

Data Accuracy

A compilation of various examples

Australia

December 2010



COMPARATIVE STATISTICS		EXTERNAL DATA SOURCE (ALL AGES UNLESS OTHERWISE STATED)	ROY MORGAN SINGLE SOURCE (AGED 14+ UNLESS OTHERWISE STATED)
1	Country of Birth	<p>Australia - 71.7% Asia - 7.9% Canada - 0.2% Greece - 0.7% Italy - 1.3% Other Europe - 4.4% New Zealand - 2.4% United Kingdom - 6.8% USA - 0.4% Other - 4.2% (Aged 15+) Australian Bureau of Statistics August 2006 Census</p>	<p>Australia - 71.8% Asia - 10.1% Canada - 0.3% Greece - 0.3% Italy - 0.8% Other Europe - 3.1% New Zealand - 2.7% United Kingdom - 7.0% USA - 0.4% Other - 3.5% (Aged 15+) 12 months to December 2010</p>
2	Labour Force (Number of Employed Persons)	<p>11.4 million (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 December 2010</p>	<p>11.2 million Qtr to December 2010</p>
3	Labour Force Participation Rate	<p>66.0% (Aged 15+) Australian Bureau of Statistics Catalogue No. 6202.0 December 2010</p>	<p>65.2% Qtr to December 2010</p>

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4	Average Weekly Income - Full Time Employed (Annualised)	\$68,853 (Aged 21+) Australian Bureau of Statistics Catalogue No. 6302.0 November 2010	\$72,393 (Aged 21+) 12 months to December 2010
5	Percentage of People who earn \$1,600 or more per week	8.2% (Aged 20-64) Australian Bureau of Statistics August 2006 Census	15.7% (Aged 20-64) 12 months to December 2010 (8.9% - 12 months to August 2006)
6	Educational Attainment - Tertiary Degree or Higher	3.3 million (Aged 15-64) Australian Bureau of Statistics Catalogue No. 6227.0 May 2010	4.2 million (Aged 15-64) 12 months to December 2010
7	Total Deposits - Banks	\$488.7 billion Australian Prudential Regulation Authority (APRA) December 2010	\$447.0 billion Qtr to December 2010

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8	Superannuation Assets Held	\$1,316.0 billion Australian Prudential Regulation Authority (APRA) December 2010	\$1,334.3 billion Qtr to December 2010
9	Population with Private Health Insurance	46.3% (Aged 20+) Private Health Insurance Admin Council Qtr to December 2010	46.0% (Aged 20+) Qtr to December 2010
10	Internet Users	15.8 million International Telecommunication Union (ITU) 2009	16.3 million 12 months to December 2010
11	Persons Purchasing or Ordering Goods or Services via the Internet for Private Use	7.7 million (Aged 18+) Australian Bureau of Statistics Catalogue No. 8146.0 July 2008 - June 2009	9.0 million (Aged 18+) 12 months to December 2010

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12	Households with Broadband Connection	5.0 million Australian Bureau of Statistics Catalogue No. 8146.0 July 2008 - June 2009	5.1 million Qtr to December 2010
13	Households with Access to a Computer	78% Australian Bureau of Statistics Catalogue No. 8146.0 July 2008 - June 2009	82% 12 months to December 2010
14	Households with a DVD player/DVD recorder	87% Free TV Australia Screen Australia 2008	77% 12 months to December 2010 (81% - 12 months to December 2008)
15	Households with a VCR	86% OzTAM Screen Australia 2004	47% 12 months to December 2010 (79% - 12 months to December 2004)

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16	Mobile Phone Penetration	89% Australian Communication and Media Authority 2010	86% 12 months to December 2010
17	Cinema Attendance - Annual Visits	90.7 million Motion Picture Distributors Association of Australia 2009	83.7 million Qtr to December 2010
18	Pay TV Penetration (% of Households)	28% Screen Australia June 2010	25% 12 months to December 2010
19	Alcohol Consumption (Drunk Alcohol in last 7 days)	61.4% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 August 2007 - June 2008	61.9% (Aged 18+) 12 months to December 2010

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20	Smoking Incidence	20.8% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 August 2007 - June 2008	20.0% (Aged 18+) 12 months to December 2010
21	Percentage of Population with an Overweight Body Mass Index	Male - 42.1% Female - 30.9% (Aged 18+) Australian Bureau of Statistics Catalogue No. 4364.0 August 2007 - June 2008	Male - 41.3% Female - 28.4% (Aged 18+) 12 months to December 2010
22	No. of Registered Vehicles (Passenger and Light Commercial Vehicles)	14.7 million Motor Vehicle Census Australian Bureau of Statistics Catalogue No. 9309.0 March 2010	14.2 million 12 months to December 2010
23	Total Kilometres Driven in Last 12 Months	215 billion kms Survey of Motor Vehicle Use Australian Bureau of Statistics Catalogue No. 9208.0 12 months to October 2007	242 billion kms 12 months to December 2010

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24	Most Popular Holiday Destination	591,000* holiday departures to New Zealand (12 month period) Australian Bureau of Statistics Catalogue No. 3401.0 December 2010 (* Note: number of trips rather than the number of travellers)	580,000 Australian residents travelled to New Zealand (12 month period) 12 months to December 2010
25	Participation in Sport and Physical Activity	64% (Aged 15+) Australian Bureau of Statistics Catalogue No. 4177.0 2009-2010	64% Regularly participate 12 months to December 2010
26	Hours Worked in Last 7 Days	Employed - 33.8 Full Time - 40.9 Part Time - 16.7 (Aged 15+) Australian Bureau of Statistics Catalogue No. 6105.0 November 2010	Employed - 35.3 Full Time - 41.4 Part Time - 21.8 (Aged 15+) Qtr to December 2010