



Consumer Spend Potential Australia 2010

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Overview

1

The amount of potential spending available per person in any conceivable trade area which might be drawn in Australia is information that is important for a wide variety of businesses, ranging from property owners and retailers to local governments, financial institutions and marketers of all products. The Pitney Bowes Business Insight Consumer Spending Potential (CSP) data set allows users to work up the household market for any or all of 107 categories and sub-categories of consumption for any part or all of Australia.

The CSP provides estimates of average per capita household spending for each of the over 38,500 Census Collector Districts (CD) in Australia. A CD is a region that is comprised of about 250 households and is the smallest geography for which the Australian Bureau of Statistics currently provides information. Using this building block in conjunction with the demographic information in AnySite enables the operator to calculate the amount of potential spend originating in any designated area as well as the corresponding characteristics of the people who make up that market.

Whether your interest is the spend differential between ice cream and chocolate, or the wallet share for home mortgages, Pitney Bowes Business Insight CSP will give you the analytical fidelity you need to visualise the bottom line of your potential market.

Transparent, Robust Model

2

Unlike other products on the market, the CSP has been put together on a 'top-down' basis. That is, we start with the overall market, and then appropriately apportion that total amount to each CD by category. The size of the overall potential spending market is limited only by the amount of income available. Utilising a cash flow analysis of the National Accounts, the GDP figures put together by the Bureau of Statistics, we have calculated the total amount of income available to households by each state/territory. Additionally, we are able to construct a measure of how much of this income is saved and not spent. Subtracting total savings from total income gives us the amount of money that is available for spending by households.

From this state/territory benchmark, we apportion these available funds down to the postcode level using income tax data from the Australian Taxation Office and demographic data from the Census. Dividing up this spending into the proper categories is done using the relativities from the Household Expenditure Survey, a study that is undertaken every five years by the Bureau of Statistics to provide the weightings for the Consumer Price Index (the measure of inflation). The results from this Survey tell us, for each income quintile within each state/territory, the proportion of spending that goes to food, alcohol, household services and recreation, to name but four of 13 broad categories.

From these postcode benchmarks, we run regressions and utilise regression analysis to calculate the spending for each CD. The underlying data to accomplish this task comes from the latest Census and employs about two dozen different variables. The socio-economic data we use in this process includes: Level of education, percentage of households with a mortgage, the number of couple families with dependent children, the ratio of senior citizens to young children, the ratio of mortgage payments to income, the number of lone person households and the birthplace of residents. It should be noted, however, that not every variable is used for each category of spending.

Scope of Categories

3

The Household Expenditure Survey breaks out household spending into over 600 categories, sub-categories and detailed sub-categories. The CSP's 107 categories and sub-categories were chosen primarily because they represent the key elements of household spending but also because the underlying data from the Survey has relatively low standard errors. (Should users require more detail than is provided in the CSP's data set, Pitney Bowes Business Insight can calculate a per capita average spend per CCD for over 200 more detailed sub-categories.)

The sub-category Fruit and Nuts, for example, can be further broken down into its components, such as stone fruit, berries, apples and pears, melons, bananas, dried grapes, nuts, etc. Equally, the sub-category Vehicle Charges can be further disaggregated into crash repairs, servicing, payments for driver's licenses and parking fees. Other detailed sub-categories covering diverse sectors such as curtains and blinds, musical instruments, boat purchase, animal minding charges and legal fees, however, can not be calculated due to their extremely high standard errors.

The estimate of the household spending market for each state and territory for each broad category is benchmarked to data from several reports from the Bureau of Statistics. Once any necessary adjustments have been made to this postcode benchmark, the CSP then uses the relativities from the Household Expenditure Survey to break down further each of the broad categories into their respective sub-categories. These postcode estimates of spending potential are then turned into an average per capita spend for each of the CDs within that postcode by using additional demographic data from the Census.

CSP DATA

4

The 107 categories and sub-categories of the CSP are listed below. In Section 5 that follows, we highlight the components of each of the sub-categories.

