.8%
Europe	1.6%
Middle East & Africa	0.3%
United States of America, Canada	0.3%
Other	1.0%
Not Stated	7.8%

Tenure of Household	
Lived at same address 1 year ago	79.0%
Lived at different address 1 year ago	21.0%
Lived at same address 5 years ago	52.0%
Lived at different address 5 years ago	48.0%

Number of Usual Residents in the Household	
One	28.8%
Two	35.9%
Three	13.6%
Four	12.3%
Five	6.0%
Six or more	3.3%

Dwelling Structure	
Separate house	87.1%
Semi-detached\ row or terrace house\ townhouse etc.	3.9%
Flat\ unit or apartment	5.5%
Other dwelling	3.2%
Dwelling structure not stated	0.4%

Highest Qualification	
Postgraduate Degree	1.2%
Graduate Diploma and Graduate Certificate	1.5%
Bachelor Degree	12.5%
Advanced Diploma and Diploma	9.8%
Certificate	40.9%
Level of education inadequately described	2.9%
Level of education not stated	31.2%

Occupation	
Managers	11.6%
Professionals	11.1%
Technicians & trades workers	17.2%
Community & personal service workers	9.4%
Clerical & administrative workers	10.6%
Sales workers	7.9%
Machinery operators & drivers	12.1%
Labourers	17.9%
Occupation inadequately described/ not stated	2.1%

Industry of Employment	
Agriculture\ forestry & fishing	8.3%
Mining	5.5%
Manufacturing	8.2%
Electricity\ gas\ water & waste services	1.4%
Construction	8.1%
Wholesale trade	3.3%
Retail trade	11.4%
Accommodation & food services	6.9%
Transport\ postal & warehousing	5.3%
Information media & telecommunications	0.6%
Financial & insurance services	1.4%
Rental\ hiring & real estate services	1.2%
Professional\ scientific & technical services	2.3%
Administrative & support services	2.3%
Public administration & safety	8.1%
Education & training	8.3%
Health care & social assistance	9.3%
Arts & recreation services	0.7%
Other services	3.8%
Inadequately described\Not stated	3.3%

Labour Force Status	
Employed\ worked full-time	37.6%
Employed\ worked part-time	16.7%
Employed\ away from work	4.8%
Unemployed\ looking for work	3.3%
Not in the labour force	37.5%

Study Participation	
Pre-school	5.4%
Infants/Primary: Government	24.8%
Infants/Primary: Catholic & Other Non Government	7.4%
Secondary: Government	15.6%
Secondary: Catholic & Other Non Government	3.5%
Technical or Further Educational institution: Full-time student	1.3%
Technical or Further Educational institution: Part-time student	4.4%
University or other Tertiary Institutions: Full-time student	1.2%
University or other Tertiary Institutions: Part-time student	2.0%
Other type of educational institution	1.3%
Type of educational institution and/or status not stated	33.1%

Household Income (Weekly)	
Negative/Nil income	1.1%
\$1-\$149	1.6%
\$150-\$249	6.7%
\$250-\$349	8.8%
\$350-\$499	6.3%
\$500-\$649	11.9%
\$650-\$799	6.8%
\$800-\$999	7.3%
\$1000-\$1199	11.1%
\$1200-\$1399	5.1%
\$1400-\$1699	6.7%
\$1700-\$1999	5.1%
\$2000-\$2499	3.8%
\$2500-\$2999	2.7%
\$3000 or more	1.6%
Partial income stated	9.1%
All incomes not stated	4.4%

Credit Demand	
Zero Enquiries	0.3%
1 - Low	4.9%
2	12.9%
3	17.8%
4	14.3%
5	16.1%
6	11.0%
7	8.8%
8	5.9%
9	5.9%
10 - High	2.2%

Credit Risk	
Zero Derogs	0.9%
1 - Low	3.2%
2	2.7%
3	8.0%
4	8.8%
5	11.1%
6	12.0%
7	13.4%
8	14.5%
9	15.4%
10 - High	10.0%

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Types of Loans

Current home mortgage - for home	24.7%
Current home mortgage - for business	1.3%
Current home mortgage - for other	0.2%
Mortgage on investment property	4.2%
Bridging or Construction loans	0.5%
Loan for home where intend to live	0.7%
Home Equity Loan - secured by current home	1.6%
Home Equity Loan - secured by investment property	0.9%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	10.1%
Personal loan for a holiday	0.0%
Personal loan for renovation	1.4%
Personal loan for consolidation of other loans	1.0%
Personal loan for education purposes	0.0%
Personal loan for another purpose	2.1%
Lease in your name - car lease	1.0%
Lease in your name - other lease	0.0%
Interest free period loan	0.9%
Loan for shares/investment	1.1%
Personal overdraft	0.7%
Some other type of loan	0.0%
None	58.8%

Total Amount in Savings and Investments

Less than \$100	10.2%
\$100- \$499	3.4%
\$500- \$999	2.7%
\$1000- \$1999	4.0%
\$2000- \$4999	5.3%
\$5000- \$9999	6.1%
\$10,000- \$19,999	8.5%
\$20,000- \$49,999	8.1%
\$50,000- \$99,999	6.3%
\$100,000- \$499,999	17.9%
\$500,000- \$999,999	4.5%
\$1 Million - <\$2 Million	2.7%
\$2 Million or More	0.3%
Can't Say	19.8%

