

2008 Australian LandScape Segment Statistics

Group 11
Segment 43

Small Towns & Beyond
Itinerant Workers



Age	
0-4 years	5.6%
5-14 years	12.0%
15-19 years	6.4%
20-24 years	7.7%
25-34 years	15.2%
35-44 years	15.5%
45-54 years	15.3%
55-64 years	11.3%
65-74 years	6.0%
75-84 years	3.6%
85 years and over	1.4%

Family Composition	
Couple family with no children	44.2%
Couple family with children under 15	27.9%
Couple family with no children under 15	9.2%
One parent family with children under 15	10.8%
One parent family with no children under 15	6.0%
Other family	2.1%

Marital Status	
Married	39.9%
Separated	4.1%
Divorced	10.2%
Widowed	5.1%
Never Married	40.8%

Country of Birth	
Australia	68.0%
New Zealand	2.5%
Fiji, Papua New Guinea	0.3%
China, Hong Kong, Japan, Republic of Korea (South)	0.4%
India, Sri Lanka	0.3%
South East Asia	1.1%
Ireland, United Kingdom	4.0%
Europe	1.7%
Middle East & Africa	0.5%
United States of America, Canada	0.5%
Other	1.7%
Not Stated	19.0%

Tenure of Household	
Lived at same address 1 year ago	73.6%
Lived at different address 1 year ago	26.4%
Lived at same address 5 years ago	44.6%
Lived at different address 5 years ago	55.4%

Number of Usual Residents in the Household	
One	32.6%
Two	35.8%
Three	13.4%
Four	10.8%
Five	4.8%
Six or more	2.6%

Dwelling Structure	
Separate house	61.5%
Semi-detached\ row or terrace house\ townhouse etc.	11.8%
Flat\ unit or apartment	18.5%
Other dwelling	8.0%
Dwelling structure not stated	0.3%

Highest Qualification	
Postgraduate Degree	1.9%
Graduate Diploma and Graduate Certificate	1.5%
Bachelor Degree	12.0%
Advanced Diploma and Diploma	8.3%
Certificate	27.7%
Level of education inadequately described	2.0%
Level of education not stated	46.5%

Occupation	
Managers	14.0%
Professionals	15.0%
Technicians & trades workers	16.8%
Community & personal service workers	10.4%
Clerical & administrative workers	11.1%
Sales workers	8.2%
Machinery operators & drivers	8.8%
Labourers	13.7%
Occupation inadequately described/ not stated	2.0%

Industry of Employment	
Agriculture\ forestry & fishing	5.3%
Mining	6.0%
Manufacturing	6.5%
Electricity\ gas\ water & waste services	0.9%
Construction	9.1%
Wholesale trade	2.4%
Retail trade	10.2%
Accommodation & food services	12.8%
Transport\ postal & warehousing	5.2%
Information media & telecommunications	1.0%
Financial & insurance services	1.3%
Rental\ hiring & real estate services	2.1%
Professional\ scientific & technical services	3.6%
Administrative & support services	3.3%
Public administration & safety	6.2%
Education & training	7.1%
Health care & social assistance	9.1%
Arts & recreation services	1.4%
Other services	3.5%
Inadequately described\Not stated	2.9%

Labour Force Status	
Employed\ worked full-time	41.6%
Employed\ worked part-time	15.6%
Employed\ away from work	4.5%
Unemployed\ looking for work	3.4%
Not in the labour force	34.8%

Study Participation	
Pre-school	2.7%
Infants/Primary: Government	11.7%
Infants/Primary: Catholic & Other Non Government	3.9%
Secondary: Government	7.0%
Secondary: Catholic & Other Non Government	4.4%
Technical or Further Educational institution: Full-time student	0.9%
Technical or Further Educational institution: Part-time student	3.6%
University or other Tertiary Institutions: Full-time student	2.3%
University or other Tertiary Institutions: Part-time student	2.3%
Other type of educational institution	1.1%
Type of educational institution and/or status not stated	60.2%

Household Income (Weekly)	
Negative/Nil income	1.3%
\$1-\$149	1.4%
\$150-\$249	6.0%
\$250-\$349	7.7%
\$350-\$499	4.1%
\$500-\$649	11.0%
\$650-\$799	6.9%
\$800-\$999	6.7%
\$1000-\$1199	11.1%
\$1200-\$1399	4.9%
\$1400-\$1699	6.8%
\$1700-\$1999	5.7%
\$2000-\$2499	5.2%
\$2500-\$2999	4.5%
\$3000 or more	3.4%
Partial income stated	8.6%
All incomes not stated	4.6%

Credit Demand	
Zero Enquiries	5.8%
1 - Low	21.5%
2	8.7%
3	9.3%
4	7.8%
5	5.8%
6	11.3%
7	5.0%
8	5.8%
9	6.8%
10 - High	12.1%

Credit Risk	
Zero Derogs	12.5%
1 - Low	9.1%
2	8.0%
3	5.0%
4	5.4%
5	5.1%
6	9.8%
7	11.1%
8	13.0%
9	11.3%
10 - High	9.9%