1. Total Food and Non-alcoholic Beverages

- a. Bakery product, flour and cereals
- b. Meat
- c. Fish and seafood
- d. Eggs and egg products
- e. Dairy products
- f. Edible oils and fats
- g. Fruit and nuts
- h. Vegetables
- i. Condiments, confectionery, food additives and prepared meals
- j. Non-alcoholic beverages
- k. Meals out and fast foods
- l. Other food and non-alcoholic beverages

2. Total Alcoholic Beverages

- a. Off licensed premises alcohol
- b. On licensed premises alcohol

3. Total Clothing and Footwear

- a. Men's clothing
- b. Women's clothing
- c. Boys clothing
- d. Girls clothing
- e. Infants clothing
- f. Other clothing
- g. Footwear
- h. Clothing and footwear services
- i. Other clothing and footwear

4. Total Household Furnishings and Equipment

- a. Furniture and floor covering
- b. Blankets, household linen and household furnishings
- c. Household appliances
- d. Glassware, tableware, cutlery and household utensils
- e. Tools and other household durables
 - i. Tools and garden durables
 - ii. Telephone equipment

5. Total Household Services and Operation

- a. Household non-durables
 - i. Tools and garden non-durables
 - ii. Grocery non-durables
- b. Postal charges
- c. Telephone and fax charges
- d. Household services
- e. Child care services
- f. Repair and maintenance of household durables
- g. Other household services and operation

6. Total Medical Care and Health Expenses

- a. Accident and health insurance
- b. Health practitioners fees
 - i. Opticians fees (inc spectacles)
 - ii. Other health practitioner fees
- c. Medicines, pharmaceutical products and therapeutic appliances
 - i. Pharma groceries
 - ii. Pharmaceuticals
- d. Other medical care and health expenses

7. Total Transport

- a. Motor vehicle purchase
- b. Motor vehicle fuel and lubricants
- c. Vehicle registration and insurance
- d. Motor vehicle parts and accessories purchased separately
- e. Other vehicle charges
- f. Public transport fares
- g. Other transport

8. Total Current Housing Costs

- a. Rent payments
- b. Mortgage interest payments
- c. Rate payments – principal dwelling
- d. Repairs and maintenance (materials only)
- e. Other current housing costs

9. Total Domestic Fuel and Power

- a. Electricity, gas, heating oil and wood
- b. Other domestic fuel and power

10. Total Miscellaneous Goods and Services

- a. Stationery equipment
- b. Other miscellaneous goods
 - i. Jewellery and other fashion accessories
 - ii. Other miscellaneous goods
- c. Education fees for primary and secondary schools
- d. Fees
- e. Other miscellaneous services
- f. Other miscellaneous goods and services

11. Other Capital Housing Costs

12. Total Personal Care

- a. Toiletries and cosmetics
 - i. Toiletries
 - ii. Cosmetics
- b. Personal care services

13. Total Recreation

- a. Audio-visual equipment and parts
- b. Home computer equipment (including pre-packaged software)
- c. Blank and recorded media
- d. Books, newspapers, magazines and other printed material
- e. Other recreational and educational equipment
 - i. Toys
 - ii. Non-toy other rec goods
- f. Hire of recreational and educational equipment
- g. Sports fees and charges
- h. Cultural fees and charges
- i. Other recreational and educational services (excluding holiday expenses)
- j. Holidays – Australia (selected expenses)
- k. Holidays – overseas (selected expenses)
- l. Animal expenses
 - i. Animal groceries
 - ii. Animal care
- m. Other recreational spending

14. Total Tobacco Products

- a. Cigarettes
- b. Other tobacco

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Components of CSP DATA

In addition to the categories and sub-categories of the CSP , we have itemised the components of each sub-category. This listing corresponds to the details as published in the Household Expenditure Survey and thus follows the nomenclature of that publication. For example, specialist sports shoes are included under Recreation, not under Footwear.

It is important to note that the full dataset for the CSP is listed in Section 4 above. This section shows the components of the 107 CSP categories as well as identifying those detailed variables that Pitney Bowes Business Insight can supply on request for extra cost.

An asterisk (*) next to the detailed item signifies that this good or service has a low enough standard error for Pitney Bowes Business Insight to be able, on request, to calculate an average per capita spend per CD.

Note: Abbreviation 'nfd' stands for 'not further defined', while 'nec' stands for 'not elsewhere classified'. These abbreviations have been used in the table below because the detailed list of sub category items reflects the exact structure of the Household Expenditure Survey.

