

Business in the Illawarra: using ABS statistical data

Regional Statistics

Australian Bureau of Statistics database – Regional Statistics/National Regional Profile – Local Government Area by name – NSW (click on arrow to open) – Wollongong.

Also try: *Statistical Local Area by Name – NSW - Illawarra.*

2006 Census data

Why find this information:

- More detailed information - can go down to postcode area, e.g Corrimal, can produce maps
- location – population, high/low income, computer users, etc
- target audience – number, income, sex, occupation, etc

2006 Census Data - Summary data by postal area

Australian Bureau of Statistics database – Census Data – 2006 census – Browse – Postal Area – NSW - select appropriate postcode (e.g.2518 Corrimal) – Select product – QuickStats radio button – View QuickStats. Example: Medium Incomes for Corrimal vs Australia. In this case you could use the information to determine the average income of people in Corrimal.

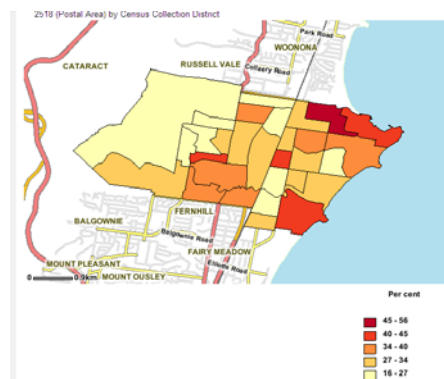
More detailed information

From: **Select product – Census Tables radio button – Select topic – Place of Usual residence radio button & a topic (e.g. Income) – select further breakdown (e.g. Gross individual income by age and sex) – View Census Tables – Downloads.** (In this example you could use the information to work out the income of a target audience – males from 15-24 within Corrimal area.

| 12 | Based on place of usual residence | | | | | | | | | | |
|----|---|------------|------------|--------------|--------------|--------------|------------|------------|------------|------------|--------------|
| 13 | | 15-19 | 20-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75-84 | 85 years | |
| 14 | | years | years | years | years | years | years | years | years | and over | Total |
| 15 | | | | | | | | | | | |
| 16 | | MALES | | | | | | | | | |
| 17 | | | | | | | | | | | |
| 18 | Negative/Nil income | 210 | 23 | 18 | 25 | 21 | 29 | 12 | 12 | 0 | 350 |
| 19 | \$1-\$149 | 144 | 40 | 25 | 25 | 27 | 40 | 31 | 23 | 3 | 358 |
| 20 | \$150-\$249 | 41 | 76 | 99 | 115 | 122 | 165 | 232 | 219 | 38 | 1,107 |
| 21 | \$250-\$399 | 64 | 71 | 86 | 88 | 84 | 100 | 186 | 129 | 46 | 834 |
| 22 | \$400-\$599 | 40 | 123 | 135 | 120 | 112 | 111 | 105 | 55 | 16 | 817 |
| 23 | \$600-\$799 | 8 | 79 | 169 | 152 | 122 | 102 | 27 | 15 | 6 | 680 |
| 24 | \$800-\$999 | 0 | 44 | 151 | 120 | 117 | 73 | 20 | 7 | 3 | 535 |
| 25 | \$1,000-\$1,299 | 3 | 24 | 186 | 195 | 141 | 84 | 10 | 0 | 0 | 643 |
| 26 | \$1,300-\$1,599 | 0 | 13 | 91 | 146 | 161 | 65 | 4 | 3 | 0 | 483 |
| 27 | \$1,600-\$1,999 | 0 | 0 | 63 | 91 | 101 | 37 | 4 | 0 | 0 | 296 |
| 28 | \$2,000 or more | 0 | 5 | 39 | 80 | 69 | 25 | 3 | 0 | 0 | 221 |
| 29 | | | | | | | | | | | |
| 30 | Individual income not stated | 72 | 30 | 64 | 72 | 63 | 45 | 42 | 60 | 36 | 484 |
| 31 | | | | | | | | | | | |
| 32 | Total | 582 | 528 | 1,126 | 1,209 | 1,140 | 876 | 676 | 523 | 148 | 6,808 |
| 33 | | | | | | | | | | | |

Map data

From: **Select a product – MapStats – Select Topic – Income – Select sub location (e.g. Proportion of low income households) – Click on Select sub location – View MapStats – shows coloured map.** In the example below the map shows locations with lower incomes towards beach and higher incomes towards mountains. You could use this information to determine the location of a business.



Finding postcodes Use the white pages online at www.whitepages.com.au