Managed Investments Held

Allocated Pensions & Annuities	2.3%
Australian Equity Trust	0.9%
Cash Management Trust	0.4%
Friendly Society Bonds	0.0%
Income Fund	0.1%
Insurance Bonds	0.0%
Managed Trust	1.1%
International Trust	0.4%
Property Trust	0.1%
Rollover Fund (Approved Deposit/Deferred Annuities)	2.2%
Superannuation/Retirement Fund - non-employer/ portable	9.4%
Superannuation/Retirement Fund - employer	51.8%
Fixed Interest Trust	0.4%
Immediate Pensions & Annuities	0.2%
Mortgage Fund or Trust	0.3%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.3%
None	38.6%

Accounts Held at Banks

Bank Account	87.6%
Term Deposit	7.8%
Bonus Interest or Reward-Based Account	6.9%
High Interest Online Account	2.9%
Deeming or Pensioner Account	4.9%
Mortgage Offset or Loan Offset Account	7.8%
Cash Management Account	4.2%
Share Trading Account	0.9%
Money Market Account	0.1%
Foreign Currency Account	0.0%
Christmas Club Account	1.6%
Regular Savings	77.9%
Other/CS A/c with Bank	0.9%

Finance / Credit

Credit enables me to buy the things that I want	30.3%
I like to be well insured	66.4%
Recently I've cut down my spending	63.1%
The Australian economy appears to be improving	44.7%
I feel financially stable at the moment	62.6%
I'm worried about interest rates at the moment	45.9%
It would be ideal if I could conduct all my banking without ever having to	43.1%
I prefer to invest in something with a safe return	74.9%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$489
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Frequency of Internet Usage

More than once a day	21.4%
Once a day	10.0%
A few times a week	13.7%
Once a week	2.2%
A few times a month	7.5%
Once a month	3.9%
A few times a year	0.9%
Once a year	0.0%
Less often	7.0%
Never	0.0%
Can't say	3.6%

Shopping / Media

I use coupons I find in magazines or on packets	20.6%
I always watch the news on TV to keep me up-to-date	71.4%
I always read the business section of the newspaper	15.0%
I listen to the radio in the car	67.9%
I often enter competitions run by newspapers, magazines or radio	23.2%
I often enter competitions on packets or labels on products	13.6%
I often redeem coupons to get discounts or special offers	29.6%
I don't read the ads in newspapers and magazines	35.2%
I can't help noticing advertising on buses	43.1%
I enjoy buying magazines	46.3%
I can't miss seeing those big billboard signs	46.4%
I find TV advertising interesting	20.6%
TV advertising often gives me something to talk about	24.5%
Nearly all TV advertising annoys me	67.6%
Some TV advertising is devious	74.6%
Quite often I find TV advertising more entertaining than programs	20.0%
I often take advantage of special offers on shopping docket	17.9%
I usually notice advertisements on shopping trolleys	10.1%
I often notice the advertisements on the tops and backs of taxis	20.0%
Advertising posters in shopping centres don't interest me	54.8%
My letterbox says 'no junk mail' (or similar)	17.9%
I believe quality is more important than price	71.2%
I buy more store's own products than well known brands	36.9%
I would like to buy a home computer	38.1%
I try to buy Australian made products as often as possible	77.0%
I will buy a product because of the label	26.7%
I trust well known brands better than the stores' own	46.0%
I have favourite brands and I tend to stick to them	71.1%
I am always ready to try new and different products	53.8%
I like to try the free samples they offer in supermarkets	49.5%
I'll go out of my way in search of a bargain	38.0%
If I see a new type of food I will try it	49.0%
Bought goods on lay-by	13.9%
Bought goods on interest free terms	1.7%
Bought something over the phone	6.9%
Bought something over the internet	20.1%
Bought something from a TV offer	3.9%
Bought something from a magazine coupon or offer	2.0%
Bought something from a newspaper coupon or offer	1.6%
Bought something from a catalogue or direct mail offer	13.9%
Bought something from a telephone sales offer	3.2%

Direct Mail Interests

Finance (banking, insurance)	26.2%
Telecommunications	11.1%
Utilities (gas, electricity, water)	10.4%
Real Estate	3.4%
Supermarket or other store	6.4%
Car company or dealer	2.7%
Charity	4.1%
Government / Political Party	6.8%
Other Organisation	31.5%
I read addressed mail from organisations I deal with	48.9%
I read addressed mail from organisations I don't deal with	10.4%

Ticketek Entertainment - Most Dollars Spent

Ballet	0.0%
Childrens	0.0%
Classical Music	0.0%
Contemporary Music	0.0%
Dance	0.0%
Film	0.0%
Musical Theatre	0.0%
Multicultural Festivals	0.0%
Opera	0.0%
Other	0.0%
Singing Festivals	0.0%
Special	0.0%
Sport	0.0%
Theatre	0.0%