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Food and non-alcoholic beverages

Bakery products, flour and cereals

- * Bread
- * Flour
- * Cakes, tarts and puddings (fresh or frozen)
- * Biscuits
- * Cake, biscuit, pudding and bread mixes
- * Breakfast cereals
- * Pasta
- * Rice
- * Cereals and pasta nec

Meat (excluding fish and seafood)

- Meat (excluding fish and seafood) nfd
- * Ham (including canned)
- * Bacon (including canned)
- * Sausages (not continental)
- * Canned meat (other than bacon and ham)
- * Frozen processed meat
- * Mince
- * Smallgoods
- * Processed meat nec
- * Prepared beef and veal
Beef and veal nec
- * Prepared mutton and lamb
Mutton and lamb nec
- * Prepared pork (excluding bacon and ham)
Pork (excluding bacon and ham) nec
- * Prepared poultry
Poultry nec
- Game
- Offal
- Meat (excluding fish and seafood) nec

Fish and seafood

- Fish and seafood nfd
- * Fresh fish and seafood
- * Frozen fish and seafood
- * Canned and bottled fish and seafood
- * Fish and seafood nec

Eggs and egg products

Fresh eggs
Eggs and egg products nec

Dairy products

- * Fresh milk
- * Fresh cream
- * Cheese
- * Butter
- * Powdered milk
- * Yoghurt
- * Dairy products nec

Edible oils and fats

- * Margarine
- * Edible oils and fats nec

Fruit and nuts

- Fruit and nuts nfd
- * Fresh fruit nfd
- * Fresh citrus fruit
- * Fresh stone fruit
- * Fresh apples and pears
- * Fresh berries
- * Fresh grapes
- * Fresh melons
- * Fresh tropical fruit (excluding bananas)
- * Fresh bananas
- * Fresh fruit nec
- * Canned, frozen and bottled fruit
- * Dried fruit nfd
- * Dried grapes
- * Dried fruit nec
- * Nuts

Vegetables

- Vegetables nfd
- * Fresh vegetables nfd
- * Fresh potatoes
- * Fresh onions
- * Other fresh root vegetables
- * Fresh tomatoes
- * Fresh flower vegetables
- * Fresh leaf vegetables
- * Fresh peas and beans
- * Fresh pumpkin
- * Fresh vegetables nec
- * Frozen vegetables
- * Other vegetables

Condiments, confectionery, food additives and prepared meals

- * Sugar
- * Marmalades, jams and preserves
- * Honey
- * Syrups
- * Jellies and desserts
- * Potato crisps and other savoury confectionery
- * Chocolate confectionery
- * Ice confectionery (including ice cream)
- * Confectionery nec
- * Spices and herbs
- * Sauces and salad dressings
- * Spreads and dips
- * Other food additives
- * Canned spaghetti and baked beans
- * Canned and bottled baby foods
- * Frozen prepared meals
- * Packaged prepared meals nec

Non-alcoholic beverages

- Non-alcoholic beverages nfd
- * Soft drinks
- * Packaged waters
- Fruit and vegetable juice nfd
- * Fruit juice
- Vegetable juice
- Mixed fruit and vegetable juice
- * Tea
- * Coffee
- * Canned and packeted soup
- * Soy and non-dairy milks
- * Food drinks nec
- * Cordials

- * Unpackaged milk-based beverages

Meals out and fast foods

- * Meals in restaurants, hotels, clubs and related
- * Fast food and takeaway (not frozen)
- * School lunch money

Other food and non-alcoholic beverages

Food nec
Non-alcoholic beverages nec
Food and non-alcoholic beverages nfd

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Alcoholic beverages

Off Licensed Premises Alcohol

On Licensed Premises Alcohol

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Clothing and footwear

Mens Clothing

- Men's clothing nfd
- Men's suits
- Men's coats
- * Men's trousers (excluding jeans)
- Men's jeans
- Men's cardigans and pullovers
- * Men's shirts
- * Men's underwear
- Men's sleepwear
- * Men's T-shirts
- Men's clothing nec

Womens Clothing

- Women's clothing nfd
- * Women's trousers and skirts (excluding jeans)
- Women's dresses and suits
- Women's jeans
- Women's coats
- Women's cardigans and pullovers
- * Women's foundation garments
- * Women's underwear (excluding foundation garments)
- * Women's sleepwear
- * Women's shirts and blouses
- * Women's T-shirts
- Women's clothing nec

