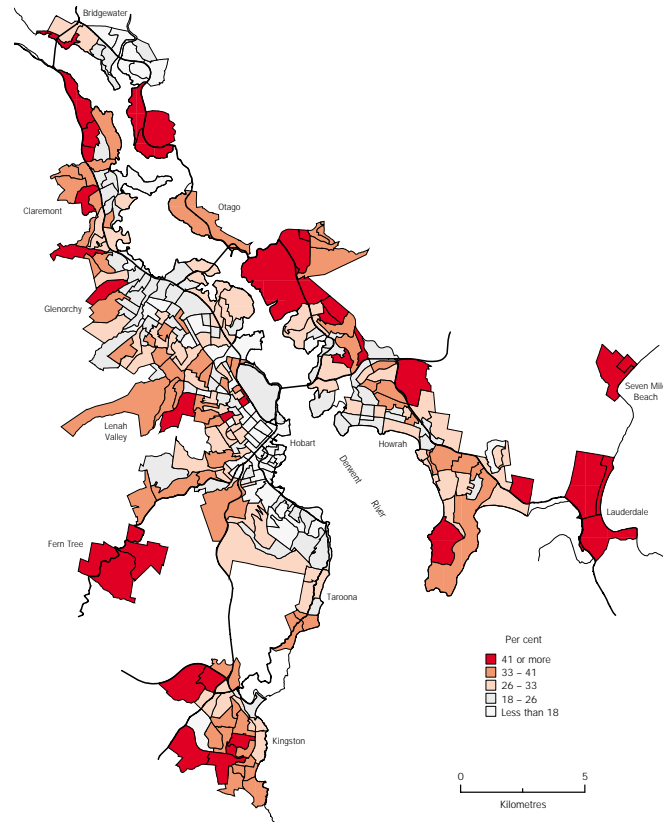


explore YOUR CITY



Above: Sample taken from the 2001 Hobart Social Atlas. Dwellings being purchased; as a percentage of all occupied private dwellings.

If the information of interest to you is not mapped in the Social Atlases, it is possible to have maps tailored to your requirements. If you wish to know more or take advantage of this service please contact the National Information and Referral Service on 1300 135 070.

more than just numbers...

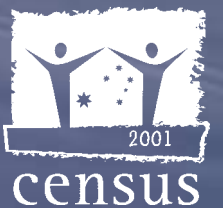
Whether you're looking for information to help you plan ahead for your business, or you just want to see the latest trends in the economy, there's no better starting point than the Australian Bureau of Statistics. With resources like the Population Census – and a whole range of social, economic and business surveys – the ABS can give you the background information you need to help make accurate business decisions. Assistance is available to help you access the full range of ABS statistical information and tailor a service to meet your requirements.

For more information on ABS and other 2001 Census products and services:

visit: www.abs.gov.au
 phone: 1300 135 070
 email: client.services@abs.gov.au

explore YOUR CITY

through 2001 Census SOCIAL ATLAS SERIES



explore

YOUR CITY

The 2001 Census of Population and Housing is a "snapshot" of Australia which, in addition to counting the population, collects information on the social, economic and housing characteristics of Australian society.

HAVE YOU EVER WONDERED...

- Where do people who travel to work by car or public transport in Hobart live?
- Which areas of Perth have the highest percentages of people who are not fluent in English?
- Where are most of the home rental properties located in Adelaide?
- Which areas in Sydney had the greatest change in population between 1996 and 2001?

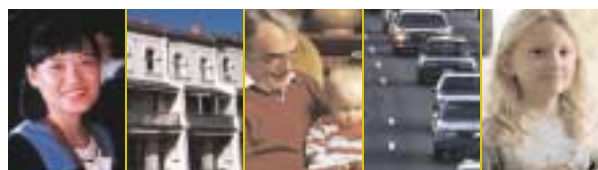
The Social Atlas series answers these questions and more for each of the State and Territory capital cities in Australia. They present information on these characteristics in an easy to understand format through the use of colourful maps and enlightening commentary.

