

2008 Australian LandScape Segment Statistics

**Group 11
Segment 42**

**Small Towns & Beyond
Mining Communities**



Age		
0-4 years	8.6%	
5-14 years	17.1%	
15-19 years	7.1%	
20-24 years	6.5%	
25-34 years	16.1%	
35-44 years	16.9%	
45-54 years	13.5%	
55-64 years	7.8%	
65-74 years	4.0%	
75-84 years	1.9%	
85 years and over	0.4%	

Family Composition		
Couple family with no children	35.7%	
Couple family with children under 15	39.8%	
Couple family with no children under 15	9.8%	
One parent family with children under 15	9.3%	
One parent family with no children under 15	4.2%	
Other family	1.1%	

Marital Status		
Married	50.3%	
Separated	3.3%	
Divorced	7.8%	
Widowed	2.8%	
Never Married	35.8%	

Country of Birth		
Australia	75.9%	
New Zealand	3.2%	
Fiji, Papua New Guinea	0.2%	
China, Hong Kong, Japan, Republic of Korea (South)	0.2%	
India, Sri Lanka	0.3%	
South East Asia	1.1%	
Ireland, United Kingdom	6.2%	
Europe	1.3%	
Middle East & Africa	1.0%	
United States of America, Canada	0.4%	
Other	1.5%	
Not Stated	8.8%	

Tenure of Household		
Lived at same address 1 year ago	73.0%	
Lived at different address 1 year ago	27.0%	
Lived at same address 5 years ago	38.7%	
Lived at different address 5 years ago	61.3%	

Number of Usual Residents in the Household		
One	18.7%	
Two	33.9%	
Three	16.9%	
Four	18.6%	
Five	8.2%	
Six or more	3.6%	

Dwelling Structure		
Separate house	87.7%	
Semi-detached\ row or terrace house\ townhouse etc.	7.2%	
Flat\ unit or apartment	3.8%	
Other dwelling	1.3%	
Dwelling structure not stated	0.0%	

Highest Qualification		
Postgraduate Degree	1.7%	
Graduate Diploma and Graduate Certificate	1.9%	
Bachelor Degree	15.6%	
Advanced Diploma and Diploma	11.1%	
Certificate	42.6%	
Level of education inadequately described	2.5%	
Level of education not stated	24.7%	

Occupation		
Managers	9.7%	
Professionals	13.7%	
Technicians & trades workers	20.7%	
Community & personal service workers	8.3%	
Clerical & administrative workers	12.5%	
Sales workers	9.1%	
Machinery operators & drivers	12.9%	
Labourers	11.2%	
Occupation inadequately described/ not stated	1.8%	

Industry of Employment		
Agriculture\ forestry & fishing	1.5%	
Mining	15.6%	
Manufacturing	8.5%	
Electricity\ gas\ water & waste services	1.1%	
Construction	9.6%	
Wholesale trade	2.7%	
Retail trade	11.4%	
Accommodation & food services	6.1%	
Transport\ postal & warehousing	4.1%	
Information media & telecommunications	0.9%	
Financial & insurance services	1.5%	
Rental\ hiring & real estate services	2.2%	
Professional\ scientific & technical services	3.0%	
Administrative & support services	3.1%	
Public administration & safety	5.9%	
Education & training	7.7%	
Health care & social assistance	8.0%	
Arts & recreation services	0.7%	
Other services	3.9%	
Inadequately described\Not stated	2.5%	

Labour Force Status		
Employed\ worked full-time	48.9%	
Employed\ worked part-time	17.7%	
Employed\ away from work	5.6%	
Unemployed\ looking for work	2.4%	
Not in the labour force	25.3%	

Study Participation		
Pre-school	5.6%	
Infants/Primary: Government	24.8%	
Infants/Primary: Catholic & Other Non Government	7.5%	
Secondary: Government	13.7%	
Secondary: Catholic & Other Non Government	5.4%	
Technical or Further Educational institution: Full-time student	1.3%	
Technical or Further Educational institution: Part-time student	5.0%	
University or other Tertiary Institutions: Full-time student	1.5%	
University or other Tertiary Institutions: Part-time student	3.1%	
Other type of educational institution	1.2%	
Type of educational institution and/or status not stated	30.8%	

Household Income (Weekly)		
Negative/Nil income	0.6%	
\$1-\$149	0.7%	
\$150-\$249	2.9%	
\$250-\$349	4.0%	
\$350-\$499	2.9%	
\$500-\$649	7.0%	
\$650-\$799	4.7%	
\$800-\$999	5.9%	
\$1000-\$1199	10.2%	
\$1200-\$1399	4.8%	
\$1400-\$1699	9.4%	
\$1700-\$1999	9.6%	
\$2000-\$2499	8.2%	
\$2500-\$2999	9.1%	
\$3000 or more	7.0%	
Partial income stated	10.5%	
All incomes not stated	2.4%	

Credit Demand		
Zero Enquiries	0.3%	
1 - Low	0.6%	
2	1.8%	
3	1.4%	
4	2.4%	
5	4.1%	
6	7.5%	
7	9.2%	
8	11.1%	
9	17.5%	
10 - High	44.1%	

Credit Risk		
Zero Derogs	0.3%	
1 - Low	2.0%	
2	5.2%	
3	10.2%	
4	9.1%	
5	11.6%	
6	14.5%	
7	12.7%	
8	9.9%	
9	14.9%	
10 - High	9.5%	