Boys Clothing

Boys' clothing nfd
Boys' underwear
Boys' sleepwear
Boys' trousers (excluding jeans)
Boys' shirts
Boys' jeans
Boys' suits
Boys' coats
Boys' cardigans and pullovers
Boys' T-shirts
Boys' clothing nec

Girls Clothing

Girls' clothing nfd
Girls' underwear (excluding foundation garments)
Girls' sleepwear
Girls' dresses and suits
Girls' skirts and trousers (excluding jeans)
Girls' shirts and blouses
Girls' jeans
Girls' coats
Girls' cardigans and pullovers
Girls' foundation garments
Girls' T-shirts
Girls' clothing nec

Infants Clothing

* Nappies
Infants' clothing nec

Other Clothing

* Men's hosiery
* Women's hosiery
Children's and infants' hosiery
Hats and other headwear
* Clothing accessories (e.g. ties, gloves, handkerchiefs)
Clothing materials
* Haberdashery
Other clothing nec

Footwear

Footwear nfd
Sports and leisure footwear nfd
Footwear nec
Men's footwear nfd
Men's sports and leisure footwear
Men's footwear nec
Women's footwear nfd
Women's sports and leisure footwear
Women's footwear nec
Children's and infants' footwear nfd
Children's and infants' sports and leisure
footwear
Children's and infants' footwear nec

Clothing and footwear services

* Dry cleaning and laundering of clothes
Clothing repairs and alterations
Footwear repairs and alterations
Hire of clothing and footwear

Other Clothing and Footwear

Clothing nfd

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Household furnishings and equipment

Furniture and floor coverings

- * Bedroom furniture
- * Lounge/dining room furniture
- * Outdoor/garden furniture
- Other furniture
- Carpets
- Floor rugs, mats and matting
- Vinyl and other sheet floor coverings
- Floor tiles
- Other floor coverings

Blankets, household linen and household furnishings

- * Bed linen
- Blankets and travelling rugs
- Bedspreads and continental quilts
- Pillows and cushions
- * Towels and face washers
- Table and kitchen linen
- Curtains
- Blinds
- Other household textiles
- Household linen and furnishings (excluding ornamental) nec
- Paintings, carvings and sculptures
- * Ornamental furnishings nec

Household appliances

- * Cooking stoves, ovens, microwaves, hot plates and ranges
- * Refrigerators and freezers
- * Washing machines
- Air-conditioners
- Dishwashers
- Clothes dryers
- * Whitegoods and other electrical appliances nec
- Non-electrical household appliances

Glassware, tableware, cutlery and household utensils

- * Tableware
Glassware
Cutlery
- * Cooking utensils
- * Cleaning utensils
- * Glassware, tableware, cutlery and household utensils nec

Tools and other household durables

Tools & Garden Durables

- Lawnmowers (including electric)
- * Gardening tools
- * Other hand and power tools
- * Tools and other household durables nec

Telephone Equipment

- * Mobile phones
Telephone handset (purchase)
Answering machines

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Household services and operation

Household non-durables

Tools & Garden Non-Durables

- * Nails, screws and other fasteners
- * Trees, shrubs and plants
- * Other gardening products
- Swimming pool chemicals

Grocery Non-Durables

- Household non-durables nfd
- * Household soaps and detergents
- Household polishes
- * Other household cleaning agents
- * Household paper products (excluding stationery)
- Foodwraps (excluding paper)
- Household non-durables nec

Postal Charges

Postal charges

Telephone and Fax Charges

- * Fixed telephone account
- * Mobile telephone account
- Public telephone call (not account)
- * Mobile phone charges (not account)
- Telephone and facsimile charges nec

Household Services

- * Pest control services

- * Gardening services
- Private rubbish removals
- Housekeeping and cleaning services (including ironing) nfd
- Home help services
- Housekeeping and cleaning services (including ironing) nec
- Security services
- Household services nec

Child Care Services

Child care services nfd
Preschool
Formal child care services nec
Informal child care services