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Types of Loans

Current home mortgage - for home	22.0%
Current home mortgage - for business	0.6%
Current home mortgage - for other	0.0%
Mortgage on investment property	6.5%
Bridging or Construction loans	0.1%
Loan for home where intend to live	0.3%
Home Equity Loan - secured by current home	1.4%
Home Equity Loan - secured by investment property	0.0%
Home Equity Loan - not secured by property	0.9%
Personal loan for a car	6.8%
Personal loan for a holiday	0.3%
Personal loan for renovation	0.2%
Personal loan for consolidation of other loans	0.3%
Personal loan for education purposes	0.2%
Personal loan for another purpose	4.8%
Lease in your name - car lease	0.2%
Lease in your name - other lease	0.6%
Interest free period loan	1.8%
Loan for shares/investment	0.4%
Personal overdraft	0.9%
Some other type of loan	0.0%
None	56.9%

Total Amount in Savings and Investments

Less than \$100	7.4%
\$100- \$499	4.3%
\$500- \$999	3.9%
\$1000- \$1999	2.5%
\$2000- \$4999	6.2%
\$5000- \$9999	8.4%
\$10,000- \$19,999	7.1%
\$20,000- \$49,999	11.3%
\$50,000- \$99,999	9.3%
\$100,000- \$499,999	14.7%
\$500,000- \$999,999	6.7%
\$1 Million - <\$2 Million	1.9%
\$2 Million or More	0.4%
Can't Say	15.6%

Managed Investments Held

Allocated Pensions & Annuities	1.9%
Australian Equity Trust	0.1%
Cash Management Trust	1.7%
Friendly Society Bonds	0.0%
Income Fund	0.2%
Insurance Bonds	0.0%
Managed Trust	2.9%
International Trust	0.6%
Property Trust	0.7%
Rollover Fund (Approved Deposit/Deferred Annuities)	1.1%
Superannuation/Retirement Fund - non-employer/ portable	12.5%
Superannuation/Retirement Fund - employer	57.8%
Fixed Interest Trust	0.6%
Immediate Pensions & Annuities	1.5%
Mortgage Fund or Trust	0.7%
Other Unit Trust/Mutual Fund	0.0%
Retirement Savings Account	0.9%
None	30.0%

Accounts Held at Banks

Bank Account	85.0%
Term Deposit	8.4%
Bonus Interest or Reward-Based Account	5.0%
High Interest Online Account	4.7%
Deeming or Pensioner Account	5.0%
Mortgage Offset or Loan Offset Account	7.9%
Cash Management Account	4.8%
Share Trading Account	1.2%
Money Market Account	0.1%
Foreign Currency Account	0.0%
Christmas Club Account	0.0%
Regular Savings	74.2%
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	67.8%
Recently I've cut down my spending	57.6%
The Australian economy appears to be improving	52.2%
I feel financially stable at the moment	57.8%
I'm worried about interest rates at the moment	50.9%
It would be ideal if I could conduct all my banking without ever having to	45.0%
I prefer to invest in something with a safe return	78.1%

Average Value of Purchases over Internet Last 3 Months

Average Value (\$)	\$613
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Frequency of Internet Usage

More than once a day	38.2%
Once a day	8.9%
A few times a week	14.0%
Once a week	1.6%
A few times a month	4.1%
Once a month	2.6%
A few times a year	4.1%
Once a year	0.0%
Less often	5.4%
Never	0.0%
Can't say	5.8%

Shopping / Media

I use coupons I find in magazines or on packets	27.6%
I always watch the news on TV to keep me up-to-date	70.0%
I always read the business section of the newspaper	14.3%
I listen to the radio in the car	69.5%
I often enter competitions run by newspapers, magazines or radio	17.6%
I often enter competitions on packets or labels on products	18.0%
I often redeem coupons to get discounts or special offers	27.6%
I don't read the ads in newspapers and magazines	47.8%
I can't help noticing advertising on buses	43.6%
I enjoy buying magazines	46.3%
I can't miss seeing those big billboard signs	52.5%
I find TV advertising interesting	21.1%
TV advertising often gives me something to talk about	28.3%
Nearly all TV advertising annoys me	69.4%
Some TV advertising is devious	79.4%
Quite often I find TV advertising more entertaining than programs	15.5%
I often take advantage of special offers on shopping docket	20.4%
I usually notice advertisements on shopping trolleys	8.4%
I often notice the advertisements on the tops and backs of taxis	23.5%
Advertising posters in shopping centres don't interest me	64.2%
My letterbox says 'no junk mail' (or similar)	16.7%
I believe quality is more important than price	69.7%
I buy more store's own products than well known brands	40.4%
I would like to buy a home computer	42.9%
I try to buy Australian made products as often as possible	76.3%
I will buy a product because of the label	17.6%
I trust well known brands better than the stores' own	40.8%
I have favourite brands and I tend to stick to them	66.3%
I am always ready to try new and different products	60.9%
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	43.6%
If I see a new type of food I will try it	50.7%
Bought goods on lay-by	7.1%
Bought goods on interest free terms	6.9%
Bought something over the phone	7.8%
Bought something over the internet	29.3%
Bought something from a TV offer	4.9%
Bought something from a magazine coupon or offer	3.6%
Bought something from a newspaper coupon or offer	1.0%
Bought something from a catalogue or direct mail offer	11.2%
Bought something from a telephone sales offer	3.4%

Direct Mail Interests

Finance (banking, insurance)	31.4%
Telecommunications	14.4%
Utilities (gas, electricity, water)	11.2%
Real Estate	3.2%
Supermarket or other store	5.6%
Car company or dealer	2.5%
Charity	9.0%
Government / Political Party	9.8%
Other Organisation	28.6%
I read addressed mail from organisations I deal with	51.8%
I read addressed mail from organisations I don't deal with	10.5%

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%