Maps of each capital city have been presented at Collection District level. Collection Districts consist of around 225 households and are the smallest areas at which census data are aggregated. The Social Atlases allow you to visualise and identify where the concentrations of population with selected characteristics are in the metropolitan areas.

The publications contain a common set of 36 maps covering population, ethnicity, education, families, income, labour force and dwellings. The maps are easy to interpret and give a bird's eye view of your capital city. The maps can help the positioning of your products and services, and be used as the basis for undertaking more detailed research.

new for 2001...

A new map has been included in the 2001 series on the number of people who had used the Internet at home in the week before Census night.



EASY TO UNDERSTAND

Informative commentary that is easily understood accompanies the maps and highlights the major findings against each of the core set of characteristics included in the Social Atlases.

Each Social Atlas also includes maps on topics specific to that capital city.

For example, the Social Atlas for:

- **Adelaide** includes maps on people born in Southeast Asia and people aged 75 years and over
- **Brisbane** presents information on the number of students attending non-government schools and
- **Canberra** contains information on the number of people who walked or cycled to work.

REFERENCE MAPS

A set of reference maps, identifying Statistical Local Areas, Postal Area and Locations, are included in each Atlas to assist in locating areas of interest.

The Social Atlases are presented in a convenient A4 format and spiral bound for ease of use. They are a colourful and readily understood reference and are a valuable information resource for a broad spectrum of the community.

Social Atlases can assist informed decision making in:

Marketing and advertising firms

- Local councils
- Real estate firms
- Retail outlets
- Schools and
- Tourism facilities.

an example...

A retailer is looking to expand their current product line. By using the Social Atlas, the retailer can visually see where their target population is most concentrated: for example, couple families who have a double income and no kids. By targeting only those areas with a high percentage of the target market, the retailer has been able to maximise the effectiveness of their promotional budget.

The 2001 Social Atlas series is a must for those looking for a cost efficient yet powerful and effective tool to assist their business decisions.

The Atlases will be released progressively from October 2002 through to February 2003.

SPECIAL OFFERS

Buy the full set

Purchase the full set of Atlases and receive an \$80 saving! Your full set will be sent to you once all of the publications have been released.

When purchasing all eight Social Atlases, you will receive a special presentation folder to highlight and protect your asset. It is ideal for placing your Atlases in libraries, reception areas or on your bookshelf.

Schools discount

Primary and secondary schools are entitled to a 30% discount! To take advantage of this special offer, please contact the National Education Services Unit on **1800 623 273**.

did you know...

- Sydney recorded the largest average household size of all Australian capital cities in 2001?
- Hobart had the greatest proportion of people living alone?
- The highest proportion of Indigenous Australians could be found in Darwin, but which capital city had the second highest?
- Canberra had the highest proportion of home Internet users?

Establish the facts for yourself and see other interesting characteristics of your capital city, in the 2001 Social Atlas series.

Please send me a copy of the Social Atlas for:

Catalogue no.	City	Price	Indicative release date
<input type="checkbox"/> 2030.1	Sydney	\$75.00	October 2002
<input type="checkbox"/> 2030.2	Melbourne	\$75.00	February 2003
<input type="checkbox"/> 2030.3	Brisbane	\$55.00	December 2002
<input type="checkbox"/> 2030.4	Adelaide	\$55.00	November 2002
<input type="checkbox"/> 2030.5	Perth	\$55.00	October 2002
<input type="checkbox"/> 2030.6	Hobart	\$55.00	October 2002
<input type="checkbox"/> 2030.7	Darwin & Palmerston	\$55.00	February 2003
<input type="checkbox"/> 2030.8	Canberra	\$55.00	February 2003
<input type="checkbox"/> 2030.0	Full set of Atlases	\$400.00*	February 2003

Prices include GST, postage and handling.

* A saving of \$80

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