Repair and Maintenance of Household Durables

- * Carpet cleaning
Repair and maintenance of soft furnishings
- * Repair and maintenance of audiovisual
equipment and personal computers
Repair and maintenance of household
appliances nec
Repair and maintenance of tools
Repair and maintenance of household
durables nec

Other Household Services and Operation

Hire of tools
Hire of household durables nec
Audiovisual equipment and personal
computer repairs insurance
Household appliance repairs insurance nec

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Medical care and health expenses

Accident and health insurance

- * Hospital, medical and dental insurance
- * Ambulance insurance (separate insurance)
- * Sickness and personal accident insurance

Health practitioner's fees

Optician's fees (including spectacles)

Other Health Practitioners Fees

- * General practitioner doctor's fees
- * Specialist doctor's fees
- * Dental fees
- * Physiotherapy and chiropractic fees
- Health practitioner's fees nec

Medicines, pharmaceutical products and therapeutic appliances

Pharma Groceries

- * Non-prescribed pain relievers
- * Sunscreens
- * Non-prescribed ointments and lotions nec
- * Medicines and pharmaceutical products nec
- * Surgical dressings
- Therapeutic appliances and equipment (excluding hire)
- * First aid supplies, therapeutic appliances and equipment nec

Pharmaceuticals

- * Medicines and pharmaceutical products nfd
- * Prescriptions
- Medicines, pharmaceutical products and therapeutic appliances nfd

Other medical care and health expenses

Hospital and nursing home charges
Hire of therapeutic appliances
Other medical care and health expenses

nec

CATEGORY

Sub-Category

**Detailed List of Sub-category
Items**

Total Transport

Motor Vehicle Purchase

Purchase of motor vehicle (other than motor cycle)
Purchase of motor cycle
Purchase of caravan (other than selected dwelling)
Purchase of trailer
Purchase of bicycle

Motor Vehicle Fuel and Lubricants

Motor vehicle fuel, lubricants and additives
nfd
* Petrol
* Diesel fuel
* LPG and other gas fuels
* Oils, lubricants and additives

Vehicle registration and insurance

Compulsory registration of motor vehicle (other than motor cycle)
Compulsory insurance of motor vehicle (other than motor cycle)
Combined compulsory registration and insurance of motor vehicle (other than motor cycle)
Other insurance of motor vehicle (other than motor cycle)
Compulsory registration of motor cycle, caravan and trailer
Compulsory insurance of motor cycle, caravan and trailer
Combined compulsory registration and insurance of motor cycle, caravan and trailer
Other insurance of motor cycle, caravan and trailer

Motor vehicle parts and accessories purchased separately

- Motor vehicle batteries
- * Tyres and tubes
- Motor vehicle electrical accessories (purchased separately)
- Vehicle parts purchased separately nec
- Vehicle accessories purchased separately nec

Other Vehicle charges

- * Crash repairs
- * Vehicle servicing (including parts and labour)
- * Driver's licence
- * Parking fees
- Driving lessons
- Subscription to motor organisations
- Vehicle hire and leasing expenses (non-holiday)
- Road tolls
- Vehicle charges (including hire of accessories) nec

Public transport fares

- Public transport fares nfd
- Rail fares
- Bus and tram fares
- Water transport fares
- Combined bus/tram/rail/water transport fares
- Public transport fares nec
- * Taxi fares

Other Transport

- Air fares (excluding holiday)
- Removalists charges
- Fare and freight charges (excluding holidays and public transport) nec

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Current housing costs

Rent payments

Rent payments

Mortgage interest repayments

Mortgage repayments - interest component
(selected dwelling)

Rate payments - Principal Dwelling

Rate payments (selected dwelling) nfd
Water and sewerage rates and charges
(selected dwelling)
Local government rates (selected dwelling)
Land tax (selected dwelling)

Repairs and maintenance (materials only)

- * Repairs and maintenance - paint
- * Repairs and maintenance (materials only)
nec

Other current housing costs

Loans for alterations and additions - interest
component
Body corporate payments (selected
dwelling)
House and contents insurance
Repairs and maintenance (contractors) -
repainting
Repairs and maintenance (contractors) -
electrical work
Repairs and maintenance (contractors) -
plumbing
Repairs and maintenance (contractors) -
reroofing
Repairs and maintenance (contractors) -
nec