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Types of Loans

Current home mortgage - for home	28.4%
Current home mortgage - for business	2.5%
Current home mortgage - for other	0.0%
Mortgage on investment property	12.6%
Bridging or Construction loans	0.0%
Loan for home where intend to live	1.3%
Home Equity Loan - secured by current home	2.3%
Home Equity Loan - secured by investment property	1.1%
Home Equity Loan - not secured by property	0.0%
Personal loan for a car	12.5%
Personal loan for a holiday	0.0%
Personal loan for renovation	0.1%
Personal loan for consolidation of other loans	1.5%
Personal loan for education purposes	0.0%
Personal loan for another purpose	4.4%
Lease in your name - car lease	0.8%
Lease in your name - other lease	0.3%
Interest free period loan	0.4%
Loan for shares/investment	0.4%
Personal overdraft	0.5%
Some other type of loan	0.0%
None	45.9%

Total Amount in Savings and Investments

Less than \$100	5.1%
\$100- \$499	3.8%
\$500- \$999	1.4%
\$1000- \$1999	3.3%
\$2000- \$4999	4.6%
\$5000- \$9999	8.1%
\$10,000- \$19,999	5.4%
\$20,000- \$49,999	11.3%
\$50,000- \$99,999	10.9%
\$100,000- \$499,999	16.1%
\$500,000- \$999,999	9.7%
\$1 Million - <\$2 Million	4.0%
\$2 Million or More	1.8%
Can't Say	14.3%

Managed Investments Held

Allocated Pensions & Annuities	0.6%
Australian Equity Trust	0.6%
Cash Management Trust	0.3%
Friendly Society Bonds	0.0%
Income Fund	0.3%
Insurance Bonds	0.0%
Managed Trust	4.0%
International Trust	0.0%
Property Trust	0.0%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.1%
Superannuation/Retirement Fund - non-employer/ portable	16.1%
Superannuation/Retirement Fund - employer	68.0%
Fixed Interest Trust	0.0%
Immediate Pensions & Annuities	0.6%
Mortgage Fund or Trust	0.0%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.3%
None	23.0%

Accounts Held at Banks

Bank Account	91.0%
Term Deposit	8.7%
Bonus Interest or Reward-Based Account	8.4%
High Interest Online Account	5.3%
Deeming or Pensioner Account	1.6%
Mortgage Offset or Loan Offset Account	14.2%
Cash Management Account	3.8%
Share Trading Account	2.1%
Money Market Account	0.4%
Foreign Currency Account	0.0%
Christmas Club Account	0.4%
Regular Savings	78.6%
Other/CS A/c with Bank	0.2%

Finance / Credit

Credit enables me to buy the things that I want	38.3%
I like to be well insured	74.8%
Recently I've cut down my spending	61.9%
The Australian economy appears to be improving	65.6%
I feel financially stable at the moment	65.7%
I'm worried about interest rates at the moment	44.6%
It would be ideal if I could conduct all my banking without ever having to	52.3%
I prefer to invest in something with a safe return	78.9%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$507
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Frequency of Internet Usage

More than once a day	45.1%
Once a day	8.0%
A few times a week	14.6%
Once a week	3.0%
A few times a month	7.5%
Once a month	0.9%
A few times a year	2.8%
Once a year	0.0%
Less often	4.4%
Never	0.0%
Can't say	2.2%

Shopping / Media

I use coupons I find in magazines or on packets	25.1%
I always watch the news on TV to keep me up-to-date	72.8%
I always read the business section of the newspaper	18.4%
I listen to the radio in the car	72.6%
I often enter competitions run by newspapers, magazines or radio	16.3%
I often enter competitions on packets or labels on products	15.7%
I often redeem coupons to get discounts or special offers	33.4%
I don't read the ads in newspapers and magazines	31.2%
I can't help noticing advertising on buses	50.5%
I enjoy buying magazines	49.4%
I can't miss seeing those big billboard signs	54.8%
I find TV advertising interesting	22.6%
TV advertising often gives me something to talk about	30.7%
Nearly all TV advertising annoys me	68.2%
Some TV advertising is devious	85.8%
Quite often I find TV advertising more entertaining than programs	18.7%
I often take advantage of special offers on shopping docket	24.4%
I usually notice advertisements on shopping trolleys	17.1%
I often notice the advertisements on the tops and backs of taxis	35.0%
Advertising posters in shopping centres don't interest me	61.5%
My letterbox says 'no junk mail' (or similar)	6.6%
I believe quality is more important than price	80.9%
I buy more store's own products than well known brands	29.5%
I would like to buy a home computer	42.2%
I try to buy Australian made products as often as possible	71.3%
I will buy a product because of the label	21.7%
I trust well known brands better than the stores' own	60.2%
I have favourite brands and I tend to stick to them	78.5%
I am always ready to try new and different products	54.4%
I like to try the free samples they offer in supermarkets	41.5%
I'll go out of my way in search of a bargain	34.5%
If I see a new type of food I will try it	55.5%
Bought goods on lay-by	12.6%
Bought goods on interest free terms	4.6%
Bought something over the phone	11.0%
Bought something over the internet	33.9%
Bought something from a TV offer	4.7%
Bought something from a magazine coupon or offer	4.0%
Bought something from a newspaper coupon or offer	1.3%
Bought something from a catalogue or direct mail offer	15.9%
Bought something from a telephone sales offer	1.7%

Direct Mail Interests

Finance (banking, insurance)	30.4%
Telecommunications	16.8%
Utilities (gas, electricity, water)	19.4%
Real Estate	9.9%
Supermarket or other store	12.4%
Car company or dealer	1.3%
Charity	10.0%
Government / Political Party	15.5%
Other Organisation	23.2%
I read addressed mail from organisations I deal with	55.9%
I read addressed mail from organisations I don't deal with	17.5%

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%