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Domestic fuel and power

Electricity, gas, heating oil and wood

- * Electricity (selected dwelling)
- * Mains gas (selected dwelling)
- * Bottled gas - excluding gas for BBQs (selected dwelling)
- Heating oil (selected dwelling)
- Wood for fuel (selected dwelling)
- Electricity (other property)
- Mains gas (other property)
- Bottled gas (other property)
- Heating oil (other property)
- * Wood for fuel (other property)

Other domestic fuel and power

Bottled gas for BBQ
Kerosene and paraffin
Domestic fuel and power nec

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Miscellaneous goods and services

Stationery equipment

- Stationery equipment nfd
- Pens
- * Paper and writing pads
- * Cards, envelopes and forms
- * Stationery equipment nec

Other miscellaneous goods

Jewellery and Other Fashion Accessories

- Watches
- * Jewellery
- * Travel goods, handbags, umbrellas, wallets and related

Other Misc Goods

- Clocks (including timers)
- * Ice
- Lay-by (unspecified content)
- Baby goods (excluding clothing)
- Christmas decorations
- Miscellaneous goods nec

Education fees for primary and secondary schools

- Education fees for primary and secondary school nfd
- Primary school fees (government) - including pre-year 1
- Primary school fees (independent) - including pre-year 1 - Catholic
- Primary school fees (independent) - including pre-year 1 - excluding Catholic
- Secondary school fees (government)
- Secondary school fees (independent) - Catholic
- Secondary school fees (independent) - excluding Catholic
- HECS
- Higher education institution fees nec
- TAFE course fees
- Fees paid to other educational institutions

nec
Private education tuition fees

Fees

Fees nfd
Union dues, professional association
subscriptions
Legal fees
Accountant and tax agent fees
Lease payments (excluding vehicle leases)
* Government duties, taxes and charges on
financial institution accounts
* Financial institution charges and fees on
financial institution accounts
Duties, taxes and charges on financial
institution accounts nec
Fees nec - government
Fees nec - private

Other miscellaneous services

Alimony or maintenance payments
Cash gifts, donations to charity nfd
Cash gifts, donations to family or friends
Cash gifts, donations to churches,
synagogues and related
Cash gifts, donations to charity nec
Pocket money or allowance
Fines
Personal belongings insurance
Personal advertising and related
Non-holiday accommodation
Repair of miscellaneous goods
Travel insurance - selected payments
Counselling services
Delivery charges not associated with a
specific good
Miscellaneous services nec

Other Miscellaneous Goods and Services

Mortgage repayments - interest component
(other property)
Loans for vehicle - interest component
Loans for holiday - interest component
Loans - interest component (excluding
housing loans) nec
Interest payments on credit card purchases
Interest payments on credit card cash
advances
Rate payments (other property) nfd
Local government rates (other property)
Land tax (other property)
Water and sewerage rates (other property)
Rent payments (other property)
Insurance (other property)
Body corporate payments (other property)
Payments for other property nec

CATEGORY

Sub-Category

**Detailed List of Sub-category
Items**

Other Capital Housing Costs

Additions and extensions

Internal renovations

Insulation

In-ground swimming pool

Outside building

Other outside improvements

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
-----------------	---------------------	--

Total Personal care

Toiletries and cosmetics

Toiletries

- * Oral hygiene products
- * Toilet soap
- * Talcum powders and deodorants
- * Shavers, hairdryers and related
- * Haircare products
- * Feminine hygiene products

Cosmetics and Fragrances

- * Fragrances
- * Toiletries and cosmetics nec

Personal care services

- * Hair services nfd
- * Hair services (male)
- * Hair services (female)
- * Personal care services nec

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Recreation

Audio-visual equipment and parts

- * Televisions
- Satellite dishes
- Television aerials nec
- Video cassette recorders
- Video cameras
- * Digital video disc players/laser disc players
- Set top boxes
- Video equipment nec
- Radios
- CD player
- Integrated sound system
- Amplifiers and tuner-amplifiers
- Speakers
- Audio equipment nec
- Home entertainment systems
- Audiovisual equipment and parts nec

Home computer equipment (including pre-packaged software)

Home computer equipment (including pre-packaged software)

Blank and pre-recorded media

- TV games and computer software nfd
- Computer software - games
- Computer software (excluding games)
- TV games and computer software nec
- * Blank video cassettes and video discs
- * Pre-recorded video cassettes and video discs
- * Pre-recorded compact discs and records (audio)
- Audio cassettes and tapes
- Blank computer media
- Blank and pre-recorded media nec

Books, newspapers, magazines and other printed material

- * Books
- * Newspapers
- * Magazines and comics
- Books, newspapers, magazines and other printed material nec

Other recreational and educational equipment

Toys

- * Toys

Non-Toy Other Rec Goods

- Photographic equip (ex film and chemicals)
- * Photo film and chemicals (inc developing)
- Sunglasses (excluding prescription)
- Other optical goods
- Studio and other professional photography
- Musical instruments and accessories
- Purchase of boat
- Registration and insurance of boat
- Boat purchase, parts and operation nec
- Purchase of aircraft
- Registration and insurance of aircraft
- Aircraft purchase, parts and operation nec
- Camping equipment
- Sports equipment nfd
- Fishing equipment
- Golf equipment (excluding specialist sports shoes)
- Specialist sports shoes
- Water sport, snow sport and skating equipment
- Bats, sticks, racquets and balls for field and court games
- Sports equipment nec
- Above ground pool
- * Art and craft materials
- Recreational and educational equipment nec

Hire of recreational and educational equipment

- Hire of televisions
- Hire of video cassette recorders
- * Hire of video cassette tapes and TV/computer games
- Hire of sports equipment
- Hire of recreational and educational equipment nec

Sports fees and charges

- Health and fitness studio charges
- Sporting club subscriptions
- Squash court hire charges
- Ten pin bowling charges
- Green fees
- Sports lessons
- Spectator admission fees to sport
- Sports fees and charges nec

Cultural fees and charges

- * Cinema fees and charges
- Live theatre fees and charges nfd
- Music concert fees and charges
- Live theatre fees and charges nec
- Dance and nightclub fees and charges
- National park fees and charges
- Zoo fees and charges
- Art gallery and museum fees and charges
- * Clubs and association subscriptions (excluding sports clubs)
- Cultural fees and charges nec

Other recreational and educational services (excluding holiday expenses)

- Day trips and other excursions
- Amusement arcade machines
- Culture course
- Recreation course
- Life education program
- Culture and recreation lessons (excluding sports lessons) nec
- * Pay TV fees
- * Internet charges (account)
- Internet charges (not account)
- Charges for physical recreation nec
- Recreational and educational services nec

Holidays-Australia (selected expenses)

- * Holiday air fares - Australia
- Holiday rail fares - Australia
- Holiday bus fares - Australia
- Other holiday fares - Australia (including vehicle hire)
- * Holiday petrol - Australia
- * Holiday motel/hotel charges - Australia
- * Holiday flat/house charges - Australia
- * Caravan park fees/hire of caravan - Australia
- Other accommodation charges - Australia
- Airfare inclusive package tours - Australia
- Other package tours - Australia

Holidays-overseas (selected expenses)

- * Holiday air fares - overseas
- Other holiday fares - overseas
- * Holiday motel/hotel charges - overseas
- Other accommodation charges - overseas
- Airfare inclusive package tours - overseas
- Other package tours - overseas

Animal expenses

Animal Groceries

- Animal food nfd
- * Prepared dog and cat food
- * Bird seed and other seeds
- * Fresh meat for animal food (including mince and bones)
- Animal food nec
- * Animal health products

Animal Care

- Animal expenses nfd
- Animal purchases
- Veterinary charges
- Animal minding charges
- Animal fees (including registration)
- * Animal care and grooming
- Animal expenses nec

Other Recreation Spending

Gambling nfd
Lottery tickets
Lotto type games and instant lottery (scratch cards)
TAB, on course betting and related
Poker machines and ticket machines
Blackjack, roulette and other casino-type games
TAB - betting (excluding animal racing)
Club and casino broadcast gaming
Gambling nec
Repair of optical and photographic equipment
Repair of sports equipment
Repair of recreational and educational equipment (excluding audiovisual equipment) nec

<u>CATEGORY</u>	<u>Sub-Category</u>	<u>Detailed List of Sub-category Items</u>
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Total Tobacco products

Cigarettes

Other tobacco

Tobacco products nec